



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

## **PG Programs**

**Duration – 2 Years Full Time**

**Programme Structure  
and  
Curriculum & Evaluation**

**2020- 2022**

# PROGRAMME STRUCTURE

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

## FIRST SEMESTER

| Course Code                | Course Title                          | Category | Lectures (L) Hours per week | Tutorial (T) Hours per week | Project (P) Hours per term | Paper (TP) Hours per week | Total Credits |
|----------------------------|---------------------------------------|----------|-----------------------------|-----------------------------|----------------------------|---------------------------|---------------|
| MBA101                     | Organization Behavior                 | CC       | 3                           | 0                           | 0                          | 0                         | 3             |
| MBA102                     | Accounting for Management             | CC       | 2                           | 1                           | 0                          | 0                         | 3             |
| MBA103                     | Managerial Economics                  | CC       | 3                           | 0                           | 0                          | 0                         | 3             |
| MBA104                     | Marketing Management                  | CC       | 3                           | 0                           | 0                          | 0                         | 3             |
| MBA105                     | Information Technology for Managers   | CC       | 2                           | 0                           | 2                          | 2                         | 3             |
| MBA106                     | Quantitative Techniques in Management | CC       | 2                           | 1                           | 0                          | 0                         | 3             |
| <b>Value Added Courses</b> |                                       |          |                             |                             |                            |                           |               |
| BCS111                     | Business Communication – I            | VA       | 1                           | -                           | -                          | -                         | 1             |
| BSS111                     | Behavioral Science – I                | VA       | 1                           | -                           | -                          | -                         | 1             |
|                            | Foreign Language – I                  | VA       | 2                           | -                           | -                          | -                         | 2             |
| FLN111                     | French                                |          |                             |                             |                            |                           |               |
| FLG111                     | German                                |          |                             |                             |                            |                           |               |
| FLS111                     | Spanish                               |          |                             |                             |                            |                           |               |
| FLJ111                     | Japanese                              |          |                             |                             |                            |                           |               |
| FLC111                     | Chinese                               |          |                             |                             |                            |                           |               |
|                            | <b>TOTAL</b>                          |          |                             | <b>2</b>                    | <b>2</b>                   |                           | <b>22</b>     |

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

**SECOND SEMESTER**

| <b>Course Code</b>         | <b>Course Title</b>         | <b>Category</b> | <b>Lectures (L) Hours per week</b> | <b>Tutorial (T) Hours per week</b> | <b>Project (P)/Term Paper (TP) Hours per week</b> | <b>Total Credits</b> |
|----------------------------|-----------------------------|-----------------|------------------------------------|------------------------------------|---|----------------------|
| MBA201                     | Human Resource Management   | CC              | 3                                  | 0                                  | 0   | 3                    |
| MBA202                     | Financial Management        | CC              | 2                                  | 1                                  | 0   | 3                    |
| MBA205                     | Operations Management       | CC              | 2                                  | 1                                  | 0   | 3                    |
| MBA210                     | Economic Analysis           | CC              | 3                                  | 0                                  | 0   | 3                    |
| MBA281                     | Business Research Methods   | CC              | 2                                  | 1                                  | 0   | 3                    |
| MBA291                     | Critical Thinking           | CC              | 2                                  | 1                                  | 0   | 3                    |
| MBA292                     | Legal Aspects of Business   | CC              | 2                                  | 1                                  | 0   | 3                    |
|                            | <b>Open Elective-I</b>      | <b>OE</b>       |                                    |                                    |   | <b>3</b>             |
| <b>Value Added Courses</b> |                             |                 |                                    |                                    |   |                      |
| BCS211                     | Business Communication – II | VA              | 1                                  | 0                                  | 0   | 1                    |
| BSS211                     | Behavioral Science – II     | VA              | 1                                  | 0                                  | 0   | 1                    |
|                            | Foreign Language – II       |                 |                                    |                                    |   |                      |
| FLN211                     | French                      |                 |                                    |                                    |   |                      |
| FLG211                     | German                      |                 |                                    |                                    |   |                      |
| FLS211                     | Spanish                     |                 |                                    |                                    |   |                      |
| FLJ211                     | Japanese                    |                 |                                    |                                    |   |                      |
| FLC211                     | Chinese                     | VA              | 2                                  | 0                                  | 0   | 2                    |
|                            | <b>TOTAL</b>                |                 |                                    |                                    |   | <b>28</b>            |

