

PROGRAMME HANDBOOK

**MODEL FRAMEWORK, PROGRAMME STRUCTURE, GRADUATE ATTRIBUTES, PROGRAMME EDUCATIONAL OBJECTIVES, PROGRAMME LEARNING OUTCOMES, EMPLOYABILITY, ASSESSMENT PLAN AND SCHEME OF INSTRUCTIONS FOR BACHELOR’SPROGRAMMES**

**FACULTY OF MANAGEMENT STUDIES DOMAIN: BUSINESS MANAGEMENT /COMMERCE/ /FINANCE DOMAIN COORDINATOR: DR. SANJEEV BANSAL**

**PROGRAMME GROUP: THREE YEARS BACHELOR PROGRAMME IN MANAGEMENT**

**: THREE YEARS BACHELOR PROGRAMME IN COMMERCE**

# 2019-20

**CONTENTS**

|  |  |  |
| --- | --- | --- |
| **#** | **TITLE** | **PAGE NO.** |
| 1. | Introduction | 1 |
| 2. | Academic System | 1 |
| 2.1 | Choice Based Credit System & Flexi Timings | 2 |
| 3. | Domain/ Faculty of Studies - Business Management /Commerce/ /Finance | 3 |
| 3.1 | Institutions & Programmes | 3 |
| 4 | University Graduate Attributes | 4 |
| 5 | Broad Based Goals and outcomes | 6 |
| 6 | Graduate Attributes – Domain & Programmes | 8 |
| 7 | Approach to Curriculum Review & Development | 9 |
| 8 | Programme Group-Wise Model Framework | 10 |
| 9 | Programme Mission and Programme Educational Objectives (PEOs) | 12 |
| 10 | Intended Programme Learning Outcomes (PLOs) | 13 |
| 11 | Course Delivery & Pedagogy | 13 |
| 12 | Competency – Role Matrix | 15 |
| 13 | Employability of Graduands | 16 |
| 14 | Learning Resources | 16 |
| 15 | Outcome Assessment Plan- Direct and Indirect methods for Assessment of  Programme Learning Outcomes | 19 |
| 16 | Examination System Progression & Passing Standards | 21 |
| 17 | Academic Discipline | 30 |
| 18 | Student Support System & Services   1. Amizone 2. Programme Leaders/Coordinators 3. GSSC 4. CR System 5. Mentor-Mentee System 6. Educational Loan, Financial Support and Scholarships 7. Medical Services 8. Industry Interaction, Career Counselling & Placement 9. Guidance and Counselling Cell 10. Amity Women Help Desk 11. Suggestions and Grievance Redressal System | 33 |
| 19 | Extra Curricular and Co-Curricular Activities | 37 |
| 20 | Policy, Regulations & Guidelines | 38 |
| 21 | Concluding Ceremony and Convocation | 39 |

|  |  |
| --- | --- |
| # | Appendix |
| A | Definition, Course Types & Description |
| B | Detailed Programme Structure: |
| b.1 | BBA |
| b.2 | BBA (Finance &Accounting) |
| b.3 | BBA (Family Business and Entrepreneurship) |
| b.4 | BBA (Marketing &Sales) |
| b.5 | BBA (International Business) |
| b.6 | BBA 3Continent |
| b.7 | BBA (Business Development) |
| b.8 | B.A. (Honors) Insurance and Banking |
| b.9 | B.Sc Actuarial Science |
| b.10 | B.Com (Honors) |
| b.11 | B.Com (Financial & Investment Analysis) |
| C | Leadership and Assessment Team |

1. **Introduction:**

The Management education system in India has witnessed rapid progress in recent years to become one of largest in the world. Considering the wide diversities in the system there is need to enhance its quality, standard and relevance so that the Management graduates passing out from the system can meet the global challenges of 21st century ahead of them.

Management studies not only facilitate improvement of leadership qualities but also enable students to develop skills that help them to turn out as excellent future managers. With specialization in different areas, Management courses prepare students to face the constantly advancing corporate world and impart effective people-management skills. Management studies should emphasis not just in creating good managers but also on improving and enhancing existing skills while passing on managerial competence to students

A well designed management training course suitably develops a talented workforce that can be expected to be efficient future leaders and successful managers who are able to tackle complex situations and relationships with clients in any organization.

A Business management degree must ensure to imbibe the following skills into future Business

/management professionals:

* 1. **Management capabilities:** This deals with learning managerial methods to motivate other employees for better productivity.
  2. **Presentation skills:** Pertains to improving public speaking abilities and other interpersonal skills.
  3. **Time Management :** It deals with an art of planning and controlling your time to effectively accomplish your goals
  4. **Team Building Capabilities:** Learning new techniques to build a strong and successful team that works together towards achieving challenging goals.
  5. **Problem Solving Skills:** This deals with learning how to handle difficult situations by implementing strategies to manage employee performance problems.
  6. **Strategic Planning & Management:** activities that are used to set priorities, focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment.

The industry /profession needs are continuously changing while the global environment of education around the world is witnessing huge changes.

### Academic System:

Amity University is continuously striving for excellence in education. It is therefore, important to review and upgrade the curriculum of Programmes in line with the ever changing requirements of industry /profession based on stakeholders’ feedbacks. Amity University Offers Outcome Based Education (OBE) with Flexi Choice Based Credit System (CBCS) by benchmarking its programmes with best universities globally. UGC has formulated Choice Based Credit System (CBCS) for higher education in 2009, which have been further modified in 2014 to be adopted by the Universities

/institution in the country.

### Choice Based Credit System & Flexi Timings

To maintain uniformity in all the programmes and at the same time offer more choice of courses to students, **Model Framework** for Programme Structure for all UG and PG programme / degree has been defined which includes semester-wise credit distribution for various course types. The courses and credits offered by the institutions in the programme structure are as per the model framework.

Amity University offers the **Choice Based Credit System** (CBCS) in its academic curriculum, in its endeavor to provide quality education. Under this system, the students can register for courses according to their interests, academic abilities and career aspirations. Students decide their academic plan and alter it, if required, in their academic progression in pursuit of degree.

A **MasterAcademic Planning Worksheet (APW)** is available on AMIZONE for students as per the Programme Structure and Model Framework for their respective programme. Student is expected to earn the minimum number of credits for a course type/ semester as prescribed in the model framework of their programme.

A student is required to choose the courses from the offerings and make their own Academic Planning worksheet. However, a student can choose 15% extra credits from the Specialisation Electives, Open Electives, Domain Electives, Outdoor Activity Based Courses (OABC) and FBL Electives in addition to the minimum prescribed credit units to choose interdisciplinary courses from other institutions/domains.

Apart from core, allied and Non Teaching Credit Courses which are compulsory in nature, ample options are available in the Master Academic Planning Worksheet for a semester, which help the students to make their own basket of courses to develop additional skills in there area of interest.

Students are also allowed to add or drop registered courses to balance workload to optimize or maximize grade points, course substitution option, grade improvement, credit transfer for course migration as per the University Policy on Credit System, Academic Credit Hour and Time Tabling.

### Flexi Timings

Flexi Time tabling help students to choose the courses they want to study and when to study from the slot-based timetable, coupled with on-line Course Registration, through Amizone, in each semester.

The Institutions/departments prepare, review and publish the weekly class time-table on AMIZONE prior to the start of each semester to ensure that all classes are scheduled for the minimum number of session(s) of 50 minutes each. The Students select and register for the course time slot. Students make their own time-table and each student in a class may have a different timetable of his / her own.

### Faculty of Management Studies (FMS) / Domain of Business Administration/Commerce/ Management/ Finance.

The **Faculty of Management Studies(FMS)** has been established with an objective to educate, equip and empower the aspiring business leaders with relevant managerial skills, fostering values, creating social responsibility and global competence to meet the requirements of the changing and challenging business world.

The **Faculty of Management Studies(FMS)** ensures to provide ample opportunities to its students’ to excel in their careers and strives to fulfill its mission

### “To provide education at all levels in management discipline of modern times and in the futuristic and emerging frontier areas of management knowledge, learning and research and to develop the overall personality of management students by making them not only excellent management professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.”

**3.1 Institutions / Programmes**

FMS has following institutions/Programme in various campuses of the University:

|  |  |
| --- | --- |
| **#** | **Institution** |
| **Campus –Noida** | |
| 1 | Amity Business School (ABS) |
| 2 | Amity International Business School (AIBS) |
| 3 | Amity School of Business (ASB) |
| 4 | Amity School of Insurance, Banking & Actuarial Science (ASIBAS) |
| 5 | Amity Institute of Competitive Intelligence & Strategic Management (AICISM) |
| 6 | RICS School of Built Environment (RICSSBE) |
| 7 | Amity College of Commerce & Finance (ACCF) |
| **Lucknow** | |
| 1 | Amity Business School Lucknow (ABSL) |
| **Greater Noida** | |
| 1 | Amity Business School Greater Noida (ABS- AUGN) |
| **Dubai** | |
| 1 | Management Department |

### Programmes Offered

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No** | **Programme Groups/ Programmes** | **Noida** | **Greater Noida** | **Lucknow** | **AUD** |
| 1 | Three Years Bachelors Programmes in Management | | | | |
| 1.1 | BBA | ASB | ABS-AUGN | ABSL | MD |
| 1.2 | BBA (F&A) | ASB | - | - | - |
| 1.3 | BBA (Family Business and Entrepreneurship) | ASB | - | - | - |
| 1.4 | BBA (Marketing &Sales) | ASB | - | - | - |
| 1.5 | BBA (International Business) | AIBS | - | - | - |
| 1.6 | BBA3Continent | AIBS | ABS-AUGN | ABSL | MD |
| 1.7 | BBA (Business Development) | AICISM | - | - | - |
| 1.8 | B.A. (Honors) Insurance and Banking | ASIBAS | - | - | - |
| 1.9 | B.Sc (Actuarial Science) | ASIBAS | - | - | - |
| 2 | Three Years Bachelors Programmes in Commerce | | | | |
| 2.1 | B.Com (Honors) | ACCF | - | ABSL | MD |
| 2.2 | B.Com (Financial &Investment Analysis) | ACCF | - | - | - |

1. **University Graduate Attributes**

Amity University students gain an impressive range of knowledge and skills whilst at University. To make these clear to our students and to the future employers of students, **'The Amity Graduate' attributes**’ have been identified as a part of our commitment towards supporting student’s development.

Graduate Attributes are central to the design, delivery and assessment of student learning in all faculty of Management Studies at the University. These University Graduate attributes are as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **#** | **University Graduate Attribute** | **Domain Graduate Attributes** | **Indicators** |
| 1 | Knowledge & Expertise of a Discipline | Management Knowledge | Able to acquire management concepts, critical understanding of organizational environment problems and its application to the world of work. Demonstrate Commitment to a continued and independent learning for collaborative intellectual  development. |

|  |  |  |  |
| --- | --- | --- | --- |
| 2 | Research and Enquiry | Research Literacy and Learning skills | Able to recognise the extent of information needed to analyse critical business issues, able to exercise critical judgement and critical thinking in creating new understanding of management problems, to evaluate the source of information using quantitative and qualitative research techniques and develop  effective solutions to complex business problems. |
| 3 | Information & Digital Literacy | Leveraging Information Technology | Able to explore the extent of information to be collected, use of digital literacy in capturing information from various sources, use contemporary technologies to access and manage information, understand values and boundary in acknowledging  the use of collected information. |
| 4 | Problem Solving | Problem Solving | Possess intellectual curiosity and engage in the pursuit of new knowledge and understanding of any management problem, Able to locate, analyse and synthesize information for resolving management  issues, Ability to develop creative and innovative solutions. |
| 5 | Communication | Effective Business Communication | Recognise and be aware in absorbing data from the organizational environment, articulate complex business ideas, React and respond proactively in verbal, non-verbal and written modes to all issues addressed, able to receive, process, comprehend and convey information on timely basis. Communicate clearly and confidently, and listen and negotiate  effectively with others. |
| 6 | Behavioral Skills, Teamwork and Leadership | Leadership and Behaviour Skills | Demonstrate initiativeness and confidence to participate in complex organizational situations, strive for Self management skills, expression of values and trust in empowering team members, able to be an emotionally intelligent manager, encourage intellectual autonomy to meet management challenges among managers, able to collaborate and synthesise personal goals and organizational  objectives to avoid conflicting interest. |
| 7 | Global Citizen | Global Manager | Ability to work effectively, and responsibly, in a global context, analyze business issues from local, national and international concerns , gain cross cultural knowledge for developing adaptability,  valuing human diversity in resolving complex management situations. |
| 8 | Ethical, Social and professional understanding | Ethics and Professional Conduct | Strive for truth, honesty, integrity, fairness and generosity in professional life, be aware and act to reduce personal bias, be committed to social justice and principles of sustainability, learn to appreciate diversity and equality, demonstrate ethical  behaviours at all situations. |
| 9 | Employability, Enterprise & Entrepreneurship | Employability and Entrepreneurship | Demonstrate innovation, creativity, collaboration and intellectual risk taking in decision making, learn and practice how to critically challenge conventional organizational practices, formulate effective methods to optimize resource utility, understand the  stakeholder expectations in solving business issues, explore new business opportunities and ideas. |
| 10 | Lifelong Learning | Lifelong Learning | Be confident to set high standards and preparation to  develop functional skills of management. Express |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | Commitment for continuous learning of management  concepts. |
| 11 | Other | Decision Making | Be capable of rigorous and independent thinking, be open to new management ideas, respond effectively to unfamiliar management problems and business contexts, able to develop plans, strategies and evaluation processes, learn to encourage participatory  decision making in teams. |
| 12 | Other | Social Networking Skills | Understand the importance of organizational networks in competitive businesses, able to use appreciation and acknowledgement techniques to  make professional relationships, display networking skills in negotiating business deals. |

The Graduate attributes flow from University level to domain level, from domain level to institution level, from institution to programme level. For each programme ion the management domain, graduate attributes are defined and the programme aims to inculcate these attributes in the students during their course of study.