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

**THIRD SEMESTER**

| Course Code  | Course Title                                       | Category | Lectures (L) Hours per week | Tutorial (T) Hours per week | Project (P)/Term Paper (TP) Hours per week | Total Credits |
|--|--|----------|-----------------------------|-----------------------------|--|---------------|
| MBA301   | Strategic Management                               | CC       | 2                           | 1                           | 0  | 3             |
| MBA350   | Summer Internship                                  | CC       | 0                           | 0                           | 14   | 9             |
| MBA353   | Entrepreneurship & New Venture                     | CC       | 2                           | 1                           | 0  | 3             |
| <b>Domain Elective-III:</b> Choose six courses amounting to minimum 18 credits from the following courses. Choose (3+3) for Dual Specialization and (4+2) for Major & Minor Specialization |  |          |                             |                             |  |               |
| <b>Agribusiness Management</b>   |  |          |                             |                             |  |               |
| MBA311   | Post - Harvest Management                          | DE       | 2                           | 1                           | 0  | 3             |
| MBA312   | Agricultural Input Marketing                       | DE       | 2                           | 1                           | 0  | 3             |
| MBA313   | Rural Marketing                                    | DE       | 2                           | 1                           | 0  | 3             |
| MBA380   | Social Banking & Micro Finance                     | DE       | 2                           | 1                           | 0  | 3             |
| MBA383   | Agribusiness and Rural Environment                 | DE       | 2                           | 1                           | 0  | 3             |
| <b>Finance and Accounting</b>  |  |          |                             |                             |  |               |
| MBA318   | Cost and Management Accounting                     | DE       | 2                           | 1                           | 0  | 3             |
| MBA319   | Large Scale Investment                             | DE       | 2                           | 1                           | 0  | 3             |
| MBA320   | International Finance                              | DE       | 2                           | 1                           | 0  | 3             |
| MBA322   | Security Analysis & Portfolio Management           | DE       | 2                           | 1                           | 0  | 3             |
| MBA379   | Fixed Income Investments                           | DE       | 2                           | 1                           | 0  | 3             |
| MBA380   | Social Banking & Micro Finance                     | DE       | 2                           | 1                           | 0  | 3             |
| <b>Human Resource</b>  |  |          |                             |                             |  |               |
| MBA324   | Industrial Relations & Labor Laws                  | DE       | 2                           | 1                           | 0  | 3             |
| MBA325   | Performance & Competency Management                | DE       | 2                           | 1                           | 0  | 3             |
| MBA326   | Strategic Human Resource Management                | DE       | 2                           | 1                           | 0  | 3             |
| MBA329   | HR Audit & HR Information Systems                  | DE       | 2                           | 1                           | 0  | 3             |
| MBA377   | General Human Psychology                           | DE       | 2                           | 1                           | 0  | 3             |
| MBA378   | Compensation & Reward Management                   | DE       | 2                           | 1                           | 0  | 3             |
| MBA390   | Recruitment, Selection, Training & Development     | DE       | 2                           | 1                           | 0  | 3             |
| <b>International Business</b>  |  |          |                             |                             |  |               |
| MBA320   | International Finance                              | DE       | 2                           | 1                           | 0  | 3             |
| MBA336   | Export Import Documentation & Logistics            | DE       | 2                           | 1                           | 0  | 3             |
| MBA340   | International Economics & Policy                   | DE       | 2                           | 1                           | 0  | 3             |
| MBA371   | WTO & International Regulatory Environment         | DE       | 2                           | 1                           | 0  | 3             |
| MBA372   | International Business Strategy                    | DE       | 2                           | 1                           | 0  | 3             |
| MBA373   | Growth Prospects of Thrust Areas of Indian Exports | DE       | 2                           | 1                           | 0  | 3             |
| MBA391   | International Cross Cultural Management            | DE       | 2                           | 1                           | 0  | 3             |

| <b>Marketing and Sales</b>                      |                                       |           |   |   |   |           |
|---|---------------------------------------|-----------|---|---|---|-----------|
| MBA313  | Rural Marketing                       | DE        | 2 | 1 | 0 | 3         |
| MBA360  | Consumer Behavior                     | DE        | 2 | 1 | 0 | 3         |
| MBA361  | Product & Brand Management            | DE        | 2 | 1 | 0 | 3         |
| MBA362  | Advertising & Sales Promotion         | DE        | 2 | 1 | 0 | 3         |
| MBA374  | Marketing Research                    | DE        | 2 | 1 | 0 | 3         |
| MBA375  | Retail & Mall Management              | DE        | 2 | 1 | 0 | 3         |
| MBA376  | Digital Marketing                     | DE        | 2 | 1 | 0 | 3         |
| MBA392  | Sales Management                      | DE        | 2 | 1 | 0 | 3         |
| <b>Digital Marketing and Customer Analytics</b> |                                       |           |   |   |   |           |
| MBA331  | E Commerce and Online Business Models | DE        | 2 | 1 | 0 | 3         |
| MBA332  | Digital Marketing Strategies          | DE        | 2 | 1 | 0 | 3         |
| MBA333  | Digital Branding and Engagement       | DE        | 2 | 1 | 0 | 3         |
| MBA334  | Digital Marketing Analytics           | DE        | 2 | 1 | 0 | 3         |
|   |                                       |           |   |   |   |           |
|   |                                       |           |   |   |   |           |
| <b>Value Added Courses</b>                      |                                       |           |   |   |   |           |
| BSC311  | Business Communication – III          | VA        | 1 | 0 | 0 | 1         |
| BSS311  | Behavioral Science – III              | VA        | 1 | 0 | 0 | 1         |
|   | Foreign Language – III                |           |   |   |   |           |
| FLN311  | French                                |           |   |   |   |           |
| FLG311  | German                                |           |   |   |   |           |
| FLS311  | Spanish                               |           |   |   |   |           |
| FLJ311  | Japanese                              |           |   |   |   |           |
| FLC311  | Chinese                               | VA        | 2 | 0 | 0 | 2         |
|   | <b>Open Elective-II</b>               | <b>OE</b> |   |   |   | <b>3</b>  |
|   | <b>TOTAL</b>                          |           |   |   |   | <b>40</b> |