1. **Broad-Based Goals -** The broad based goal of the domain are aligned with the University Goals and Objectives. The Broad based goals are broadly defined as Educational learning Goals and Operational Goals as under:

### Educational Learning Goals:

|  |  |
| --- | --- |
| **Broad-Based Student Learning Goals:** | |
| 1. | Students will demonstrate experiential knowledge of the application of management  principles in a professional work setting |
| 2. | Students will integrate theor.y and practice, as well as expertise across functional areas in  making effective decisions by understanding the relationship of business to global environment |
| 3. | Students will develop and sustain effective individual and organizational performance by leveraging Research skills, Information and Technological competencies in the given  management framework |
| 4. | Students will identify when and how to use assertiveness and influential skills |
| 5. | Students will demonstrate effective communication skills that support and enhance  managerial effectiveness |
| 6. | Students will develop positive perspectives and skills that create productive managerial  leaders and business networks |
| 7. | Students will act ethically and responsibly |
| 8. | Students will critically evaluate and reflect learning and development throughout their  Career |

**Operational Goals:**

|  |  |
| --- | --- |
| **Broad-Based Operational Goals:** | |
| 1 | FMS intends to provide educational excellence in Teaching/Academic Delivery and  research. |
| 2 | FMS will facilitate an academically conducive environment for holistic development  of students. |
| 3 | FMS will facilitate environment for innovation and research excellence for the  intellectual growth of faculty. |
| 4 | FMS will facilitate cultivation of core values of the university and ethical conduct  amongst students, faculty and staff. |
| 5 | FMS will encourage cultural diversity and a sense of social and environmental  responsibility. |
| 6 | FMS will provide ample opportunities for international exposure to faculty and  students. |
| 7 | FMS will be involved in continual improvement of processes and systems andaim to  attain national and international accreditations and university rankings. |
| 8 | FMS will build a strong industry interaction by way of alumni networks and  empanelment of expertise from industry. |
| 9 | FMS will facilitate employment opportunities and also support students to start their  own ventures. |
| 10 | FMS will facilitate good governance in discharge of responsibilities and execution of  policies and programs. |

### Outcomes

The Learning Outcomes varies for each programme depending on the programme Educational Objectives (PEOs). Assessment and successful achievement of Programme Learning Outcomes (PLOs) indicates the achievement of Broad based Educational goals of the domain.

The operational outcomes are defined for the domain and mentioned as under:

|  |  |
| --- | --- |
| **#** | **Intended Operational Outcomes for the (*FMS)*** |
| 1 | The Faculty of FMS will use appropriate methodology and pedagogical tools for teaching, learning and development |
| 2 | The curriculum will be contemporary and relevant to meet industry requirements and benchmarked on global standards by incorporating feedback from all the  stakeholders. |
| 3 | The student of FMS will graduate in timely manner. |
| 4 | University shall provide Academic facilities, Technological Resources for teaching |

|  |  |
| --- | --- |
|  | and learning. |
| 5 | The student of FMS will earn achievements in inter-university Extra Curricular activities. |
| 6 | Faculty will be engaged in scholarly and professional activities in order to enhance their competencies and to contribute to the existing Body of Knowledge. |
| 7 | The FMS will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff. |
| 8 | FMS will facilitate cultivation of cross cultural humanitarian values. |
| 9 | FMS will facilitate joint research collaborations; invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure. |
| 10 | FMS will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies. |
| 11 | FMS shall develop and maintain strong relationship with corporate. |
| 12 | FMS shall maintain lifelong alumni network and keep the curriculum responsive to  industry needs. |
| 13 | FMS will support all the students for quality placements or join family business or start their own venture. |

### Graduate Attributes- Domain & Programmes

**Domain Graduate attributes –** The graduate attributes are defined at the domain level and the programme level aligned with the University Graduate Attributes. The domain graduate attributes for the **Faculty of Management Studies (FMS) / Domain of Business Administration/Commerce/ Management/ Finance**.

**Programme Graduate Attributes –** The programme level graduate attributes are clearly defined and uploaded in the programme structure of respective programmes attached as Appendix b.1 – b.11.

### Approach to Curriculum Review & Development

As a major objective of Degree programmes in Management domain is to lay special emphasis on educating/preparing the students wellfor being able to demonstrate the following abilities:

1. Effective application of management concepts in the corporate world;
2. Working in teams;
3. Developing decision making skill
4. Effective communication skills and leadership/participation in team work;
5. Fulfillment of professional, social and ethical responsibilities;
6. Sensitivity to environmental issues and concerns;

(j) Planning, development and implementation of strategies for life-long learning.

These requirements call for the following objectives to the Approach to Curriculum relating to programmes in Management Degree in the country:

1. ***Preparation****:* To prepare the students to excel in various educational programmes orto succeed in industry / technical profession through further education/training;
2. ***Core Competence****:* To provide the students with a solid foundation in Management concepts;
3. ***Breadth****:* To train the students with a breadth of Managementknowledge tocomprehend, analyze and deal with real life situations;
4. ***Professionalism****:* To inculcate in the students professional/ethical attitude, effectiveteam work skills, multidisciplinary approach and to relate Management issues to a broader context;
5. ***Learning Environment:***To provide the students with academic environment ofexcellence, leadership, ethical guidelines and life-long learning needed for a long/productive career.

The programme structure for each programme is developed carefully ensuring that the content and curriculum is current and appropriate to the programmes objectives and learning outcomes.

### Content, Curriculum and Scheme of Examinations

Content, Curriculum and scheme of examinations are the most important components of academic excellence and their development and approval is a detailed exercise which involves screening at various levels.

Heads of Institutions/Departments constitute **Course Review Committee (CRC)**, **Area Advisory Board (AAB) and Programme Review Committee (PRC)** to develop/ review the curriculum and programme structure respectively.

**The Course Review Committee (CRC)** defines the course Objectives, course contents, and Students Learning Outcomes and assessment tools/components for each course. The recommendations of the CRC are put up to specific Area Advisory Board

**Area Advisory Board is** constituted to ensure that the course and syllabus are as per the needs of profession / industry at a specific level (UG/PG) and to benchmark as per the National/International curriculum.

**TheProgramme Review Committee (PRC)** defines the Programme Educational Objectives (PEOs), Programme Operational Goals, Programme Learning Outcome (PLO), Programme Structure (PS) and

the Assessment plan for evaluating operational and educational outcomes, based on inputs from various stakeholders.

### Recommendations of AAB and PRC are put up to the “Board of Studies” (BoS)

Board of Studies (BoS) reviews and recommends appropriate Programme structure, curricula & syllabi designed and developed by PRC and AAB.

The recommendations of BoS along with the final Programme structure (Programme Educational Objectives (PEOs), Programme Learning Outcomes (PLOs), and Outcome assessment plan), Course curriculum, and scheme of examinations for each course are further put up for the final approval of Academic Council.

After the approval of Academic council, the Programme Structure, Course curriculum, scheme of examinations and other relevant information is uploaded on Amizone for student access

### Programme Group-Wise Model Framework:

All the programmes offered at Amity University are grouped. Programme in each group share the similar model framework. The model framework for each group describes the course wise credit distribution which is followed by each institution while making the programme structure of all the programmes offered by them.

The Model framework of Programme Group of the respective Bachelors programme of the domain for designing the programme structure is given as under:

### Model Framework for Three Years Full-Time Bachelors Programme in Management

(BBA - Semester-Wise Course ‘Credit distribution)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Courses** | **Sem-1** | **Sem-2** | **SB** | **Sem-3** | **Sem-4** | **SB** | **Sem-5** | **Sem-6** |
| Core Courses | 18 | 18 | 1 | 15 | 15 | 2 | 8 | - |
| Allied Courses | - | - | - | - | - | - |
| VAC | 4 | 4 | 5 | 5 | 2 | 2 |
| SAP Courses | - | - | 0-11 | 0-11 | 0-13 | 0-12 |
| Specialization Electives | - | - | 3 | 3 | 9-12 | 12-15 |
| Domain Electives | 0-1 |  | 0-1 | 0-3 | 0-3 | 0-3 |
| Open Electives | 0-1 |  | 0-1 | 0-3 | 0-3 | 0-3 |
| Employability and Skill Enhancement Courses | - | - |  | 0-2 | 0-2 | 0-2 |
| NTCC | - | - | 1 | - | 2 | 5 |
| Professional Ethics | - | - |  | - | - | 2 | - |
| OABC | - | - |  | 0-2 | 0-2 | 0-2 | 0-2 |
| Industry Specific Course | - | - |  | 0-4 | 0-4 | 0-4 | 0-4 |
| **Total** | **22** | **22** |  | **24** | **23** | **27** | **22** |
| **Total Minimum Credit Unit for the Programme – 142**  ***Sum of credit units of all semester (140 CUs) + 02 floating CUs for “Outdoor Activity Based Courses (OABC)” to be compulsory opted by students during the programme for completion of degree.*** | | | | | | | | |

### Model Framework for Three Years Full-Time Bachelors Programme in Commerce, Humanities

### (B.Com (F&IA) – Semester-Wise Course ‘Credit distribution)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Courses** | **Sem 1** | **Sem 2** | **Summer Break** | **Sem 3** | **Sem 4** | **Summer Break** | **Sem 5** | **Sem 6** |
| **(CU)** | **(CU)** | **(CU)** | **(CU)** | **(CU)** | **(CU)** | **(CU)** | **(CU)** |
| 1 | Core Courses | Min :18 | Min :18 | 1 | Min :12 | Min :12 | 2 | Min :6 | Min :0 |
| Max :18 | Max :18 | Max :18 | Max :18 | Max :12 | Max :0 |
| 2 | Allied Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :0 | Max :0 | Max :0 | Max :0 |
| 3 | Specialisation Elective Courses | Min :0 | Min :0 |  | Min :3 | Min :3 |  | Min :9 | Min :12 |
| Max :0 | Max :0 | Max :6 | Max :6 | Max :12 | Max :15 |
| 4 | Domain Elective Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :3 | Max :3 | Max :3 | Max :3 |
| 5 | Open Elective Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :0 | Max :3 | Max :3 | Max :0 |
| 6 | Non Teaching Credit Courses | Min :0 | Min :0 |  | Min :1 | Min :0 |  | Min :2 | Min :5 |
| Max :0 | Max :0 | Max :1 | Max :0 | Max :2 | Max :5 |
| 7 | Mandatory Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :0 | Max :0 | Max :0 | Max :0 |
| 8 | Value Addition Courses | Min :1 | Min :1 |  | Min :0 | Min :3 |  | Min :0 | Min :0 |
| **➨**Behavioural Science | Max :1 | Max :1 | Max :0 | Max :3 | Max :0 | Max :0 |
|  | Value Addition Courses | Min :1 | Min :1 |  | Min :3 | Min :0 |  | Min :0 | Min :0 |
| **➨**Communication Skills | Max :1 | Max :1 | Max :3 | Max :0 | Max :0 | Max :0 |
|  | Value Addition Courses | Min :2 | Min :2 |  | Min :2 | Min :2 |  | Min :2 | Min :2 |
| **➨**Foreign Business Language | Max :2 | Max :2 | Max :2 | Max :2 | Max :2 | Max :2 |
| 9 | Outdoor Activity Based Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :2 | Max :2 | Max :2 | Max :2 |
| 10 | SAP Courses (Optional) | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :11 | Max :11 | Max :13 | Max :12 |
| 11 | Employability & Skill Enhancement Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :0 | Max :2 | Max :2 | Max :2 |
| 12 | Industry Specific Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :4 | Max :4 | Max :4 | Max :4 |
| 13 | MOOC (Amity On - line / NPTEL / SWAYAM / Future Learn) | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :4 | Max :4 | Max :4 | Max :4 | Max :11 | Max :9 |
|  | Value Addition Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :2 | Min :0 |
| **➨**Professional Ethics | Max :0 | Max :0 | Max :0 | Max :0 | Max :2 | Max :0 |
|  | **Total** | **22** | **22** | **1** | **24** | **23** | **2** | **27** | **22** |

**Minimum Credits Prescribed For Programmes :**142

### Model Framework for Three Years Full-Time Bachelors Programme in Commerce, Humanities

(B Com (Hons) - Semester-Wise Course ‘Credit distribution)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Courses** | **Sem 1** | **Sem 2** | **Summer Break** | **Sem 3** | **Sem 4** | **Summer Break** | **Sem 5** | **Sem 6** |
| **(CU)** | **(CU)** | **(CU)** | **(CU)** | **(CU)** | **(CU)** | **(CU)** | **(CU)** |
| 1 | Core Courses | Min :18 | Min :18 | 1 | Min :18 | Min :15 | 3 | Min :12 | Min :3 |
| Max :18 | Max :18 | Max :18 | Max :15 | Max :12 | Max :3 |
| 2 | Allied Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :0 | Max :0 | Max :0 | Max :0 |
| 3 | Specialisation Elective Courses | Min :0 | Min :0 |  | Min :3 | Min :6 |  | Min :9 | Min :15 |
| Max :0 | Max :0 | Max :3 | Max :6 | Max :9 | Max :15 |
| 4 | Domain Elective Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :3 | Max :3 | Max :3 | Max :3 |
| 5 | Open Elective Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :0 | Max :3 | Max :3 | Max :0 |
| 6 | Non Teaching Credit Courses | Min :0 | Min :0 |  | Min :1 | Min :0 |  | Min :3 | Min :4 |
| Max :0 | Max :0 | Max :1 | Max :0 | Max :3 | Max :4 |
| 7 | Mandatory Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :0 | Max :0 | Max :0 | Max :0 |
| 8 | Value Addition Courses | Min :1 | Min :1 |  | Min :0 | Min :3 |  | Min :0 | Min :0 |
| **➨**Behavioural Science | Max :1 | Max :1 | Max :0 | Max :3 | Max :0 | Max :0 |
|  | Value Addition Courses | Min :1 | Min :1 |  | Min :3 | Min :0 |  | Min :0 | Min :0 |
| **➨**Communication Skills | Max :1 | Max :1 | Max :3 | Max :0 | Max :0 | Max :0 |
|  | Value Addition Courses | Min :2 | Min :2 |  | Min :2 | Min :2 |  | Min :2 | Min :2 |
| **➨**Foreign Business Language | Max :2 | Max :2 | Max :2 | Max :2 | Max :2 | Max :2 |
| 9 | Outdoor Activity Based Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :1 | Max :1 | Max :2 | Max :2 | Max :2 | Max :2 |
| 10 | SAP Courses (Optional) | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :13 | Max :13 | Max :14 | Max :13 |
| 11 | Employability & Skill Enhancement Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :0 | Max :2 | Max :2 | Max :2 |
| 12 | Industry Specific Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :4 | Max :4 | Max :4 | Max :4 |
| 13 | MOOC (Amity On - line / NPTEL / SWAYAM / Future Learn) | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :4 | Max :4 | Max :4 | Max :4 | Max :10 | Max :10 |
|  | Value Addition Courses | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :2 |
| **➨**Professional Ethics | Max :0 | Max :0 | Max :0 | Max :0 | Max :0 | Max :2 |
| 14 | Apprenticeship | Min :0 | Min :0 |  | Min :0 | Min :0 |  | Min :0 | Min :0 |
| Max :0 | Max :0 | Max :0 | Max :0 | Max :0 | Max :26 |
|  | **Total** | **22** | **22** | **1** | **27** | **27** | **3** | **26** | **26** |

**Minimum Credits Prescribed For Programmes :**152

### Programme Mission & Programme Educational Objectives:

Programme Mission outlines the aim set for the students covering the holistic areas of development. Programme Educational Objectives (PEOs) lay the foundation for what students are expected to do, know or value as a result of the educational experience. Objectives are the critical link between gaps and outcomes. Objectives guide the choice of content, the educational format, pedagogy and methodologies, and the methods for assessment.