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

**FOURTH SEMESTER**

| Course Code   | Course Title                                 | Category | Lectures (L) Hours per week | Tutorial (T) Hours per week | Project (P)/Term Paper (TP) Hours per week | Total Credits |
|---|--|----------|-----------------------------|-----------------------------|--|---------------|
| MBA455  | Dissertation                                 | CC       | 0                           | 0                           | 18   | 9             |
| MBA403  | Business Modeling and Analytics              | CC       | 2                           | 0                           | 2  | 3             |
| <b>Domain Elective-III:</b> Choose four courses amounting to minimum 12 credits from the following courses. Choose (2+2) for Dual Specialization and (3+1) for Major & Minor Specialization |  |          |                             |                             |  |               |
| <b>Agribusiness Management</b>  |  |          |                             |                             |  |               |
| MBA405  | Agricultural Risk Management                 | DE       | 2                           | 1                           | 0  | 3             |
| MBA406  | Food Processing Management                   | DE       | 2                           | 1                           | 0  | 3             |
| MBA408  | Marketing Models in Agribusiness             | DE       | 2                           | 1                           | 0  | 3             |
| MBA409  | Agricultural Marketing Management            | DE       | 2                           | 1                           | 0  | 3             |
| <b>Finance and Accounting</b>   |  |          |                             |                             |  |               |
| MBA414  | Financial Engineering                        | DE       | 2                           | 1                           | 0  | 3             |
| MBA472  | Strategic Financial Management               | DE       | 2                           | 1                           | 0  | 3             |
| MBA473  | Behavioral Finance                           | DE       | 2                           | 1                           | 0  | 3             |
| MBA497  | Management of Financial Institutions         | DE       | 2                           | 1                           | 0  | 3             |
| <b>Human Resource</b>   |  |          |                             |                             |  |               |
| MBA419  | Social & Industrial Psychology               | DE       | 2                           | 1                           | 0  | 3             |
| MBA420  | Organization Structure, Design & HR Planning | DE       | 2                           | 1                           | 0  | 3             |
| MBA422  | Global Human Resource Management             | DE       | 2                           | 1                           | 0  | 3             |
| MBA496  | Organizational Change & Development          | DE       | 2                           | 1                           | 0  | 3             |
| <b>International Business</b>   |  |          |                             |                             |  |               |
| MBA430  | Global Outsourcing: Issues & Perspective     | DE       | 2                           | 1                           | 0  | 3             |
| MBA431  | International Marketing                      | DE       | 2                           | 1                           | 0  | 3             |
| MBA433  | Foreign Trade Policy                         | DE       | 2                           | 1                           | 0  | 3             |
| MBA495  | International Business & Practices           | DE       | 2                           | 1                           | 0  | 3             |
| <b>Marketing and Sales</b>  |  |          |                             |                             |  |               |
| MBA431  | International Marketing                      | DE       | 2                           | 1                           | 0  | 3             |
| MBA463  | Customer Relationship Management             | DE       | 2                           | 1                           | 0  | 3             |
| MBA471  | Supply Chain Management                      | DE       | 2                           | 1                           | 0  | 3             |
| MBA494  | Marketing of Services                        | DE       | 2                           | 1                           | 0  | 3             |
| <b>Digital Marketing and Customer Analytics</b>   |  |          |                             |                             |  |               |
| MBA441  | Social Media Marketing                       | DE       | 2                           | 1                           | 0  | 3             |
| MBA442  | Content Marketing                            | DE       | 2                           | 1                           | 0  | 3             |
| MBA443  | Consumer Behaviour in Digital World          | DE       | 2                           | 1                           | 0  | 3             |
|   | <b>Total</b>                                 |          |                             |                             |  | <b>24</b>     |

**Total Credits (22+28+40+24)**



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

# **AMITY BUSINESS SCHOOL**

**Bachelor of Commerce (Hons.)**

**Programme Code: BCH**

**Duration - 3 Years Full Time**

**Programme Structure  
Choice Based Credit System (CBCS)**

**2020**

*Certified that the program structure and syllabus provided in this document are approved by Academic Council of Amity University Rajasthan, Jaipur for B.Com (H), Batch 2020-23*



## PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core courses (CC), Value Added Courses (VA), Domain Elective (DE) Open Elective (OE)), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination explains the Weightage given to Continuous Assessment (CA), Attendance (A), Class Test (CT) and End Semester Examination (EE). The details of continuous assessment for each subject are given in their respective course profile only. The different codes used for the components of continuous assessment are as follows:

| <u>Components</u>                       | <u>Codes</u> |
|---|--------------|
| Case Discussion/ Presentation/ Analysis | C            |
| Home Assignment                         | H            |
| Project                                 | P            |
| Seminar                                 | S            |
| Viva                                    | V            |
| Quiz                                    | Q            |
| Class Test                              | CT           |
| Attendance                              | A            |
| End Semester Examination                | EE           |

Total credit requirements are 168 credits within six semesters in 3 years for the award of B.Com. (H) Degree from AUR. The details of each semester are as follows:

| Years | Semester | No. of Total credit per semester | Cumulative Credits |
|-------|----------|----------------------------------|--------------------|
| 1     | I        | 24                               | 24                 |
|       | II       | 26                               | 50                 |
| 2     | III      | 28                               | 78                 |
|       | IV       | 31                               | 109                |
| 3     | V        | 30                               | 139                |
|       | VI       | 29                               | 168                |

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University!





# AMITY UNIVERSITY

## RAJASTHAN

### AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

#### FIRST SEMESTER

| Course Code                          | Course Title   | Category | Lectures (L) Hours per week | Tutorial (T) Hours per week | Practical (P)/Field Work (FW) Hours per week | Total Credits |
|--------------------------------------|--|----------|-----------------------------|-----------------------------|--|---------------|
| BCH181                               | Business Organization & Management / (AB-F1)                   | CC       | 3                           | 1                           | 0  | 4             |
| BCH182                               | Corporate & Business Laws / (LW-F4)                            | CC       | 3                           | 1                           | 0  | 4             |
| BCH180                               | Financial Accounting - I / (FA-F3)                             | CC       | 2                           | 1                           | 0  | 3             |
| BCH103                               | Microeconomic Theory & Applications - I                        | CC       | 2                           | 1                           | 0  | 3             |
| BCH120                               | Business Mathematics   | CC       | 2                           | 1                           | 0  | 3             |
| BCH131                               | Fundamentals of Computer Applications in Business              | CC       | 2                           | 0                           | 2  | 3             |
| BCS101                               | English  | VA       | 1                           | -                           | -  | 1             |
| BSS103                               | Behavioral Science - I   | VA       | 1                           | -                           | -  | 1             |
| FLN101<br>FLG101<br>FLS101<br>FLC101 | Foreign Language - I<br>French<br>German<br>Spanish<br>Chinese | VA       | 2                           | -                           | -  | 2             |
| <b>TOTAL CREDITS</b>                 |  |          |                             |                             |  | <b>24</b>     |



## AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

### SECOND SEMESTER

| Course Code                          | Course Title  | Category | Lectures (L) Hours per week | Tutorial (T) Hours per week | Practical (P)/Field Work (FW) Hours per week | Total Credits |
|--------------------------------------|---|----------|-----------------------------|-----------------------------|--|---------------|
| BCH282                               | Auditing & Assurance / (AA-F8)                                  | CC       | 3                           | 1                           | 0  | 4             |
| BCH280                               | Financial Accounting - II / (FA-F3)                             | CC       | 2                           | 1                           | 0  | 3             |
| BCH281                               | Income Tax Law & Practice / (TX-F6)                             | CC       | 2                           | 1                           | 0  | 3             |
| BCH202                               | Microeconomic Theory & Applications - II                        | CC       | 2                           | 1                           | 0  | 3             |
| BCH224                               | Business Research Methods                                       | CC       | 2                           | 1                           | 0  | 3             |
| BCH210                               | Statistical Methods in Research                                 | CC       | 2                           | 1                           | 0  | 3             |
|                                      | <b>Open Elective/ Minor Track -I</b>                            | OE       | 3                           | 0                           | 0  | 3             |
| BCS201                               | English   | VA       | 1                           | 0                           | 0  | 1             |
| BSS203                               | Behavioral Science - II   | VA       | 1                           | 0                           | 0  | 1             |
| FLN201<br>FLG201<br>FLS201<br>FLC201 | Foreign Language - II<br>French<br>German<br>Spanish<br>Chinese | VA       | 2                           | 0                           | 0  | 2             |
| <b>TOTAL CREDITS</b>                 |   |          |                             |                             |  | <b>26</b>     |



## AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

### THIRD SEMESTER

| Course Code                          | Course Title   | Category | Lectures (L) Hours per week | Tutorial (T) Hours per week | Practical (P)/Field Work (FW) Hours per week | Total Credits |
|--------------------------------------|--|----------|-----------------------------|-----------------------------|--|---------------|
| BCH381                               | Financial Management / (FM-F9)                                   | CC       | 4                           | 0                           | 0  | 4             |
| BCH382                               | Financial Reporting-I / (FR-F7)                                  | CC       | 3                           | 1                           | 0  | 4             |
| BCH380                               | Cost & Management Accounting - I / (MA-F2)                       | CC       | 2                           | 1                           | 0  | 3             |
| BCH384                               | Indirect Taxes & Amendments / (TX-F6)                            | CC       | 2                           | 1                           | 9  | 3             |
| BCH362                               | Macro Economics Analysis-I                                       | CC       | 2                           | 1                           | 0  | 3             |
| EVS001                               | Environmental Studies  | CC       | 4                           | 0                           | 0  | 4             |
|                                      | <b>Open Elective/<br/>Minor Track-II</b>                         | OE       | 3                           | 0                           | 0  | 3             |
| BCS301                               | Business Communication - I                                       | VA       | 1                           | 0                           | 0  | 1             |
| BSS303                               | Behavioral Science - III   | VA       | 1                           | 0                           | 0  | 1             |
| FLN301<br>FLG301<br>FLS301<br>FLC301 | Foreign Language - III<br>French<br>German<br>Spanish<br>Chinese | VA       | 2                           | 0                           | 0  | 2             |
| <b>TOTAL CREDITS</b>                 |  |          |                             |                             |  | <b>28</b>     |



### AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

#### FOURTH SEMESTER

| Course Code                          | Course Title  | Category | Lectures (L) Hours per week | Tutorial (T) Hours per week | Practical (P)/Field Work (FW) Hours per week | Total Credits |
|--------------------------------------|---|----------|-----------------------------|-----------------------------|--|---------------|
| BCH481                               | Financial Reporting-II / (FR-F7)                                | CC       | 3                           | 1                           | 0  | 4             |
| BCH482                               | Strategic Business Leader I / (SBL-I)                           | CC       | 3                           | 1                           | 0  | 4             |
| BCH483                               | Strategic Business Reporting- I / (SBR-I)                       | CC       | 3                           | 1                           | 0  | 4             |
| BCH480                               | Cost & Management Accounting - II / (PM-F5)                     | CC       | 2                           | 1                           | 0  | 3             |
| BCH451                               | Macro Economics Analysis - II                                   | CC       | 2                           | 1                           | 0  | 3             |
| BCH421                               | Data Analytics  | CC       | 2                           | 1                           | 0  | 3             |
| BCH422                               | Industry & Company Analysis                                     | CC       | 2                           | 1                           | 0  | 3             |
|                                      | <b>Open Elective/<br/>Minor Track -III</b>                      | OE       |                             |                             |  | 3             |
| BCS401                               | Business Communication - II                                     | VA       | 1                           | 0                           | 0  | 1             |
| BSS403                               | Behavioral Science - IV   | VA       | 1                           | 0                           | 0  | 1             |
| FLN401<br>FLG401<br>FLS401<br>FLC401 | Foreign Language - IV<br>French<br>German<br>Spanish<br>Chinese | VA       | 2                           | 0                           | 0  | 2             |
| <b>TOTAL CREDITS</b>                 |   |          |                             |                             |  | <b>31</b>     |



### AMITY BUSINESS SCHOOL (ABS)

**Program Name: Bachelor of Commerce (Hons.)**

#### FIFTH SEMESTER

| Course Code  | Course Title   | Category | Lectures (L) Hours per week | Tutorial (T) Hours per week | Practical (P)/Field Work (FW) Hours per week | Total Credits |
|--|--|----------|-----------------------------|-----------------------------|--|---------------|
| BCH582   | Strategic Business Leader II (SBL-II)                          | CC       | 3                           | 1                           | 0  | 4             |
| BCH583   | Strategic Business Reporting- II (SBR-II)                      | CC       | 3                           | 1                           | 0  | 4             |
| BCH550   | Summer Internship  | CC       | 0                           | 0                           | 0  | 3             |
| <b>Domain Elective V: Choose any 4 courses from the following:</b>                                 |  |          |                             |                             |  |               |
| BCH570   | Corporate Accounting   | DE       | 2                           | 1                           | 0  | 3             |
| BCH505   | Fundamentals of Investment                                     | DE       | 2                           | 1                           | 0  | 3             |
| BCH506   | Financial Markets, Institutions & Financial Services           | DE       | 2                           | 1                           | 0  | 3             |
| BCH592   | Personal Finance Management                                    | DE       | 2                           | 1                           | 0  | 3             |
| BCH595   | Financial Statement Analysis                                   | DE       | 2                           | 1                           | 0  | 3             |
| BCH516   | Corporate Tax Planning   | DE       | 2                           | 1                           | 0  | 3             |
| BCH509   | International Business   | DE       | 2                           | 1                           | 0  | 3             |
| BCH518   | Business Data Processing                                       | DE       | 2                           | 1                           | 0  | 3             |
| BCH590   | Marketing Management   | DE       | 2                           | 1                           | 0  | 3             |
| BCH512   | Human Resource Management                                      | DE       | 2                           | 1                           | 0  | 3             |
| BCH514   | Industrial Relations & Labor Laws                              | DE       | 2                           | 1                           | 0  | 3             |
| <b>Domain Elective VI (ONLY FOR THE STUDENT WHO OPTED FOR ACCA): Choose any 2 courses from the</b> |  |          |                             |                             |  |               |
| BCH584   | Advanced Financial Management-I (AFM-I)                        | DE       | 5                           | 1                           | 0  | 6             |
| BCH585   | Advanced Performance Management- (APM-I)                       | DE       | 5                           | 1                           | 0  | 6             |
| BCH586   | Advanced Audit and Assurance- I (AAA-I)                        | DE       | 5                           | 1                           | 0  | 6             |
|  | <b>Open Elective/ Minor Track -IV</b>                          | OE       |                             |                             |  | 3             |
| BCS501   | Business Communication - III                                   | VA       | 1                           | 0                           | 0  | 1             |
| BSS503   | Behavioral Science - V   | VA       | 1                           | 0                           | 0  | 1             |
| FLN501<br>FLG501<br>FLS501<br>FLC501   | Foreign Language - V<br>French<br>German<br>Spanish<br>Chinese | VA       | 2                           | 0                           | 0  | 2             |
| <b>TOTAL CREDITS</b>   |  |          |                             |                             |  | <b>30</b>     |