The various levels that an objective is written, beginning with the lowest level and advancing to the highest are as follows:

* Knowledge
* Comprehension
* Application
* Analysis
* Synthesis
* Evaluation

### The Master’s programme focus on the advance level from application to analysis, synthesis and evaluation

The Programme Educational Objectives (PEOs) are well defined and given in the programme structure of each programme, attached as **Appendix b.1 – b.11**

The detailed programme structure with courses under various categories and types as per prescribed Credit Units are developed. The programme structure includes the courses which are compulsory in nature and specilalisation electives are given with course title and credit units semester-wise as approved by Academic Council. Compulsory Courses includes Core Courses, Allied courses, Value Addition Courses, Mandatory Courses, NTCC courses. Further, Course Titles and Credit Units of the Specialisation Electives and NTCC elective courses are given. However, courses which are not compulsory to take in order to get a degree. These course may be taken by the students to meet the minimum requirement of Credit units for semester/programme for the award of the degree. These Electives Courses include Domain Electives (DE), Open Electives (OE), Outdoor Activities Based Courses (OABC), Skill Enhancement Courses (SKE), Study Abroad Programmes (SAP) Courses etc. These courses are offered by institutions of other domains or other institutions / campuses of the university and vary batch to batch. The detailed programme structure of all the programmes of the group(s) of the **Business Management / Commerce / Finance** domain are given in **Appendix b.1 – b.11**

### Intended Programme Learning Outcomes (PLO)

Intended Programme learning outcomes are statements that describe the desired learning that students should have acquired and should be able to demonstrate at the end of their course of study. Through these statements, programmes identify what students should know and be able to do as a result of completing their degree programs.

Consequently, statements of intended learning outcomes clearly articulates the intended knowledge, skills, abilities, competencies, attitudes, and values that characterize the essential learning required of a graduate of a particular programme of study. Each Learning outcome is measurable and includes appropriate action verb relating to the desired action or performance associated with the intended cognitive level. The programme learning outcome (PLOs) are well defined and given in the programme structure of each programme, attached as **Appendix b.1 – b.11**

### Course Delivery & Pedagogy

**Course Delivery** may use a combination of the following formats: Lectures, classroom discussions, case studies, internship, term papers, role plays and dissertations.

Students are provided with curriculum and session plan of all the courses that they have chosen in their Academic Planning Worksheet. A Master Session Plan covers the following:

* Objectives of the course
* Session-wise details of topics
* Plan type (L-T-P )and reference material for each topic in the module
* Pedagogy to be adopted
* Prerequisites, if any
* Required readings, additional readings and assignments
* Student learning Outcomes for each module
* Assessment component used to assess the SLO’s for each module
* Scheme of evaluation and weightage of each assessment component

### Pedagogy

The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory. A continuous quality interface with industry through internships, industrial visits, participation in business competitions, group discussions, workshops, seminars, etc. is encouraged

To stimulate, motivate and foster learning culture, diversified modes of content delivery are adopted by the faculty, in order to help students in achieving learning goals and to attain desired learning outcomes.

The objectives of focusing on the implementation of innovative teaching methodologies in traditional classrooms are:

* To make an effective combination of classroom activities and other instructional strategies ensuring that the students achieve the learning goals set by the teacher.
* To develop flexibility in content delivery
* To foster learning through several modes of information processing.
* To develop student’s understanding of application and implementation of classroom learning
* To cater for the range of learning needs of students
* To enhance students skills and competencies
* To promote students participation and engagement
* To shift focus from ‘surface learning to ‘deep learning’
* To emphasize on more student centric interactive teaching methods
* To improve teaching to match students needs and learning style
* To involve students in higher level of thinking
* To provide students an opportunity to bridge gap between academic theory and real world practices

Some of the Teaching Learning approaches adopted by the faculty are as follows:

|  |  |  |
| --- | --- | --- |
| **#** | **Approaches** | **Description** |
| 1 | Blended Learning | A mixed-mode of instruction strategy that creates an integrated approach for both teachers and students by the convergence of  face-to-face classroom methods and [computer-mediated activities](http://en.wikipedia.org/wiki/E-learning) |
| 2 | Case Based Learning | A teaching approach that refers to the analytical thinking and reflective judgment of learners by reading and discussing  complex, real-life scenarios |
| 3 | Cooperative  Learning | Students work in groups to complete tasks collectively toward  academic goals |
| 4 | Field Based Learning | In field-based learning, students, guided by faculty, take up a professional role and work directly with organizations to solve  real problems and offer feasible solutions |
| 5 | Inquiry/ Research Based Learning | Students make observations, collect, analyze, and synthesize information, and draw conclusions to develop problem-solving skills which can be applied to situations that students will  encounter in future |
| 6 | Lab Based Learning | Integrates theory with practice and blending other active learning  strategies such as web or computer based learning |
| 7 | Problem Based  learning | Students collaboratively work toward the resolution of complex  and challenging problem |
| 8 | Community Service Learning | A technique of experiential learning that fosters a partnership between educational institutions and community organizations to  facilitate a greater learning experience for students |
| 9 | Just-in-Time Teaching | Use of brief web-based questions delivered by faculty before a class meeting. Students' responses are reviewed few hours before class and are used to develop classroom activities addressing  learning gaps |
| 10 | Role Plays | A problem situation is briefly acted out so that the individual  student can identify with the characters and empathize with them. |

Students have an access to an unparalleled range of extra-curricular and co-curricular activities to develop various competencies & skills and develop an extra edge to face the challenges that the corporate world offers

### Competency – Role Matrix

A competency-role matrix is developed for each programme which is a list of skills and behaviours that a management graduate needs to exhibit in order to perform well in their careers. The competencies are defined in consideration with the requirement of the industry

and to ensure that the students are industry ready by the end of their programme of study.

This competency – role matrix helps students in understanding the different competencies required to observe various job roles. Some competencies are generic in nature and applicable to the full range of employers in the sector, and across the wide variety of roles appropriate to graduates. There are some specific competencies which are appropriate to the specific profession. The Competency – Role matrix is defined in the following format:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Job Role  Competencies | Role 1 | Role 2 | Role 3 | Role n |
| Competency 1 |  |  |  |  |
| Competency 2 |  |  |  |  |
| Competency 3 |  |  |  |  |
| Competency 4 |  |  |  |  |
| Competency n |  |  |  |  |

### Employability of Graduands -

In order to develop an understanding of the job prospects available to our students in various sectors, an industry/sector-role matrix has been developed for each programme which defines the roles that student can observe in the relevant industries after completing their programme of study. It maps the prospective job roles with the industry / sectors where the students may be placed after completing their graduation.

The Employability of Graduands are well defined and given in the programme structure of each programme, attached as **Appendix b.1 – b.11**

### Learning Resources

Amity University has appropriate information & learning resources to support educational objectives of all our management programmes. The University has very rich learning resources as:

* Central and Institutional Library
* Online Journals
* Computer Labs

Appropriate number of books needed for study and teaching as recommended by the course faculty and other experts are maintained in the library.

### Amity Central Library

The students and Faculty members have an open access to library during the operating hours. University has more than 3,00,000 books and 700 journals

* Amity University Central Library’s sprawling building has three floors of resources which has more than 2,00,000 books, 17,000 e-journals, CDs and many other useful reference materials for students to get knowledge and expertise in their respective fields.
* The 58000 sq ft of knowledge is organized and managed by a dedicated team of Library professionals who are available to guide the students. There are cubicles and Research Rooms for PhD Scholars.
* A large number of computer terminals with Wi-Fi enabled internet facilities is available for students to access the online resources in the Library and search the catalogue of books in KOHA, an advanced Library Software System. They can be checked in the Amity Portal (library.amizone.net).
* Students can search for details of books by title, author, subject or keywords to get to the relevant resource for borrowing.
* The Circulation staff helps in issuing and returns of books and the latest new technological system helps them to self -check in and check out for easy circulation.

In addition to central library some departments have departmental libraries. Amity is also a member of the **British Council Library** and **American Library Centre.**

In addition to the libraries Amity University **has also subscribed to the following on-line journals. :**

### UGC- Infonet Digital Library Consortium – about 3559 leading journals

Under this consortium Amity University has subscribed to a number of Online Journals that are available on Amizone (Intranet) from UGC – Infonet. Through this the Faculty and Students get access to world class online research articles, journals, research papers by the best Publishers, Universities, Research Institutes etc.

1. **EBSCO- host** offers a variety of proprietary of 2300 journals and full text and popular databases from leading information providers.

University is the Institutional Member of **DELNET**, a database that has been established with the prime objective of promoting resource sharing among the libraries through the development of a network of libraries.

1. **Scopus** is a bibliographic database containing abstracts and citations for academic journal article
2. **E-LEARNING STUDIO (**Accessing Knowledge Online): e-Learning Studios are for blended teaching-learning.

The libraries have subscriptions to on-line journals and databases in various areas of learning/subjects which are accessible through the intranet from all the terminals. There is a downloading facility for e- material.

The University has over 309 **stat-of-the-art labs** in various domains with high-end Research Equipments.

### External Libraries:

Amity University is an educational member for various other professional / academic institutions. Students, Faculty and Staff members of the University are given access to avail/utilize the online library of such external institutions. Details of learning resources provided by some of such external libraries are as below:

* **The Association to Advance Collegiate School of Business (AACSB, USA)**
* ***BizEd:*** *BizEd* is an award-winning, bi-monthly magazine on business education. *BizEd*articles include interviews with executives, challenges and trends facing business schools, business education news and insights, book reviews, professional development opportunities, and technology advancements in the classroom.
* **eNEWSLINE and eNEWSLINE Live:** NEWSLINE is a bi-monthly electronic newsletter on business education. It includes business school news, articles from business school deans, data analysis, open business school positions, and more. eNEWSLINE Live is a bi-monthly live broadcast featuring guests from the management education industry.
* **White Papers:** AACSB International produces a variety of white papers on specific topics for management educators. Topics have included distance learning, faculty qualifications, and Assurance of Learning. White papers are available to the general public for download.
* **Thomson Reuters, USA:** Following Intellectual Property are online accessible:
  + Online Journals
  + eBooks
  + Webinars, etc.

### IT Infrastructure At Amity:

As a hi-tech smart campuses, Amity University at Noida & Lucknow have wireless broadband internet connectivity with over 75 kms. of fiber optic/ LAN cable backbone structure. Some of the features that it can boast of as part of its hi – tech IT infrastructure are:

* 600 MB Internet Bandwidth from multiple ISP to maintain redundancy and hassle free internet connectivity.
* 40 Servers are Virtualized through VM ware on HP Blades (HP-C3000 with BL 460).
* 24 TB of useable EMC NAS storage with fiber channel connectivity.
* One Network across the country. All Amity Campuses are connected through MPLS VPN of 4MB/2 MB link each.
* High end Catalyst CISCO 6500 Series Switches with Hot Standby Router Protocol ( HSRP) for load balancing and high availability.
* Three Firewall box in redundant mode with high level of content/URL filtering and bandwidth management.
* Mac. Address base authentication for all Wi-Fi users and tracking.
* BGP Router with own IP Pool for bandwidth aggregation and load balancing.
* Campus is covered with high through put Wi-Fi with 400 Nos. APs Access point by using secured and managed Controller of Aruba.
* Centrally IT resource management, monitoring and communication over intranet in between campuses.
* Smart Camera Surveillance with IP Cameras through the Campus.
* Lecture Recordings & Live transmission of ‘on demand’ Class Lectures & Events over Intranet & Internet.

All the faculty members are provided with computers / laptops with internet browsing facility for the preparation of teaching, learning material and research in their respective departments.

1. **Outcome Assessment Plan- Direct and Indirect methods for Assessment of Programme Learning Outcomes –** An outcome assessment plan is developed to ensure that the Programme learning outcomes are assessed, each by atleast one direct and one indirect method. The Assessment tools used to evaluate the extent of accomplishment of each learning outcomes are given in the assessment plan for the Bachelors programme of faculty of Management studies, mentioned as under:

|  |  |  |  |
| --- | --- | --- | --- |
| S.No. | **PLO** | **Direct** | **Indirect** |
| 1 | Demonstrate a strong base of general management and build strong pillars over it in a particular area of specialization (Marketing, Finance, I.T., H.R.M, and Entrepreneurship). Develop an ability to integrate knowledge of one area into other and understand management as a comprehensive concept. | \*Comprehensive Exam | Student Exit Survey |
| 2 | Develop an eye to look out for changes, opportunities and threats in the business environment. Demonstrate ability to use various tools and techniques of research methodology to convert threats into opportunities and weaknesses into strengths. | Major Project (Rubrics) | Feedback of Industry Internship Guide |
| 3 | Critically analyze, evaluate and synthesize data into information relevant to taking business decisions through use of relevant IT tools. | \*Comprehensive Exam | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
| 4 | Develop skill and expertise in problem solving. Gain experience in dealing with diverse business situations and decision making. | \*Comprehensive Exam | Student Exit Survey |
| 5 | Learn about business etiquettes. Develop high degree of verbal non – verbal and written communication.  Understand cross-cultural difference in communication. | \*Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 6 | Develop highest order of behavioral and interpersonal skills. Demonstrate initiative and lead by example.  Practice effectively both as an individual and as a team member. | \* Behavioural Science Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 7 | Recognize and identify diversity in cultures. Show sensitivity to various cultural and environmental issues and demonstrate traits of global business practitioner. | \*Foreign Business Language Result Analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 8 | Apply ethical business practices to show case highest level of commitment to professional code of conduct in the arena of business management. | \*Major Project (Plagiarism Checking ) | Feedback of Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| 9 | Acquire all the necessary skill set to be a manager. Practice creativity. Analyse risks and explore opportunities to create new business propositions. Develop idea generation skills, risk taking ability and ability to convert ideas into business ventures. | \*Employability & Entrepreneurship ( Rubrics) | Student Exit Survey |
| \* Comprehensive Exam | Alumni Survey |

|  |  |  |  |
| --- | --- | --- | --- |
| 10 | Student will develop interest and competency for knowledge acquisition through use of sources like Newspapers / Business Magazines / Library databases/ Internet for life-long learning. | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |

### Examination System Progression & Passing Standards–

* 1. **Attendance**
     1. Students are expected to have 100% attendance.
     2. Every teaching faculty handling a class will take attendance till the last day of the class. The percentage of attendance upto this day will be calculated and forwarded to Examination Department by the HoI for issue of Admit Cards.
     3. Relaxation of maximum 25% may be allowed to cater for sickness or other valid reasons beyond the control of the students for which written permission of HoI/ HoD is mandatory.
     4. A student whose attendance is less than 75%, whatever may be the reason for shortfall, will not be permitted to appear in the End Semester Examination (ESE).
     5. Under extreme special circumstances, Vice Chancellor may condone attendance up to 5% below 75% on the recommendation of HoI.
     6. A student whose attendance is between 70-75%, may be allowed to appear in the End Semester Examination (ESE) after obtaining written permission of Vice Chancellor subject to the **condition that he/she will be awarded letter grade not exceeding B+. This provision will not be applicable to late admissions, lateral admissions and transfer cases.** If a student’s attendance is more than 75% in majority of the courses and has attendance between 70 to 75% in few courses then his/her case will be considered for special permission of Vice Chancellor, however, if a student is debarred in more than 50% of the courses then his/her case will not be considered.
     7. Student who has fulfilled the minimum attendance requirements in any course unit but is unable to attend the end term examination due to unavoidable circumstances will be awarded ‘I’ Grade in that course unit for which the student will be required to inform the HoI/HoD before the commencement of end term examination telephonically seek his approval for absenting the end term examination and produce documentary proof within 7 days of the joining the institution after the incidence. The examination for such ‘I’ category students will conducted within 30 days from the last date of end term examination. The maximum Grade

awarded in the course unit falling under “I” category will be B+

### Course Assessment

1. The assessment components at the course level are defined in consideration with Course objectives
2. The assessment plan for the **theory courses** clearly defines the weightage of Continuous Internal Assessment and Final Assessment, which have various components to assess various learning outcomes. The weightage of CIA and Final Assessment is as under:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| # | **Continuous Internal**  **Assessment** | **Attendance** | **Final**  **Assessment** | **Course Type** |
| 1 | 35 | 5 | 60 | Value addition  courses |
| 2 | 25/35 | 5 | 70/60 | All other courses |

### Components of Continuous Internal Assessment (CIA)

Depending upon the nature of the course, the components of internal assessment may vary. The internal assessment will be completed within the semester. Some of the components of Internal Assessment are as follows:

|  |  |
| --- | --- |
| **S.No.** | **Component of Evaluation** |
| 1 | Case Discussion/Analysis |
| 2 | Presentation |
| 3 | Home Assignment |
| 4 | Project |
| 5 | Seminar |
| 6 | Viva – Voce |
| 7 | Quiz |
| 8 | Class Test (s) |
| 9 | Term Paper |
| 10 | Rubrics |
| 11 | Any other, as recommended by the Area Advisory Board and Board  of Studies (BoS) |

### Assessment of Lab Based Courses

The weightage of CIA and Final Assessment for lab/studio based courses will be as under as prescribed in the course syllabus by the Area Advisory Board / Board of Studies :

|  |  |  |
| --- | --- | --- |
| **S.No.** | **Continuous Internal Assessment** | **Final Assessment** |
| 1 | 50 | 50 |
| 2 | 40 | 60 |
| 3 | 30 | 70 |

### Assessment of Non -Teaching Credit Courses (NTCC)

The weightage of CIA and Final Assessment will be as under as per NTCC Regulations and Guidelines:

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Credit Units** | **Continuous Internal**  **Assessment** | **Final Assessment** |
| 1 | > 8 Credit Units | 50 | 50 |
| 2 | 5-8 Credit Units | 40 | 60 |
| 3 | Upto 4 Credit Units | 30 | 70 |

The breaks up (components and their weightage) of continuous internal assessment are given as under:

|  |  |  |  |
| --- | --- | --- | --- |
| **#** | **Title** | **(CIA =**  **40%)** | **(CIA =**  **50%)** |
| 1 | Timely Registration | 1 | 1 |
| 2 | Topics & Synopsis Approv | 2 | 2 |
| 3 | **WPRs**  No. of WPR Submitted) Satisfactory WPR) | 8  7 | 10  10 |
| 4 | 2 Periodic Progress Review by a board of faculty through presentation | 8 | 8 |
| 5 | 1st Draft on tim | 1 | 1 |
| 6 | 2nd Draft on tim | 1 | 1 |
| 7 | Final Report (Report with <10% Plagiarism) | 1 | 1 |
| 8 | Final Report timely submissi | 1 | 1 |
| 9 | Final Report Assessme | 10 | 15 |

However, the weightage may vary if any further revision is done by Board of Studies.

**PLAGIARISM** : The NTTC report must be written in students own words. However, if required to cite the words of others, all the debts (for words, data, arguments and ideas) have to be appropriately acknowledged.

It is mandatory that each project report shall be checked for plagiarism through Turnitin or similar software before submission. The content which is based on existing published work must come from properly quoted material and from the references cited section. After checking the accuracy of the citations and references of such content the plagiarism report should not return similarity index of more than 15% in any circumstance. However, if the matching text is one continuous block, the index of 15% could still be considered plagiarism. Any report with higher than this percentage matching must be explained by the student. The details of copy rights, professional ethics are given in Plagiarism Prevention Policy of the University.

### Minimum & Maximum Duration Of Academic Programmes

* + 1. The maximum permissible period for completing a programme for the programmes of three academic years duration, the maximum permissible period shall be n+2 academic years, where “n” represents the minimum duration of the programme.
    2. On request from the student and recommendation of HoI/Dean, Vice Chancellor may grant extension of one more year(1) i.e. n+2+(1) for 3 years programme for completion of programme and to become eligible for award of degree on payment of 25% of the Academic fee of year/semester (as applicable) + Rs.15,000/- re-admission fee + Examination fee for each course (as applicable) to qualify for degree.

### Award of Alternate Degree

All students, who have exhausted N+2+1 and have not qualified for award of respective degrees, will be awarded Alternate Degree on request from the student and recommendation of HoI after approval of competent authority as per guidelines of the University subject to the following.

1. The nomenclature of the recommended alternate degree must be in line with degrees nomenclature approved by UGC. E.g., B.Tech (CSE)/B.Tech (IT) may be awarded alternate degree of B.Sc. (CS) or B.Sc (IT). Similarly B.Tech (Biotech) may be awarded alternate degree of B.Sc (Biotech).
2. Minimum Credits earned in each semester should be as per Model Framework of UG Programmes.
3. The students must meet the minimum credit units, SGPA (4.50 in each semester) and final CGPA (5.00) requirement of alternate degree after course mapping as per norms of the University.
4. An Undertaking will be signed by the student and his/her parent once approved for Alternate Degree.

### Grading System

* + 1. The level of students academic performance as the aggregate of continuous evaluation and end term examination shall be reflected by letter grades on a ten point scale according to the connotation as per Table - A

### TABLE - A

|  |  |  |
| --- | --- | --- |
| **Grade** | **Qualitative Meaning** | **Grade Point**  **Attached** |
| A+ | Outstanding | 10 |
| A | Excellent | 9 |
| A- | Very Good | 8 |
| B+ | Good | 7 |
| B | Above Average | 6 |
| B- | Average | 5 |
| C+ | Satisfactory | 4 |
| C | Border Line | 3 |
| F | Fail | 0 |
| I | Incomplete | 0 |
| (F) DE | Debarred | 0 |
| AB | Absent | 0 |
| U | Unsuccessful | - |
| S | Successful | - |

**16.6 Passing Criteria**

A student has to fulfill the following conditions to pass in their programme of study:

1. A student who has earned minimum number of credits prescribed for their programme as per the Structure, Curriculum and Scheme of Examinations, shall be declared to have passed the programme of study.

### Internal Assessment Evaluation

* 1. A student is required to secure minimum 30% marks to pass in End Semester Examination and minimum aggregate marks 35% to be considered 'PASS' in each course unit. Passing in Internal Assessment is not mandatory

### There will be no provision for re-appearing in any component of Internal Assessment in subsequent semesters.

*The students who are unable to score passing SGPA & CGPA for award of degree because of having obtained Zero mark in the Internal assessment in any course/courses*

*shall be eligible to repeat the internal assessment of the relevant course/courses in the following cases:*

* + 1. *Extended period (n+2) or beyond as the case may be*
    2. *Year Back*
    3. Students should also pass in each semester separately by securing a minimum Semester Grade Point Average (SGPA) of 4.50 for UG on a 10 point scale.
    4. A student who has reappeared/repeated the examination of course unit(s), the best of the two scores obtained shall be taken into consideration for calculating the SGPA and CGPA and eligibility for award of a degree.

### The student must pass in Summer Training / Internship, Project, Dissertation (wherever prescribed), by securing at least C+ Grade.

* 1. **Promotion To Next Semester/Year**

Promotion will be considered at the end of each academic year.

1. A student will be eligible for promotion from 1st year to 2nd year, 2nd year to 3rd year, provided he/she has minimum SGPA and CGPA as under :

|  |  |
| --- | --- |
|  | *UG Programme* |
| *SGPA* | ***3.5*** |
| ***CGPA*** | ***4.5*** |

1. **Promotion from 1st year to 2ndyear** :– If a student does not fulfill the above criteria may be promoted to 2nd year on the recommendation of HoI and he/she will be placed on **“Academic Probation”** provided he/ she has cleared at least 60% of number of Courses/ Credit units.
2. **Promotion from 2nd year to 3rdyear**:– A student will be promoted from second year to third year only if he / she has secured the **passing criteria** of SGPA and CGPA in both semesters of the first year i.e. qualified in first year and minimum SGPA and CGPA of **Promotion Criteria** in the second year.
3. Student who is promoted to next year by meeting the promotion criteria but is not meeting qualifying criteria (passing criteria) for award of degree, will be placed on Academic Probation for one year to improve his/her SGPA/CGPA.
4. A student who is not eligible for promotion will have the option to take the year back in any of the following mode:
   1. Repeat the Year or,
   2. Academic Break for a year or,
   3. Repeat a Semester or,
   4. Withdraw from the programme

### Academic Probation (PAP)

* + - Students who fail to clear Promotion Criteria but are promoted to next Academic Year or not meeting qualifying criteria for award of Degree will be placed on Academic Probation for one year.
    - The student who does not clear the Passing Criteria at the end of the Academic Probation will not be eligible for promotion to the subsequent years. She/he will have the option either to Repeat the Year or Withdraw from the Programme.

### Promotion with Academic Warning (PAW)

Students who fail to get promoted under PAP may be promoted to next Academic year under following conditions:-

1. if a student meets passing/promotion SGPA & CGPA criteria but has back papers in any of previous semesters
2. if the student has scored Passing Criteria of SGPA in all semesters except one, in which he/she has Promotion Criteria of SGPA of previous year(s) and also has Promotion Criteria of SGPA & CGPA in current year.

All students who are promoted to next year under PAP/PAW category will be required to sign an Undertaking stating that they are under Academic Probation/ Warning and will be required to score minimum passing/promotion SGPA & CGPA criteria as required at the end of Academic Probation/ Warning Period.

### Academic Break

1. Students who apply for Academic Break and the case is recommended by the Heads of Institutions for justifiable reasons to be recorded, can be granted two Academic Break of one year each to the students of three years programmes, if approved by Vice Chancellor under following circumstances:
   1. The student has been continuously ill.
   2. Career advancement (iii)Justified personal reasons.

However, the total period to qualify the programme will not exceed the prescribed n+2 year.

### Re-Appearing

1. A student who has fulfilled the attendance requirements and is eligible to appear in an Examination, fails to appear in the examination shall be required to subsequently appear in the examination when scheduled for next batch of students on payment of prescribed fee.
2. A student who has not fulfilled the minimum attendance requirement in any Course Unit(s) shall not be allowed to appear in the end term Examination of that Course Unit but shall be allowed to subsequently appear in the examination when scheduled for the next batch of students, on payment of prescribed examination fee and fulfillment of such eligibility conditions as prescribed in the Regulations.

### Guided Self Study Course

* 1. All students having back paper are required to register themselves for GSSC within one week (7 days) from the date of commencement of the semester.
  2. Any assignment/evaluation of GSSC will not be considered for award of marks for continuous Internal Assessment.
  3. No Student will be permitted to appear for back paper(s) in the end term examinations without registering for GSSC and getting suitability report from allotted faculty.

1. A student who has failed to secure minimum C+ Grade (Grade Point 4) in a course unit shall be eligible to re-appear / repeat the examination of such course units with a view to secure minimum qualifying/passing score.
2. A student, who has failed to secure the required qualifying/passing SGPA i.e. 4.50 for UG Courses shall, in order to secure a passing SGPA, apart from fulfilling the requirements has the option to reappear in the end term examinations also of the Course Units of the concerned term in which he/she desires to improve his/her performance, when these examinations are held on normal schedule.
3. Students who have passed all courses (Minimum C+ Grade) but not meeting Promotion/Passing SGPA / CGPA (Cumulative Grade Point Average) criteria, may be permitted to appear in Supplementary Examination with a view to improve grade and score Passing/Promotion SGPA / CGPA of the respective semesters.
4. Students who are eligible to re-appear in an examination, or are repeating the course(s) shall have to apply to the Controller of Examinations to be allowed to reappear in an examination or to repeat the course(s), and pay the fees prescribed by the University.
5. The Departments/Constituent Units may, at their discretion, arrange for additional teaching in

the form of GSSC for students repeating the examination of course(s) during the breaks. The modus operandi of such instructions shall be as notified by the Department/Constituent Unit. Extra fee shall be charged from such students for attending GSSC.

In all cases of re-appearing, the marks obtained by the students who have re-appeared willbe converted to the appropriate letter grade not exceeding B+.

### Supplementary Examinations

1. For the final year & pre-final students, supplementary examinations for those who have not secured passing grades, or were debarred/detained from appearing in anyexamination and they made up the deficiency in attendance as per provisions of these Regulations, will normally be held within thirty days after the declaration of results of the final Semester Examinations.
2. A student who fails to appear or qualify in Supplementary Examinations shall reappear in the examinations when scheduled for the next batch of students within the time span prescribed for the programme.
3. A student wishing to appear/reappear in the Supplementary Examination shall apply to the Head of Department/Constituent Unit on line in the prescribed form within fifteen days of the date of declaration of result or date announced by Exam Department along with prescribed Examination Fee.
4. The eligibility of a student for appearing in the Supplementary Examination shall be verified by the Head of Department/Constituent Unit and a list of eligible students containing the details of Course Units in which the students are recommended for appearing in the supplementary examination shall be forwarded to the Controller of Examinations within one week along with prescribed fee payment receipts, after the last date for submission of examination forms.
5. Better of two scores obtained after Supplementary Examination in repeat course unit(s) shall be taken into consideration for calculating the SGPA and CGPA and eligibility for award of a degree/diploma.