### AMITY BUSINESS SCHOOL (ABS)

**Program Name: Bachelor of Commerce (Hons.)**

**SIXTH SEMESTER**

| Course Code   | Course Title  | Category | Lectures (L) Hours per week | Tutorial (T) Hours per week | Practical (P)/Field Work (FW) Hours per week | Total Credits |
|---|---|----------|-----------------------------|-----------------------------|--|---------------|
| BCH682  | Strategic Business Leader III / (SBL-III)           | CC       | 3                           | 1                           | 0  | 4             |
| BCH679  | Indian Economy                                      | CC       | 2                           | 1                           | 0  | 3             |
| BCH655  | Dissertation  | CC       | 0                           | 0                           | 0  | 3             |
| <b>Domain Elective VI: Choose any 4 courses from the following:</b>                               |   |          |                             |                             |  |               |
| BCH671  | Entrepreneurship Development                        | DE       | 2                           | 1                           | 0  | 3             |
| BCH672  | Spreadsheet Modeling in Business                    | DE       | 2                           | 1                           | 0  | 3             |
| BCH661  | Regulation of Domestic and Foreign Exchange Markets | DE       | 2                           | 1                           | 0  | 3             |
| BCH662  | Venture Planning                                    | DE       | 2                           | 1                           | 0  | 3             |
| BCH663  | Banking and Insurance                               | DE       | 2                           | 1                           | 0  | 3             |
| BCH673  | E-Commerce & its Applications                       | DE       | 2                           | 1                           | 0  | 3             |
| BCH611  | Advertising & Personal Selling                      | DE       | 2                           | 1                           | 0  | 3             |
| BCH612  | Service Marketing                                   | DE       | 2                           | 1                           | 0  | 3             |
| BCH674  | Ethics & Governance                                 | DE       | 2                           | 1                           | 0  | 3             |
| BCH614  | Compensation Management                             | DE       | 2                           | 1                           | 0  | 3             |
| <b>Domain Elective V (ONLY FOR THE STUDENT WHO OPTED FOR ACCA): Choose any 2 courses from the</b> |   |          |                             |                             |  |               |
| BCH684  | Advanced Financial Management-II (AFM-II)           | DE       | 5                           | 1                           | 0  | 6             |
| BCH685  | Advanced Performance Management- II (APM-II)        | DE       | 5                           | 1                           | 0  | 6             |
| BCH686  | Advanced Audit and Assurance- II (AAA-II)           | DE       | 5                           | 1                           | 0  | 6             |
|   | <b>Open Elective/ Track Course-VI</b>               | OE       |                             |                             |  | 3             |
| BCS601  | Business Communication - IV                         | VA       | 1                           | 0                           | 0  | 1             |
| BSS603  | Behavioral Science - VI                             | VA       | 1                           | 0                           | 0  | 1             |
| FLN601  | French  | VA       | 2                           | 0                           | 0  | 2             |
| FLG601  | German  |          |                             |                             |  |               |
| FLS601  | Spanish   |          |                             |                             |  |               |
| FLC601  | Chinese   |          |                             |                             |  |               |
| <b>TOTAL CREDITS</b>  |   |          |                             |                             |  | <b>29</b>     |



# AMITY UNIVERSITY

## RAJASTHAN

### AMITY BUSINESS SCHOOL (ABS)

Program Name: Bachelor of Commerce (Hons.)

#### DETAILS OF ACCA PAPERS

| Exams    | ACCA Papers ( Incorporated with Syllabus) | Semester   |
|----------|---|------------|
| Exempted | F1 (Accountant in Business)               | I          |
| Exempted | F2 (Management Accounting)                | III        |
| Exempted | F3 (Financial Accounting)                 | I & II     |
| Exempted | F4 (Corporate and Business Law)           | I          |
| Exempted | F5 (Performance Management)               | IV         |
| Exempted | F6 (Taxation)                             | II         |
| Exam     | F7 (Financial Reporting)                  | III & IV   |
| Exam     | F8 (Audit and Assurance)                  | II         |
| Exam     | F9 (Financial Management)                 | III        |
| Exam     | Strategic Business Leader (SBL)           | VI, V & VI |
| Exam     | Strategic Business Reporting (SBR)        | VI & V     |
| Exam     | Advanced Financial Management             | V & VI     |
| Exam     | Advanced Performance Management           | V & VI     |
| Exam     | Advanced Audit and Assurance              | V & VI     |



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

## **Bachelor of Business Administration**

**Programme Code: BBA**

**Duration – 3 Years Full Time**

**Programme Structure  
and  
Curriculum & Evaluation**

**2020**



## PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core courses (CC), Value Added Courses (VA), Domain Elective (DE) Open Elective (OE)), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination explains the Weightage given to Continuous Assessment (CA), Attendance (A), Class Test (CT) and End Semester Examination (EE). The details of continuous assessment for each subject are given in their respective course profile only. The different codes used for the components of continuous assessment are as follows:

| <u>Components</u>                       | <u>Codes</u> |
|---|--------------|
| Case Discussion/ Presentation/ Analysis | C            |
| Home Assignment                         | H            |
| Project                                 | P            |
| Seminar                                 | S            |
| Viva                                    | V            |
| Quiz                                    | Q            |
| Class Test                              | CT           |
| Attendance                              | A            |
| End Semester Examination                | EE           |

Total credit requirements are 157 credits within six semesters in 3 years for the award of BBA Degree from AUR. The details of each semester are as follows:

| Years | Semester | No. of Total credit per semester | Cumulative Credits |
|-------|----------|----------------------------------|--------------------|
| 1     | I        | 22                               | 22                 |
|       | II       | 25                               | 47                 |
| 2     | III      | 32                               | 79                 |
|       | IV       | 25                               | 104                |
| 3     | V        | 25                               | 129                |
|       | VI       | 28                               | 157                |

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University!