### Academic Discipline

* 1. **Acts of Unfair Means:**

The following are considered as the act of unfair means:

* + - Talking to another student or any person, inside or outside the examination hall, during the examination without the permission of a member of the supervisory staff.
    - Leaving the examination hall without handing over the answer book and/ or continuation sheet, if any, or any other specifically designed response sheet to the Invigilator or Supervisor concerned or Centre Superintendent or the authorized officer of the University deputed to the examination centre, and taking away, tearing off or otherwise disposing off the same or any part thereof.
    - Writing matter connected with or relating to a question or solving a question any thing (such as piece of paper or cloth, scribbling pad) , other than the answer book, the continuation sheet, any

other response sheet specifically provided by the University to the student.

* + - Writing or sketching abusive or obscene expressions on the answer book or the continuation sheet or any other response sheet.
    - Deliberately disclosing one's identity or making any distinctive marks in the answer book for that purpose.
    - Making appeal to the Examiner/Evaluator soliciting favour through the answer book or through any other mode.
    - Possession by a Student or having access to books, notes, paper or any other material, whether written, inscribed or engraved, or any other device, which could be of help or assistance to him in answering any part of the question paper.
    - Possession of mobile phone, laptop or any electronic device which can be of help or assistance to the student in answering any part of the question paper.
    - Concealing, destroying, disfiguring, swallowing, running away with, causing disappearance of or attempting to do any of these things in respect of any book, notes, paper or other material or device, used or attempted to be used by a student for assistance or help in answering a question or a part thereof.
    - Passing on or attempting to pass on, during the examination hours, a copy of a question paper, or a part thereof, or solution to a question paper or a part thereof, to any other student or to any person.
    - Smuggling into the examination hall and/ or receiving/attempting to receive an answer book or a continuation sheet, or any other form of response sheet or a solution to a question paper or to a part thereof or taking out or arranging to send an answer book or continuation sheet, or replacing or attempting to get replaced the answer book or continuation sheet or any other response sheet during or after the examination with or without the help of or in connivance with any person connected with the examination, or through any other agency, whatsoever.
    - Approaching or influencing directly or indirectly a paper setter, examiner, evaluator, moderator, tabulator or printer or any other person connected with the university examination with the object, directly or indirectly, of influencing him to leak out the question paper or any part thereof, or stealing/procuring the question paper from any source before the examination or to enhance marks, or favourably evaluate, or to change the award in favour of the student.
    - Any attempt by a student or by any person on his behalf to influence, or interfere with, directly or indirectly, the discharge of the duties of a member of the supervisory or inspecting staff of an examination centre before, during or after the examination. Provided that without prejudice to the generality of the provision of the clause, this would include any such person who:

1. abuses, insults, intimidates, assaults any member of the supervisory or inspecting staff, or threatens to do so.
2. abuses, insults, intimidates, assaults any other student or threatens to do so, shall be deemed to have interfered with or influenced the discharge of the duties of the Supervisory and the inspecting staff.
   * + Copying, attempting to copy, taking assistance or help from any book, notes, paper or any other material or device or from any other student, to do any of these things or facilitating or rendering any assistance to any other student to do any of these things.
     + Arranging to impersonate for any person, whosoever he may be, or for himself or impersonating for the other student at the examination.
     + Forging a document or using a forged document knowing it to be forged in any manner relating to the examination.
     + Any other act of omission or commission declared by the Academic Council/Executive Council to be unfair means in respect of any or all the examinations.
   1. **Discipline Committee:** A student discipline committee is constituted to ensure disciplinary control in the University
3. At the time of admission, every student signs a declaration that on admission, he submits himself to the disciplinary jurisdiction of the Vice Chancellor and several authorities of the University vested with the authority to exercise discipline.
4. Without prejudice to the generality of the power to maintain and enforce discipline, the following amounts to acts of indiscipline or misconduct on the part of a student of the University:
   1. Physical assault or threat to use physical force against any member of the teaching and non- teaching staff of any Department / Institution / School / College / Constituent Unit / Centre and against any student within Amity University Uttar Pradesh.
   2. Unauthorisedly remaining absent from the class, test or examination or any other curricular or co-curricular activity which he/she is expected to participate in.
   3. Carrying of, use of or threat to use of any weapons.
   4. Misbehavior or cruelty towards any other student, teacher or any other employee of the University, a college or institution.
   5. Use of drugs or other intoxicants except those prescribed by a qualified doctor.
   6. Any violation of the provisions of the Civil Rights Protection Act, 1976.
   7. Indulging in or encouraging violence or any conduct which involves moral turpitude.
   8. Any form of gambling.
   9. Discrimination against any student or a member of staff on grounds of caste, creed, language, place of origin, social and cultural background or any of them.
   10. Practicing casteism and untouchability in any form or inciting any other person to do so.
   11. Any act, whether verbal or otherwise, derogatory to women.
   12. Smoking, use of narcotics, possession and consumption of alcoholic beverages or gambling in any form.
   13. Any attempt at bribing or corruption of any manner or description.
   14. Willful destruction of the property of the University or its Departments / Institutions / Schools / Colleges / Constituent Units / Centre’s etc.
   15. Behaving in rowdy, intemperate or disorderly manner in the premises of the University or the college or the institution, as the case may be, or encouraging or inciting any other person to do so;
   16. Creating discord, ill-will or intolerance among the students on sectarian or communal grounds or inciting any other student to do so
   17. Causing disruption of any manner of the academic functioning of the University system
   18. Indulging in or encouraging any form of disruptive activity connected with tests, examinations or any other activity of the University or the college or the institution, as the case may be
   19. Unpunctuality
   20. Ragging
   21. Violation of the status, dignity and honour of students, in particular female students and those belonging to a scheduled caste or a scheduled tribe or other backward class
   22. Any practice whether verbal or otherwise, derogatory to women
   23. Verbal abuse, mental or physical torture, aggression, corporal punishment, harassment, trauma, indecent gesture and obscene behaviour of students.
   24. Indulging in or encouraging any form of disruptive activity connected with tests, examinations or any other activity of the University or the college or the institution, as the case may be.
   25. **Anti Ragging Cell:** A cell is constituted to ensure that students do not induldge in any kind of ragging activities. Following comes under ragging and accounts to disciplinary action
5. Any conduct by any student or students whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness a fresher or any other student.
6. Indulging in rowdy or indisciplined activities by any student or students which causes or is likely to cause annoyance, hardship, physical or psychological harm or to raise fear or apprehension thereof in any fresher or any other student;
7. Asking any student to do any act which such student will not in the ordinary course do and which has the effect of causing or generating a sense of shame, or torment or embarrassment so as to adversely affect the physique or psyche of such fresher or any other student.
8. Any act by a senior student that prevents, disrupts or disturbs the regular academic activity of any other student or a fresher;
9. Exploiting the services of a fresher or any other student for completing the academic tasks assigned to an individual or a group of students;
10. Any act of financial extortion or forceful expenditure burden put on a fresher or any other student by students;
11. Any act of physical abuse including all variants of it: sexual abuse, homosexual assaults, stripping, forcing obscene and lewd acts, gestures, causing bodily harm or any other danger to health or person;
12. Any act or abuse by spoken words, emails, post, public insults which would also include deriving perverted pleasure, vicarious or sadistic thrill from actively or passively participating in the discomfiture to fresher or any other student;
13. Any act that affects the mental health and self-confidence of a fresher or any other student with or without an intent to derive a sadistic pleasure or showing off power, authority or superiority by a student over any fresher or any other student.

### Prohibition of Ragging

* 1. Ragging within the University Campus including its Institutions / Departments /Hostels

or/ and any part of Amity University system as well as on public transport system outside the campus is strictly prohibited.

* 1. Ragging in any form is prohibited also in the private lodges/buildings where these University students are staying.

### Student Support System & Services – In order to provide support to students, following systems are in place

* 1. **–Amizone -** The University has an intranet known as “**Amizone**” where information and learning resources are uploaded regularly. The following are the online facilities under Amizone:
* On-line journals
* Conference / Workshop / Seminars
* Session Plan and Course materials
* Class Time-table / Schedule
* Student’s Handbook
* University Regulations & Guidelines
* Syllabus and Programme Structures for various batches / semesters / programmes
* Display of various information/circulars/notices such as:
  + Academic Calendar
  + Examination schedule
  + Calendar of events and event details with photos
  + Guidelines for Placements, Events, Guest Lectures, Projects, Term Papers, Farewell Party, Orientation Programmes etc.,
  + Holidays list
  + Invites are being sent for various conferences, meets, summits and admission boards
  + Online poll/Quiz
  1. **Programme Leaders/Coordinators–** A programme leader is appointed for every programme who is responsible for:
* Timely uploading of information on Amizone
* Dissemination of information related to academics to all the students enrolled in the respective programme
* Addressing students’ queries and doubts
* Smooth conduct of routine activities
  1. **Guided Self Study Course (GSSC)** - Guided Self Study courses are conducted to prepare the students for back papers
* The institutions prescribe “ Guided Self Study Course” for the course units in which the students failed or are detained due to shortage of attendance in a semester and arrange counseling sessions for the students on week ends and holidays in the same odd or even semesters.
* The students who are detained due to shortage of attendance in any subject of a semester shall register with their Department/Constituent Unit for guided self study course in the

beginning of next semester/trimester/year scheduled for next batch of students. They will be required to pay a fee per subject as prescribed by the Department/Constituent units.

* The Departments/Constituent Units may prescribe term papers / home assignments which the students will submit to their teachers subject-wise within the due dates.
* The regularity in attending the classes and prompt submission of assignments by due date will determine whether a debarred or detained candidate is permitted to take the re- examination or not. The schedule for regular collection and submission of term paper/ home assignments will be announced by the Department/ Constituent Unit.
* Only those students who register for Guided Self Study Course (GSSC) and complete the requirements as prescribed by the Department/Constituent Units will be permitted to take the examination in the respective subject when the examinations of such Course Units are conducted in normal schedule along with the next batch of students. The scheme of re- examination will be announced by the University on receipt of report from the Department/Constituent Unit. The student will be permitted to appear in examination on satisfactory performance in GSSC.
  1. **Class Representative (CR) System** - A Class Representative is a responsible, prestigious and challenging position. Students are encouraged to take up this leadership position. To become a representative of the class, a student must have the values of trustworthiness, honesty, transparency and commitment.

The roles and responsibilities of the Class Representative –

Class Data Collection & Analysis: for each student for various activities and issues.

* Advocacy: influencing the student community for positive outcomes with respect to academics, discipline and participation in co-curricular and extra-curricular activities.
* Monitoring: attendance, time table, syllabus progress, discipline and related issues.
* Quality enhancement: by representing the legitimate concerns and problems of classmates and giving feedback to both the classmates and authorities.
* Coordination: with various authorities in the Institute and University.
  1. **Mentor-Mentee System** - Mentoring is to support and encourage students to manage their own learning in order that they may maximise their potential, develop their skills, improve their performance and become the person they want to be.

Mentoring is a partnership between two people, Mentor & Mentee, based on mutual trust and respect.

At Amity, mentoring encourages students to take guidance and develop partnerships with four types of mentors:

* + - Faculty Mentor
    - Alumni Mentor
    - Industry Mentor
    - Parent Mentor

All four Mentors jointly collaborate towards the development of the student through a process of experiential guidance and learning.

Every Amity institution arranges appointment of faculty, industry and alumni mentor for each student. Formal meetings are scheduled between mentors and mentees so that learning is progressed across functions, groupings, and cultures for maximum benefit. Students aims are decided mutually between mentor and mentee and the progress towards the desired goals would be tracked throughout the duration of his/her stay with Amity. We are proud to say that our mentoring system is unique to Amity and has helped many of our students stand out amongst their peers. They have excelled on both their personal and professional fronts as a result of the mentoring system.

* 1. **Educational Loan, Financial Support and Scholarships** - Amity University offers a variety of scholarships to the meritorious students. The scholarship is in the form of financial aid. Following are the types of scholarships offered to the Amity students:

1. On Admission Merit Scholarship – There are three types of these scholarships as mentioned below:
   * 100% Dr. Ashok K. Chauhan Scholarships
   * 50% On Admission Merit Scholarships
   * 25% On Admission Merit Scholarships (Applicable to Lucknow Campus)

These scholarships are granted at the time of admission on the basis of school and /or graduation results. Scholarship is granted on annual basis and continuation in second and further years of the program is subject to the academic performance (Merit List based on CGPA) & other conditions as laid down in the regulations.

1. On Admission Sports Scholarship – To attract talent in sports scholarship are given –
2. 100% Scholarship – International Players\*
3. 50% Scholarship – National Medal Winners\*
4. 25% Scholarship – National Participation\*
5. Merit-Scholarship During the Programme – These scholarships are granted from second year onwards for encouraging students to achieve higher performance during their studies in their respective academic programme. The amount of scholarship is 30% of the academic year tuition fee. The number of scholarships depends upon the no. of students in the programme. (max.limit is three).
6. Merit-Cum-Means (MCM) Scholarship - These scholarships is granted to the students who are academically good and need financial assistance to continue their education in the University. The amount of scholarship is upto 50% of academic year tuition fee. Students need to apply for such scholarships to their respective Head of Institution as per the prescribed format (uploaded on Amizone) & support documents at the commencement of the Academic Session. Continuation of the scholarship is based on students' merit, academic & extra/co-curricular activities performances & family financial position.
7. Special Scholarships - These scholarships are granted to the students showing extraordinary achievements in extra- curricular activities. The amount of scholarship depends on individual cases. Students are required to apply for the same as per the prescribed format (uploaded on Amizone) at the commencement of the Academic Session.
8. Other Scholarships – These scholarships are instituted by Grants from individuals, Trusts, Organizations, Institutions etc with a view to provide financial assistance to needy students
   1. **Medical Services** - Hostellers are advised to get themselves inoculated against communicable diseases at their own initiative and expense.

First-aid Medical Treatment is available within the campus. Amity Clinic has a resident doctor and nursing staff. Students contributing to group medi-claim policy are provided medical treatment of up to Rs 25,000/- in the following hospitals - Kailash Hospital (Noida), Indraparstha Apollo Hospital (New Delhi), Noida Medicare Centre, Vinayak Hospital (Noida).

On falling sick, the hostellers are to inform the Warden who will arrange medical help. If a hosteller is advised hospital admission, necessary communication is sent to parents/local guardians, Programme Director and Director Finance. Amity University also offers a medical insurance plan to all students.

### CareerCounseling& Placement

Amity endeavors to nurture competitive and accomplished business leaders, entrepreneurs and professionals. The Corporate Resource Center (CRC) at Institutional level, is established to groom the students to take up the corporate responsibilities, soon after they pass out from the campus

The CRC provides holistic comprehensive career-planning services to students by providing expertise, resources, and support. The CRC empowers students to build bridges to successful future careers.

It aims to help students make a successful transition from their educational environment to employment or further educational pursuits. The programs and services are designed to increase the students’ confidence and provide the necessary skills and information to succeed in pursuing a career.

* 1. **Guidance and Counseling Cell** - Students face difficulties like separation from their families, growing up and learning to function as independent adults, developing new and closer relationships, as well as defining and establishing themselves on a possible career. The counseling center is committed to provide a broad range of high quality, innovative and ethical services that address the psychological, educational, social and development needs of the students.

Students are advised to make full use of the ACGC whenever they wish to share thoughts regarding their emotional, personal & professional needs. All interactions with students are kept strictly confidential.

### Amity Women Help Desk

Amity Women Help Desk has been established as a part of the measures undertaken for the welfare of the female fraternity of the University. Following the UGC mandate, it focuses on women safety and security in all respects and provides support services to ensure safe environment.

Female students, faculty and staff members may contact Amity Women Help Desk 24X7 for any kind of complaints (sexual, physical, psychological /emotional harassment etc.,), queries and suggestions. The same may be posted on Amizone (Amity intranet).

The help Desk acts as a link between the complainant and Redressal Authority in the University and ensure grievance redressal within a stipulated period of time.

* 1. **Suggestions and Grievance Redressal System** - In order to make student's stay in AUUP comfortable and stress free, Amity has a multi layered student grievance redressal system.

Student having a problem will approach the Academic and General Counseling Cell at his/ her department level. Student's problems that cannot be resolved at the department level will be referred to the appropriate Committee. Issue will definitely get resolved within a short period of time.

1. The suggestion / grievances by students/parents can also be sent on-line through Amizone.
2. In addition, problems related to the wellbeing of students warranting urgent attention can be submitted directly to the Dean Student Welfare (msahni@amity.edu) and/or Students Satisfaction and Happiness Mission (SSHM) at [sshm@amity.edu](mailto:sshm@amity.edu)
3. Pursuant to regulation of UGC on promtion of Equity in HIE's as notified in the Gazette of India, dated January 19, 2013, all the issues related to “Equity” as defined in the said UGC Regulations shall be dealt by Equal Opportunity Cell, constituted for the purpose.

### Extra-curricular and Co-curricular activities

Various Extra curricular and Co-curricular activities are organized beyond classroom for the holistic development of students. Some of the activities are:

* 1. Club –Committee Activities
     + Sports Club
     + Cultural Committee
     + Specialty Club, eg. Marketing Club, HR Club, IT Club, Robotics Club, etc.
     + Placement Committee
     + Alumni Committee
  2. Conferences, workshops seminars, etc
  3. Inter-University competitions, Sports Competitions, corporate competitions
  4. Conducting Outdoor Activities Based Courses (OABC) which includes
* Military training camps (MTC) for both boys and girls
* Imparting training to students through amity cadet corps (ACC)
* Human Values and Community Outreach (HVCO)Course
* Entrepreneurship Awareness Camps(EAC)
* Performing Arts (PA) Courses
* Basic skills course in sports
* Yoga classes for mental and physical wellbeing
  1. Human Values Quarter/year where students organize various activities such as blood donation camp, visit to old age homes, spastic children home & orphanages etc, street plays, awareness campaigns, debates etc.

### Relevant Policy, Regulations & Guidelines

The students are governed by the regulations and guidelines of AUUP and such other regulations and guidelines as may be notified by AUUP from to time. It is important that the students read these regulations and guidelines, already available in the 'Amizone' which can be accessed by the students using their password.

### Regulations

* + 1. Conduct of Examinations Scheme of Evaluation and Discipline among Students in

Examinations.

* + 1. Research Degree Programmes: M.Phil, Ph.D and Post-Doctoral Programmes D.Litt, D.Sc. and LLD.
    2. Lateral Entry Admissions and Transfer of Credits.
    3. Maintenance of Discipline among Students.
    4. Hostel Accommodation.
    5. Scholarship, Awards, Medals and Special Awards.
    6. Conduct of Convocation.
    7. Admissions & Enrolment of Students and Examination & Evaluation for Distance Learning Programmes.
    8. Admissions & Enrolment of Students and Examination & Evaluation for Online Programmes.
    9. Prevention of Sexual Harassment.
    10. Regulation/ Directive for Banning Ragging & Anti-Ragging Measures.
    11. Regulations on Choice Based Credit System

### Guidelines

* + 1. Attendance for Official Duty.
    2. Conduct of Concluding Ceremony.
    3. Student's educational Tour/Industry visits/Seminars/Conference.
    4. Guidelines for Fresher's Party.
    5. Guidelines for Farewell Function.
    6. Library Guidelines.
    7. Students Grievance Redressal.
    8. Guidelines for UG students for early joining for final placement.
    9. Mentoring Programme.
    10. Project Training.

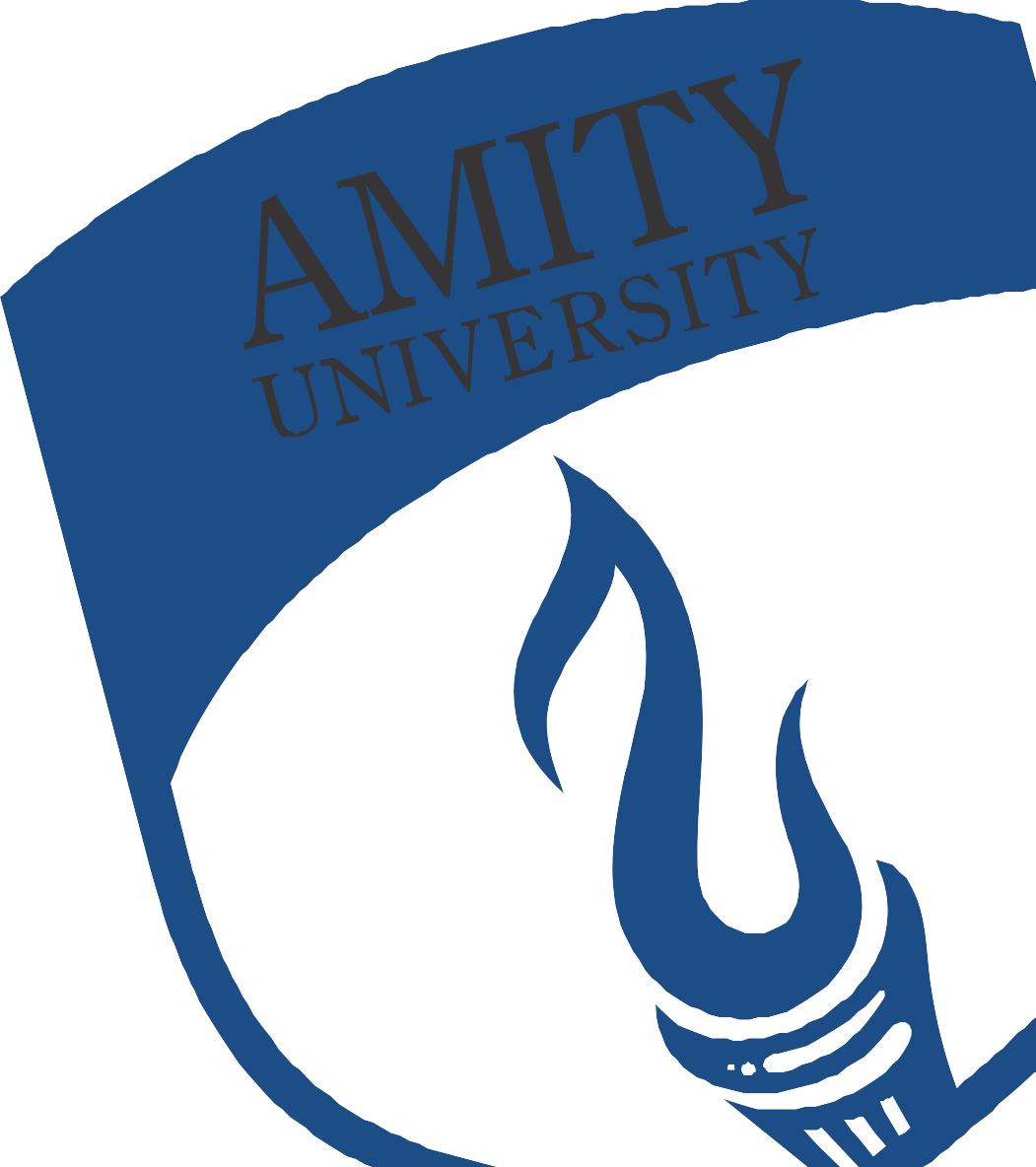
### 21. Concluding Ceremony and Convocation Convocation

Amity Convocation for successfully qualified Graduands of several Programs, is held every year in the month of December for award of Degrees/ Diplomas, Medals (Gold, Silver and Bronze), Trophies, Citations and Corporate Awards. Few selected eminent personalities having outstanding contribution in their respective fields, are also conferred upon honorary degrees to acknowledge their work. Alumni are specially invited for the Convocation, and during the ceremony, they handover the flag to the passing out graduands to welcome them for being part of the great Amity Alumni Family.

### Concluding Ceremony

There has been a tradition at the Amity Institutions to conduct a Concluding Ceremony when the students of a programme have undergone and completed all the academic activities of a programme. The students of the outgoing batch are awarded Provisional Certificate for completion of the programme and selected students are presented awards (in the form of Citations, Salvers, Books etc.) in recognition of their contribution and achievements in various fields.

# Appendix



### Definition and Descriptions

Thus, in framing a suitable curriculum for the *programme in* Management *domain,* the following definitions/descriptions must be followed. This is expected to help in maintaining uniformity of preparing the final programme structure, *Syllabi* and scheme of instructions for *Programmes* offered by various institutions.

* 1. ***Semester System:*** Each*Master’s programme in* Management *domain* to be ordinarily of 2 academicyears (=4 Semesters) with the year being divided into two Semesters, each for course work, followed by Continuous Assessment *(CA/IA)* in the Semester & End Semester Examination *(ESE)*.
  2. **Annual Academic Calendar -** Amity University follows semester system for conduct of classes. Annual Academic calendar have odd Semesters (I, III) and even semesters (II, IV). Date of Commencement of each semester and last teaching day of semester is finalized well in advance in the detailed ‘Annual Academic Calendar’ for a programme in accordance with ‘Block Academic Calendar’ of the University.
  3. ***Credit System:***A system enabling quantification of course work, with *one creditbeing assigned to each unit* after a student completes its teaching-learning process, and assessment (both *CA/IA & ESE).* Further, *Choice Based Credit System(CBCS)* to be helpful in customizing the course work for a student, through *Core & Electives (both professional and open electives).*
  4. ***Credit Courses:*** All Courses registered by a student in a*Semester*to earn*credits*; In awidely accepted definition, students to earn *One Credit* by registering and passing:

One hour/week/Semester for *Theory/Lecture (L) Courses;* or *Tutorials (T)* and, Two hours/week/Semester for *Laboratory/Practical(P) Courses;*



***NOTE****:* Other student activities not demanding intellectual work or enabling properassessment like, study tour, club Committee activities and guest lectures not to carry *Credits;*

* 1. ***Credit Representation:*** *Credit*values for different academic activities to berepresented by following the well accepted practice, as per the example in Table 1:

### Table 1: Credit Representation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Lectures | Tutorials | Practical Work | *Credits* | Total |
| (hrs/wk/Sem.) | (hrs/wk/Sem.) | (hrs/wk/Sem.) | (L: T: P) | *Credits* |
| 3 | 0 | 0 | 3:0:0 | 3 |
| 2 | 2 | 0 | 2:2:0 | 4 |
| 2 | 0 | 2 | 2:0:1 | 3 |
| 2 | 2 | 2 | 2:2:1 | 5 |
| 0 | 0 | 6 | 0:0:3 | 3 |

*One Credit Unit will be equivalent to 10-12 hrs of Classroom Teaching (L-T) and 20-24 hrs of Lab practical’s and 50-60 hrs of field work/industry work.*

* 1. ***Course Load:*** Every student to register for a set of*Courses*in each*Semester,*withthe total number of their *Credits* being limited by considering the permissible *weeklyCredit hours load: 30/Week*. This is meant to enable the students to engage in home work assignments, self- learning outside the Class rooms/Laboratories, Extra/Co-Curricular activities and *add-on Courses,* if any, for their overall development. UGC guidelines prescribe:

### The total periods provided for contact teaching shall not be less than 30 hours a week.

* + 1. **The time provided for practical, fieldwork, Library, utilization of computer and such other facilities shall not be less than 10 hours a week**
  1. ***Course Registration:*** Every student to formally re-register for programme and prescribed *Courses (Credits)*under ***HoD/PL/PC*** advice in each *Semester* for the Institution to maintain proper record; Helpful for monitoring the *CA/IA, ESE* performance in each case and to assist the students in self-paced learning by dropping/withdrawing from *Course(s)* and add new programmes to avail *CourseFlexibility for CBCS with prior approval of Course Advisory Committee (CAC)/HoI.*
  2. ***Course Evaluation:*** *CA/IA*and*ESE*to constitute the major evaluations prescribed foreach *Course,* with only those students maintaining a minimum standard in *CA/IA* (to be fixed by the institution) being permitted to appear in *SEE* of the *Course; CA/IA* and E*SE* to carry 30% and 70% respectively, to enable each *Course* to be evaluated for 100 marks, irrespective of its *Credits;*
  3. ***CA/IA:*** To be normally conducted by the*Course faculty*and include mid-term/weekly/ fortnightly class tests, home work, problem solving, group discussion, quiz, mini-project & seminar throughout the *Semester*, with weightage for the different components being fixed at the institutional level; *Faculty* also to discuss on *CA/IA* performance with students;
  4. ***ESE:*** To be normally conducted at the institutional level as per the University Examination regulations and guidelines.For this purpose, *Syllabi* to be modularized and *ESE* questions to be set fromeach module, with choice if any, to be confined to module

concerned only. The questions to be comprehensive emphasizing analysis, synthesis, design, problems & numerical quantities;