# AMITY UNIVERSITY

RAJASTHAN

## Program Name: Bachelor of Business Administration

| Semester I                                     |  |          |   |   |          |                 |
|--|--|----------|---|---|----------|-----------------|
| Code   | Course   | Category | L | T | P/F<br>W | Credit<br>Units |
| BBA101   | Management Foundations   | CC       | 2 | 1 | -        | 3               |
| BBA103   | Micro Economics for Business   | CC       | 2 | 1 | -        | 3               |
| BBA104   | Computers in Management  | CC       | 2 | - | 2        | 3               |
| BBA105   | Financial Accounting   | CC       | 2 | 1 | -        | 3               |
| BCS101   | English  | VA       | 1 | - | -        | 1               |
| BSS103   | Behavioral Science - I   | VA       | 1 | - | -        | 1               |
| FLN101<br>FLG101<br>FLS101<br>FLJ101<br>FLC101 | Foreign Language - I<br>French<br>German<br>Spanish<br>Japanese<br>Chinese | VA       | 2 | 0 | 0        | 2               |
| BBA102   | Business Environment   | CC       | 2 | 1 | -        | 3               |
| BBA108   | Readings in management   | CC       | 2 | - | 4        | 3               |
| <b>Total Credits</b>                           |  |          |   |   |          | <b>22</b>       |



## AMITY BUSINESS SCHOOL (ABS)

| Semester II                                    |   |          |   |   |          |                 |
|--|---|----------|---|---|----------|-----------------|
| Code   | Course  | Category | L | T | P/F<br>W | Credit<br>Units |
| BBA201   | Macro Economics for Business  | CC       | 2 | 1 | -        | 3               |
| BBA280   | Management Accounting   | CC       | 2 | 1 | -        | 3               |
| BBA203   | Organizational Behavior   | CC       | 2 | 1 | -        | 3               |
| BCS201   | English   | VA       | 1 | 0 | 0        | 1               |
| BSS203   | Behavioral Science - II   | VA       | 1 | 0 | 0        | 1               |
| FLN201<br>FLG201<br>FLS201<br>FLJ201<br>FLC201 | Foreign Language - II<br>French<br>German<br>Spanish<br>Japanese<br>Chinese | VA       | 2 | 0 | 0        | 2               |
| BBA205   | Business Statistics   | CC       | 2 | 1 | -        | 3               |
| BBA204   | Analysis & Design of Business Systems                                       | CC       | 2 | - | 2        | 3               |
| BBA265   | Data Analytics  | CC       | 1 | - | 4        | 3               |
|  |   | OE       | 3 | 0 | 0        | 3               |
| <b>Total Credits</b>                           |   |          |   |   |          | <b>25</b>       |



## AMITY BUSINESS SCHOOL (ABS)

| Semester III  |  |          |   |   |          |                 |
|---|--|----------|---|---|----------|-----------------|
| Code  | Course   | Category | L | T | P/F<br>W | Credit<br>Units |
| BBA301  | Operations Research  | CC       | 2 | 1 | -        | 3               |
| BBA302  | Financial Management - I   | CC       | 2 | 1 | -        | 3               |
| BBA304  | Marketing Management - I   | CC       | 2 | 1 | -        | 3               |
| BBA371  | Public Relations & Corporate Image   | CC       | 2 | 1 | -        | 3               |
| EVS001  | Environment Studies  | CC       | 4 | - | -        | 4               |
| BCS301  | Business Communication - I   | VA       | 1 | 0 | 0        | 1               |
| BSS303  | Behavioral Science - III   | VA       | 1 | 0 | 0        | 1               |
| FLN301<br>FLG301<br>FLS301<br>FLJ301<br>FLC301                                      | Foreign Language - III<br>French<br>German<br>Spanish<br>Japanese<br>Chinese | VA       | 2 | 0 | 0        | 2               |
| BBA380  | Public Finance   | CC       | 2 | 1 | -        | 3               |
| BBA381  | Reading and Analysis of Cases  | CC       | - | 2 | 4        | 3               |
|   |  | OE       | 3 | 0 | 0        | 3               |
| <b>Electives: Student has to select 1 courses from the list of Domain Electives</b> |  |          |   |   |          |                 |
| BBA303  | Management Information Systems   | DE       | 2 | - | 2        | 3               |
| BBA306  | Business Laws  | DE       | 2 | 1 | -        | 3               |
| <b>Total Credits</b>  |  |          |   |   |          | <b>32</b>       |



## AMITY BUSINESS SCHOOL (ABS)

| Semester IV   |   |          |   |   |          |                 |
|---|---|----------|---|---|----------|-----------------|
| Code  | Course  | Category | L | T | P/F<br>W | Credit<br>Units |
| BBA401  | Financial Management - II   | CC       | 2 | 1 | -        | 3               |
| BBA402  | Marketing Management - II   | CC       | 2 | 1 | -        | 3               |
| BBA403  | Research Methodology &<br>Report Preparation                                | CC       | 2 | 1 | -        | 3               |
| BBA406  | Human Resource<br>Management  | CC       | 2 | 1 | -        | 3               |
| BCS401  | Business Communication - II   | VA       | 1 | 0 | 0        | 1               |
| BSS403  | Behavioral Science - IV   | VA       | 1 | 0 | 0        | 1               |
| FLN401<br>FLG401<br>FLS401<br>FLJ401<br>FLC401                                      | Foreign Language - IV<br>French<br>German<br>Spanish<br>Japanese<br>Chinese | VA       | 2 | 0 | 0        | 2               |
| BBA 493   | Business Modeling in Excel  | CC       | 0 | 1 | 4        | 3               |
|   |   | OE       | 3 | 0 | 0        | 3               |
| <b>Electives: Student has to select 1 courses from the list of Domain Electives</b> |   |          |   |   |          |                 |
| BBA405  | E-Commerce  | DE       | 2 | - | 2        | 3               |
| BBA491  | Industry & Company<br>Analysis  | DE       | 1 | - | 4        | 3               |
| <b>Total Credits</b>  |   |          |   |   |          | <b>25</b>       |