* 1. ***Grading:*** To be normally done using*Letter Grades*as qualitative measure ofachievement in each *Course,* as described in student handbook and examination regulations, based on the marks(%) scored in *(CA/IA+ESE)* of the *Course* and conversion to *Grade* done by *Relative Grading.*
  2. ***Grade Point(GP):***Students to earn*GP*for a*Course*based on its*Letter Grade;*e.g., ona typical 10-point scale, *GP* to be: *A+=10, A=09, A-=08,B+=07,B=06,B-=5, C+=04 & F=00;* Useful to assess students‟ achievement quantitatively & to compute *Credit Points(CrP)= GP X Credits* for the *Course;* Student passing a *Course* only when getting *C+ Grade.* Minimum passing marks in a course shall be 40%
  3. ***Grade Point Average(GPA):***Computation of*Semester GPA (SGPA)*to be done bydividing the sum of *CrP* of all *Courses* by the total number of *Cr* registered in a Semester, leading finally to *CGPA* for evaluating student’s performance at the end of two or more *Semesters* cumulatively; This reform serving as a better performance index than total marks or %;
  4. ***Passing Standards:*** Both*SGPA & CGPA*serving as useful performance measures inthe *Semester System;* Student to be declared successful at the *Semester-end orProgramme-end* only when getting *SGPA >=5 and CGPA >=6.00 for Master’s Degree.*
  5. ***Credits Required for Degree Award:*** Number of*Credits*to be earned by a studentfor the *Award* of degree fixed by Institutions and approved by Academic council to be normally in the range of:
* *Master’s Degree programme in* Management - 100- 117 Credit Units (CU) i.e. equivalent to 30+hrs /Sem.
  1. **Organization of Course Curriculum:** The Content of each Course has been organized into:
* **Course Description:** general introduction to the course
* **Course Objectives:** to elucidate the basic aims of the course
* **Pre-Requisite:** courses, Equivalent skills or prior experience that a student possesses that prior to registration in a specific course
* **Student Learning Outcomes (SLOs):** focus on the intended abilities, knowledge, values, and attitudes of the student after completion of the program
* **Course Syllabus –** having 5-6 modules having topics/descriptors under each module depending depth, width to be covered in order to achieve the course objectives and Student learning Outcomes.
* **Teaching Learning Pedagogy:**an array of different teaching learning strategies best suitable for the delivery of particular course used in different combinations to improve learning outcomes.
* **Assessment Plan -** The plan providing details of all methods of assessing student learning within the classroom environment, using course goals, objectives and content to gauge the extent of the learning that is taking place.
* **Text Books & Reference Books –** list of books that matches the course contents
* **Additional reading material –** list of journals, research papers or any other study material other than books which can be referred by student
  1. **Model Curriculum Framework / Programme Structure:** The Model Framework includes following:
* Programme description: brief introduction of the programme
* Programme Educational Objectives/goal: statements that describe the expected accomplishments and professional status of the students after completion of the program
* Programme Learning Outcomes: describes the measurable knowledge, skills, abilities, or behaviors that students to be able to demonstrate by the time they complete their degree
* Curriculum Programme Structure /Framework - defines the course type and credit structure semester wise and overall credits prescribed as per University norms
* Outcome Assessment Plan: The plan providing details of all methods of assessing student learning outcome in the programme to gauge the extent of the learning that is taking place. (As per attached format)
* Employability of Graduands: embedding set of attributes in the curriculum and imparting knowledge to develop desired skills & competencies and equip students to compete in the global marketplace
* Resource Planning
  1. **Outcome Based Education System** - The Learning outcomes are clearly defined at the programme level and course level. The **Programme Learning Outcomes (PLOs)** describes the student learning, i.e. what students will know and be able to do as a result of completing the programme. The **Student Learning Outcomes** (SLOs) describes the learning of student after completing a course.

### Course Types

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| **#** | **Course Types** | **Description** |
| **1** | Core Courses | Courses that are relevant to the chosen specialization/branch of particular programme and must successfully be completed to receive the Degree and which cannot be substituted by any  other course. |
| **2** | Allied Courses | These courses are from the allied / multidisciplinary area which supports the main discipline. Students have to take all the courses offered as allied by the institution and there is no  choice available with them |

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| **3** | Specialisation Elective Courses | These courses are discipline centric and students make a choice of courses from the list of specialization electives offered by the institution. They are relevant to the chosen  specialization/branch of a particular programme |
| **4** | Mandatory Courses | Course work on peripheral subjects in a programme, wherein familiarity considered mandatory. These courses are included as non-Credit Courses with only a pass in each required to  qualify for award of Degree from the concerned institution. |
| **5** | Open Elective Courses | Courses offered by other domains and chosen as per interest of the students. This course can be chosen from a **Basket of courses** and provides an extended scope and exposure to some other discipline/ domain or nurtures the candidate’s  proficiency/ skill. |
| **6** | Domain Electives | These courses are offered by the institutions under the same domain of study. Numbers of courses are offered by the institutions under the same domain and the students make  their choice as per their interest and academic abilities |
| **7** | Value Addition Courses | VAC is considered as add on courses to add professional and ethical values in students. The courses like Behavioral Science, Business Communication (BC), Business Communication/ Communication Skills and Foreign Business Language (FBL) under VAC. Multiple Language Options such as Sanskrit, Russian, Chinese, Arabic, Japanese, French, and German & Spanish are being offered and it's mandatory that a student takes one language in each semester. A student can not choose more than one language during the programme  of study. |
| **8** | Non Teaching Credit Courses | Non Teaching Credit Courses are self exploratory courses for professional development of students as well as to allow them to pursue their interest. It includes Summer Training, Dissertation, Term paper, Seminar and/or Minor project; these  courses are conducted as per University Guidelines. |
| **9** | Outdoor Activity Based Courses (OABC) | OABC are offered centrally to all the students of UG and PG level. These are general education courses which includes courses like Military Training Camp (MTC), various Sports  and Human Values & Community Outreach |
| **10** | Study Abroad Programme (SAP) Courses | SAP courses are offered in lieu of Open Electives, Domain Electives, Specialisation Electives, Outdoor Activity Based Courses and Value Addition Courses. The compulsory /core courses of a programme and their credits are not permitted to be replaced by other courses studied and assessed during SAP. |
| **11** | Skill Enhancement  Courses | Skill enhancement courses are designed to develop the profession skills of students in the chosen area of study so that  the students become industry ready. |

**Appendix b.1**

**Institution:** Amity School of Business

**Programme Title:** Bachelor of Business Administration

**Duration of the program (in yrs):** 3 **Level – UG Semesters:** 6

Programme Mission:

The BBA-General program aims at developing business leaders having functional knowledge of all the domains of management. The program aims to develop students with an aptitude to meet challenges of the contemporary business world and enhance their knowledge to assess and capitalize on opportunities through innovation and resource maximization.

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**Programme Description:**

Bachelor of Business Administration is a professional degree programme and is one of renowned in the field of undergraduate management education. The programme is better known for its output in terms of management professionals who are young, energetic and endowed with a variety of skill set. It is also one of the oldest programmes offered under the flagship of Amity University. The programme Bachelor of Business Administration is a professional degree programme and is one of renowned in the field of undergraduate management education. The programme is better known for its output in terms of management professionals who are young, energetic and endowed with a variety of skill set. It is also one of the oldest programmes offered under the flagship of Amity University. The programme is divided into six semesters, which are packed with a variety of courses picked from management and allied disciplines.

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| **S.No.** | **Institutional Graduate Attributes** | **Programme Attributes** | **Indicators (Bachelors of Business Administration)** |
| **1** | **Management Knowledge** | **Management Knowledge** | Develop a strong base of general management and build strong pillars over it in a particular area of specialization (Marketing, Finance, I.T., H.R.M, and Entrepreneurship). Develop an ability to integrate knowledge of one area into other and understand management as a comprehensive concept. |
| **2** | **Research Literacy and Enquiry** | **Research Literacy and Enquiry** | Develop an eye to look out for changes, opportunities and threats in the business environment. Ability to use various tools and techniques of research methodology to convert threats into opportunities and weaknesses into strengths. |
| **3** | **Information and Digital Literacy** | **Information and Digital Literacy** | Ability to use technology to improve the value delivery process. Critically analyze, evaluate and synthesize data into information relevant to taking business decisions. Be technologically, |

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|  |  |  | digitally literate. |
| **4** | **Problem Solving & Decision Making** | **Problem Solving & Decision Making** | Develop skill and expertise in problem solving. Gain experience in dealing with diverse business situations. Apply requisite research tools and techniques to solve business problems and take appropriate decisions in business situations. |
| **5** | **Business Communication Skill** | **Business Communication Skill** | Possess and polish communication skills. Learn about business etiquettes. Develop high degree of verbal non – verbal and written communication. Understand cross-cultural difference in communication. |
| **6** | **Team work, Leadership and Behavior Skills** | **Team work, Leadership and Behavior Skills** | Develop highest order of behavioral and interpersonal skills. Learn to take initiative. Function effectively both as an individual and as a team member. |
| **7** | **Global Outlook** | **Global Outlook** | Accept & respect diversity in cultures. Demonstrate sensitivity to various cultural and environmental issues to be a great global business practitioner. |
| **8** | **Ethics & Professional Conduct** | **Ethics & Professional Conduct** | Apply ethical business practices to show case highest level of commitment to professional code of conduct in the arena of business management. |
| **9** | **Employability and Entrepreneurship Skill** | **Employability and Entrepreneurship Skill** | Acquire all the necessary skill set to be a manager. Be creative and updated to remain ahead of times. Learn to take calculated risks and explore opportunities to create new business propositions. |
| **10** | **Lifelong Learning** | **Lifelong Learning** | Recognize the need for and have preparation and ability to engage in life long learning in the domain of business  management. |

### Programme Educational Goals

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| **Educational Goals** |
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| 1. Students will instill the management principles and impart their application in real work environment. | | |
| 1. Students will inculcate knowledge and skill set of underlying management concepts, strategies and issues involved in managing various functional areas of Industry 4.0. | | |
| 1. Students will gain competencies to ensure effective individual and organizational growth through effective analytics using IT and research thus meeting the requirement of industry 4.0. | | |
| 1. Students will recognize and understand the use of assertiveness and influential skills. | | |
| 1. Students will apply appropriate communication skills across settings, purposes, and audiences and be an influential manager. | | |
| 1. Students will develop positive outlook and ability that create industrious managerial leaders and business networks. | | |
| 1. Students will be able to contribute to society as educated, expressive, ethical and responsible citizens with proven expertise. | | |
| 1. Students will critically appraise and reflect lifelong learning ensuing personal and professional development. | | |

**Programme Operational Objectives:**

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| **Operational Goals** | |
| 1. | ASB intends to provide educational excellence in Teaching/Academic Delivery and research in accordance with education 4.0 |
| 2. | ASB will facilitate an academically conducive environment for teaching learning and for holistic development of students. |
| 3. | ASB will promote an environment for innovation, collaboration and research excellence for the intellectual growth of faculty. |
| 4. | ASB will facilitate cultivation of core values of the university and encourage ethical conduct amongst students, faculty and staff. |
| 5. | ASB will encourage cultural diversity, gender equity, equality and a sense of environmental responsibility. |
| 6. | ASB will provide opportunities for international exposure and collaboration to faculty and students. |
| 7. | ASB will be involved in continual improvement of processes and systems and aim to attain national and international accreditations and university rankings. |
| 8. | ASB will endeavour towards a strong and continual industry interaction by way of alumni networks and empanelment of expertise from industry. |
| 9. | ASB will facilitate employment opportunities and also support students to start their own ventures. |
| 10. | ASB will facilitate good governance in discharge of responsibilities and execution of policies and programs. |