## AMITY BUSINESS SCHOOL (ABS)

| <b>Semester V</b>   |  |          |   |   |          |                 |
|---|--|----------|---|---|----------|-----------------|
| Code  | Course   | Category | L | T | P/F<br>W | Credit<br>Units |
| BBA501  | Operations Management  | CC       | 3 | 0 | 0        | 3               |
| BBA596  | Entrepreneurship<br>Development  | CC       | 3 | 0 | 0        | 3               |
| BBA550  | Summer Training<br>(Evaluation)  | CC       | 0 | 0 | 12       | 6               |
| BCS501  | Business Communication -<br>III  | VA       | 1 | 0 | 0        | 1               |
| BSS503  | Behavioral Science - V   | VA       | 1 | 0 | 0        | 1               |
| FLN501<br>FLG501<br>FLS501<br>FLJ501<br>FLC501                                      | Foreign Language - V<br>French<br>German<br>Spanish<br>Japanese<br>Chinese | VA       | 2 | 0 | 0        | 2               |
|   |  | OE       | 3 | 0 | 0        | 3               |
| <b>Electives: Student has to select 2 courses from the list of Domain Electives</b> |  |          |   |   |          |                 |
| BBA502  | Personal Financial Planning  | DE       | 3 | 0 | 0        | 3               |
| BBA503  | Sales & Distribution<br>Management   | DE       | 3 | 0 | 0        | 3               |
| BBA504  | Consumer Behaviour   | DE       | 3 | 0 | 0        | 3               |
| BBA505  | Service Marketing  | DE       | 3 | 0 | 0        | 3               |
| BBA506  | International Marketing  | DE       | 3 | 0 | 0        | 3               |
| BBA507  | Financial Services   | DE       | 3 | 0 | 0        | 3               |
| BBA508  | Principles of Investment<br>Management                                     | DE       | 3 | 0 | 0        | 3               |
| BBA509  | Banking & Financial<br>Institutions  | DE       | 3 | 0 | 0        | 3               |
| BBA510  | Organizational Development<br>& Change                                     | DE       | 3 | 0 | 0        | 3               |
| BBA511  | Training & Development   | DE       | 3 | 0 | 0        | 3               |
| BBA512  | International Human<br>Resource Management                                 | DE       | 3 | 0 | 0        | 3               |
| BBA590  | Case Presentations (1 Credit<br>for 5 cases)                               | DE       | 2 | 0 | 2        | 3               |
| BBA591  | Workshop and Certifications<br>(1 credit for 1 workshop or<br>conference)  | DE       | 0 | 0 | 0        | 3               |

|                      |  |    |   |   |   |           |
|----------------------|--|----|---|---|---|-----------|
| BBA592               | Analytical Skill Building                            | DE | 0 | 2 | 2 | 3         |
| BBA594               | Management of Domestic and Foreign Exchange Market-I | DE | 2 | 1 | 0 | 3         |
| BBA595               | BUSINESS DATA PROCESSING - I                         | DE | 2 | 0 | 2 | 3         |
| <b>Total Credits</b> |  |    |   |   |   | <b>25</b> |



## AMITY BUSINESS SCHOOL (ABS)

| <b>Semester VI</b>  |   |          |   |   |      |              |
|---|---|----------|---|---|------|--------------|
| Code  | Course  | Category | L | T | P/FW | Credit Units |
| BBA601  | Business Policy & Strategic Management                                      | CC       | 3 | 0 | 0    | 3            |
| BBA604  | International Business Management   | CC       | 3 | 0 | 0    | 3            |
| BBA655  | Dissertation  | CC       | 0 | 0 | 12   | 9            |
| <b>Electives: Student has to select 2 courses from the list of Domain Electives</b> |   |          |   |   |      |              |
| BBA605  | Brand Management  | DE       | 3 | 0 | 0    | 3            |
| BBA606  | Advertising & Sales Promotion   | DE       | 3 | 0 | 0    | 3            |
| BBA607  | Retail Management   | DE       | 3 | 0 | 0    | 3            |
| BBA608  | Corporate Tax Planning  | DE       | 3 | 0 | 0    | 3            |
| BBA609  | Financial Derivatives   | DE       | 3 | 0 | 0    | 3            |
| BBA610  | Advanced Corporate Finance  | DE       | 3 | 0 | 0    | 3            |
| BBA611  | Real Estate and Infrastructure Investment                                   | DE       | 3 | 0 | 0    | 3            |
| BBA612  | Industrial Relations & Labour Law   | DE       | 3 | 0 | 0    | 3            |
| BBA613  | Performance Management System   | DE       | 3 | 0 | 0    | 3            |
| BBA614  | Compensation & Reward Management  | DE       | 3 | 0 | 0    | 3            |
| BBA615  | Management of Domestic and Foreign Exchange Market-II                       | DE       | 2 | 1 | 0    | 3            |
| BBA695  | BUSINESS DATA PROCESSING - II   | DE       | 2 | 0 | 2    | 3            |
|   | Open Elective/<br>Track Course-VI   | OE       |   |   |      | 3            |
| BCS601  | Business Communication - IV   | VA       | 1 | 0 | 0    | 1            |
| BSS603  | Behavioral Science - VI   | VA       | 1 | 0 | 0    | 1            |
| FLN601<br>FLS601<br>FLC601  | Foreign Language - VI<br>French<br>German<br>Spanish<br>Japanese<br>Chinese | VA       | 2 | 0 | 0    | 2            |
| <b>Total Credits</b>  |   |          |   |   |      | <b>28</b>    |