**Programme Structure as per prescribed programme framework**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Semester I | | | | | | | |
| Course Code | Course Title | Course Type | Credit |  |  |  | Credit Units |
|  |  |  | L | T | PS | FW |  |
| MGMT101 | Management Foundation | Core Courses | 2 | 1 | 0 | 0 | 3 |
| ACCT102 | Accounting Fundamentals | Core Courses | 3 | 0 | 0 | 0 | 3 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| QAM103 | Business Statistics | Core Courses | 2 | 1 | 0 | 0 | | 3 |
| CSIT118 | IT Applications in Business | Core Courses | 3 | 0 | 0 | 2 | | 4 |
| MKTG102 | Principles of Marketing-I | Core Courses | 3 | 0 | 0 | 0 | | 3 |
| EVS103 | Environmental Studies-I | Core Courses | 1 | 0 | 0 | 2 | | 2 |
| FREN101 | Introduction To Francophone Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| GRMN101 | German Introduction To German Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| SPAN102 | Introduction To Hispanic World | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| JPAN101 | Introduction To Japanese Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| CHIN101 | Introduction To Chinese Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| ARAB101 | Introduction To Arabic Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| RUSS101 | Introduction To Russian Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| SANS101 | Introduction To Vedic Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| ENG101 | English Language Usage Essentials | Value Addition Courses | 1 | 0 | 0 | 0 | | 1 |
| BS101 | Understanding Self for Effectiveness | Value Addition Courses | 1 | 0 | 0 | 0 | | 1 |
|  |  | Total Credits |  |  |  |  | | 22 |
| Semester II | | | | | | | | |
| Course Code | Course Title | Course Type | Credit |  |  |  | Credit Units | |
|  |  |  | L | T | PS | FW |  | |
| QAM104 | Business Mathematics II | Core Courses | 2 | 1 | 0 | 0 | 3 | |
| HR201 | Fundamentals of Human Resource Management | Core Course | 3 | 0 | 0 | 0 | 3 | |
| MKTG103 | Principles Of Marketing-II | Core Courses | 3 | 0 | 0 | 0 | 3 | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| FIBA201 | Fundamentals of Financial Management | Core Courses | 3 | | 0 | 0 | 0 | 3 |
| MGMT106 | Business Environment, Policy and Practices | Allied Courses | 3 | | 0 | 0 | 2 | 4 |
| EVS102 | Environmental Studies-II | Core Courses | 1 | | 0 | 0 | 2 | 2 |
| FREN104 | French Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN104 | German Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN103 | Spanish Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN102 | Japanese Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN102 | Chinese Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB102 | Arabic Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS102 | Russian Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS102 | Sanskrit Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ENG111 | Introduction to Communication Skills | Value Addition Courses | 1 | | 0 | 0 | 0 | 1 |
| BS102 | Individual Society & Nation | Value Addition Courses | 1 | | 0 | 0 | 0 | 1 |
|  |  | Total Credits |  | |  |  |  | 22 |
| Semester III | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW |  |
| ENTR301 | Fundamentals of Entrepreneurship | Industry Specific Course | 2 | | 0 | 0 | 2 | 3 |
| HR208 | Principles of Organizational Behavior | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| QAM204 | Research Methods for Managers | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| POM204 | Essentials of Production And Operations Management | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| MSTP100 | Term Paper | NTCC | 0 | | 0 | 0 | 0 | 1 |
| FREN147 | French Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN138 | German Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN146 | Spanish Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN118 | Japanese Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN118 | Chinese Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB119 | Arabic Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS118 | Russian Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS118 | Sanskrit Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| BC206 | Communication Skills -II | Value Addition Courses | 2 | | 0 | 0 | 2 | 3 |
| CSIT217 | Information Systems in Digital Age | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| FIBA206 | Financial Markets and Services | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| HR202 | Cross Cultural Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| IB303 | Export Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| POM205 | Purchase and Materials Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
|  |  | Total Credits |  | |  |  |  | 24 |
| Semester IV | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW |  |
| CSIT105 | E-Commerce | Industry Specific Course | 2 | | 0 | 0 | 2 | 3 |
| MGMT304 | Ethics and Corporate Governance | Core Courses | 2 | | 0 | 0 | 2 | 3 |
| MKTG304 | Principles of Consumer Behavior | Core Courses | 2 | | 0 | 0 | 2 | 3 |
| QAM201 | Operations Research | Core Courses | 2 | | 1 | 0 | 0 | 3 |
| LAW105 | Business Law | Core Courses | 2 | | 1 | 0 | 0 | 3 |
| FREN144 | Communicative French – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN112 | Communicative German – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN112 | Communicative Spanish – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN104 | Communicative Japanese – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN104 | Communicative Chinese – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB104 | Communicative Arabic – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS104 | Communicative Russian – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS104 | Communicative Sanskrit – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| BS208 | Creativity for Team Excellence | Value Addition Courses | 2 | | 0 | 0 | 2 | 3 |
| ACCT212 | Auditing | Specialization Elective Course | 3 | | 0 | 0 | 0 | 3 |
| CSIT218 | IT and Risk Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| HR302 | Human Resource Planning and Acquisition | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| MKTG302 | Sales and Distribution Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| POM203 | Fundamentals of Project Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
|  |  | Total Credits | | | | | | 23 |
| Semester V | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW |  |
| MKTG316 | Marketing in Digital Age | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| STRA303 | Business Strategy | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| MSSI100 | Summer Internship(UG) | NTCC | 0 | | 0 | 0 | 0 | 2 |
| PFE301 | Professional Ethics and Social Responsibility | Professional Ethics | 0 | | 0 | 0 | 2 | 2 |
| FREN148 | Communicative French-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN139 | Communicative German-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN147 | Communicative Spanish-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN119 | Communicative Japanese-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN119 | Communicative Chinese-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB117 | Communicative Arabic-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS119 | Communicative Russian-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS119 | Communicative Sanskrit-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| FIBA306 | Financial Planning | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| FIBA310 | Stock Market Operations | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| FIBA309 | Managing Mutual Funds | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| MKTG314 | Integrated Marketing Communication | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| MKTG315 | Advanced Digital Marketing-I | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| MKTG201 | Managing Customer Relationships | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| HR303 | Fundamentals of Training And Development | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| HR304 | Compensation Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| HR301 | Understanding Organization Change And Development | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| CSIT317 | Introduction to Internet of Things | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| CSIT402 | E-Business Management | Specialization Elective Courses | 2 | | 0 | 2 | 0 | 3 |
| CSIT316 | Cyber Psychology | Specialization Elective Courses | 2 | | 0 | 2 | 0 | 3 |
| POM305 | Fundamentals of Warehousing and Distribution Management | Specialization Elective Courses | 2 | | 0 | 2 | 0 | 3 |
| POM306 | Pricing and Revenue Optimization | Specialization Elective Courses | 2 | | 0 | 2 | 0 | 3 |
| POM309 | Quality Management | Specialization Elective Courses | 2 | | 0 | 2 | 0 | 3 |
|  |  | Total Credits |  | | | | | 27 |
|  |  |  |  | | | | |  |
| Semester VI | | | | | | | | |
| Course Code | Course Title | Course Type | | Cred it |  |  |  | Credit Units |
|  |  |  | | L | T | PS | FW |  |
| CSIT327 | Artificial Intelligence and Business Application | Industry Specific Course | | 2 | 0 | 0 | 2 | 3 |
| MSDS100 | Dissertation | NTCC | | 0 | 0 | 0 | 0 | 5 |
| FREN115 | French Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| GRMN121 | German Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| SPAN121 | Spanish Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| JPAN111 | Japanese Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| CHIN111 | Chinese Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| ARAB111 | Arabic Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| RUSS111 | Russian Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| SANS111 | Sanskrit Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| ACCT502 | Corporate Tax Planning | Specialization Elective Course | | 2 | 0 | 0 | 2 | 3 |
| FIBA312 | Investment Analysis and Portfolio Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| FIBA316 | Merger Acquisition and Restructuring | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| FIBA322 | International Financial Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| MKTG313 | Brand Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| MKTG317 | Advanced Digital Marketing-II | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| MKTG312 | International Marketing | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| RETL101 | Fundamentals of Retailing | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| LAW344 | Understanding Industrial Relations and Labour Laws | Specialization Elective Courses | | 3 | 0 | 0 | 0 | 3 |
| HR305 | Fundamentals Of International Human Resource Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| HR306 | Managerial Competencies and Career Development | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| HR103 | Leadership in Global Environment | Specialization Elective Courses | | 3 | 0 | 0 | 2 | 4 |
| CSIT318 | Business Innovation through New Technologies | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| CSIT319 | Managing Digital Enterprises | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| CSIT320 | Business organizations and Data Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| CSIT340 | Spreadsheet Modeling for Consulting | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| POM302 | Business Sustainability and Green Operations Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| POM304 | Fundamentals of Service Operation Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| POM307 | Sales and Operations Planning | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| POM308 | Fundamentals of Technology Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
|  |  | Total Credits | |  |  |  |  | 22 |

**Programme Learning Outcomes**

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| --- | --- |
| Intended Learning Outcomes | |
| 1. | Students shall be able to develop comprehension of various functional areas of business management and will be able to apply the same in the organizational context. |
| 2. | Student shall be able to use appropriate research methods, tools, and techniques for seizing available opportunities for business growth and managing change in the organization. |
| 3. | Students shall be able to demonstrate knowledge of information management tools, and use IT to manage, synthesize, and analyze information and collaborate with the stakeholders in industry 4.0. |
| 4. | Students shall be able to use information and knowledge to analyze the facts, apply critical-thinking skills, design a solution, think rationally and strategically, and define the relevant course of action. |
| 5. | Students shall be able to develop and demonstrate effective communication skills required in a professional context, will have the ability to build better interpersonal camaraderie at a workplace. |
| 6. | Students shall be able to work effectively in a team, demonstrate excellent interpersonal and collaborative skills, and network effectively with various stake holders. |
| 7. | Student shall be able to identify diversity in culture, understand ethnic background, show sensitivity to various cultural and environmental issues, and demonstrate traits of global business practitioner. |
| 8. | Student shall be able to define and apply ethical business practices, develop ethical standards, and develop strong ethical culture in a professional context. |
| 9. | Student shall be able to acquire leadership qualities, apply and demonstrate entrepreneurial skills, strategize, mobilize people and resources, create value and convert innovative ideas into business ventures. |
| 10. | Student shall develop and illustrate interest and competency for knowledge acquisition through primary and secondary sources for lifelong learning and its application on personal and professional front. |
| 11 | Student shall be able to apply independent thinking to analyse and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability |
| 12 | Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate |

**Linkage of Programme Learning Outcomes and Programme Educational Objectives**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PEO1 | PEO2 | PEO3 | PEO4 | PEO5 | PEO6 | PEO7 | PEO8 |
| PLO1 | **√** |  |  |  |  |  |  | **√** |
| PLO2 | **√** | **√** | **√** |  |  |  |  |  |
| PLO3 |  | **√** | **√** |  |  |  |  |  |
| PLO4 | **√** | **√** |  | **√** |  | **√** |  |  |
| PLO5 |  |  |  | **√** | **√** |  |  |  |
| PLO6 |  |  |  | **√** |  | **√** |  | **√** |
| PLO7 |  | **√** |  |  | **√** | **√** |  |  |
| PLO8 |  |  |  |  |  | **√** | **√** |  |
| PLO9 |  | **√** |  | **√** |  | **√** |  |  |
| PLO10 | **√** |  |  |  |  |  |  | **√** |
| PLO11 | **√** | **√** |  | **√** |  | **√** |  |  |
| PLO12 | **√** |  |  |  |  |  |  | **√** |

**Annual Outcome Assessment Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| S.No. | **PLO** | **Direct** | **Indirect** |
| 1 | Students shall be able to develop comprehension of various functional areas of business management and will be able to apply the same in the organizational context. | \*Comprehensive Exam | Student Exit Survey |
| 2 | Student shall be able to use appropriate research methods, tools, and techniques for seizing available opportunities for business growth and managing change in the organization. | Major Project (Rubrics) Comprehensive Exam | Student Exit Survey |
| 3 | Students shall be able to demonstrate knowledge of information management tools, and use IT to manage, synthesize, and analyze information and collaborate with the stakeholders in industry 4.0. | \*Comprehensive Exam | Student Exit Survey |
| 4 | Students shall be able to use information and knowledge to analyze the facts, apply critical-thinking skills, design a solution, think rationally and strategically, and define the relevant course of action. | \*Comprehensive Exam | Student Exit Survey |
| 5 | Students shall be able to develop and demonstrate effective communication skills required in a professional context, will have the ability to build better interpersonal camaraderie at a workplace. | \*Rubrics | Student Exit Survey |
| \*Comprehensive  Exam |
| 6 | Students shall be able to demonstrate knowledge of information management tools, and use IT to manage, synthesize, and analyze information and collaborate with the stakeholders in industry 4.0. | \*Rubrics | Student Exit Survey |
| \*Comprehensive Exam |

|  |  |  |  |
| --- | --- | --- | --- |
| 7 | Student shall be able to identify diversity in culture, understand ethnic background, show sensitivity to various cultural and environmental issues, and demonstrate traits of global business practitioner. | \*Rubrics | Student Exit Survey |
| \*Comprehensive  Exam |
| 8 | Student shall be able to define and apply ethical business practices, develop ethical standards, and develop strong ethical culture in a professional context. | \* Comprehensive Exam | Student Exit Survey |
| 9 | Student shall be able to acquire leadership qualities, apply and demonstrate entrepreneurial skills, strategize, mobilize people and resources, create value and convert innovative ideas into business ventures. | \* Comprehensive Exam | Student Exit Survey |
| Alumni Survey |
| 10 | Student shall develop and illustrate interest and competency for knowledge acquisition through primary and secondary sources for lifelong learning and its application on personal and professional front. | \* Comprehensive Exam | Student Exit Survey |
| 11 | Student shall be able to apply independent thinking to analyse and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability | \* Comprehensive Exam | Student Exit Survey |
| 12 | Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate | \* Comprehensive Exam | Student Exit Survey |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Assessment/PLO** | **PLO1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** | **PLO 7** | **PLO 8** | **PLO 9** | **PLO 10** | **PLO 11** | | **PLO12** | |
| **Direct** | Comprehensive examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |
|  | Course- embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  | |
|  | Viva Voce |  |  |  |  | **√** |  |  |  |  |  |  |  | |
|  | Internship | **√** | **√** | **√** | **√** |  |  |  |  |  |  |  |  | |
|  | Plagiarism  check |  |  |  |  |  |  |  | **√** |  |  |  |  | |
|  | Rubrics |  | **√** |  |  | **√** | **√** | **√** |  |  |  |  |  | |
| **Indirect** | Exit interviews | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |
|  | External Reviewers |  | **√** | **√** | **√** |  |  |  |  | **√** | **√** |  |  | |
|  | Alumni  surveys | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |

**Programme Operational Outcomes Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO` s** | **PO O 1** | **PO O 2** | **PO O 3** | **PO O 4** | **PO O 5** | **PO O 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** | **PO O 14** |
| Placement records of graduates |  | **√** | **√** |  |  | **√** |  | **√** |  | **√** | **√** |  |  |  |
| Faculty and Staff Performance Reviews |  | **√** |  | **√** |  |  |  |  | **√** | **√** |  | **√** | **√** |  |
| Curriculum/Progra m Reviews | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Student Satisfaction Surveys | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  |
| Alumni/Employer Surveys | **√** | **√** | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  |
| Course Evaluations | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  | **√** |
| Strategic Plan Performance (achievement of goals and objectives) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |

Programme Operational Outcomes

|  |  |
| --- | --- |
| **Operational Outcomes** | |
| 1. The Faculty of ASB will use appropriate methodology and pedagogical tools for teaching, learning and development. | |
| 1. The curriculum will be reviewed, updated to meet contemporary industry requirements and benchmarked on global standards by incorporating feedback from all the stakeholders. | |
| 1. The students of ASB will graduate in a timely manner. | |
| 1. ASB will ensure provision of academic facilities, and upgraded technological resources for teaching and learning. by the university | |
| 1. ASB will encourage students and faculty to earn accolades in inter/intra university co- curricular and extra -curricular activities | |
| 1. Faculty will be engaged in scholarly and professional activities in order to enhance their competencies and to contribute to the existing body of knowledge. | |
| 1. ASB will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff. | |
| 1. ASB will facilitate cultivation of cross-cultural humanitarian values. | |
| 1. ASB will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure. | |
| 1. ASB will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious national and international accreditations. | |
| 1. ASB shall develop and maintain strong relationship with industry. | |
| 1. ASB shall maintain lifelong alumni network and keep the curriculum responsive to industry needs. | |
| 1. ASB will support all the students for quality placements or to join family business or to start their own venture. | |
| 1. ASB will establish an internal quality cell for operational quality and continual process improvement. | |

**Role and Competency Matrix:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Management Trainee** | **Marketing Executive** | **Customer Relationship manager** | **Trainee HR** | **Client Servicing** | **Research Associate** |
| **Management Knowledge** | Intermediate | Intermediate | Basic | Advanced | Basic | Intermediate |
| **Research Literacy and Enquiry** | Basic | Basic | Basic | Basic | Basic | Basic |
| **Information and Digital Literacy** | Basic | Basic | Basic | Basic | Basic | Basic |
| **Problem Solving & Decision Making** | Basic | Basic | Advanced | Intermediate | Basic | Intermediate |
| **Business Communication Skill** | Expert | Expert | Expert | Expert | Expert | Expert |
| **Team work, Leadership and Behavior Skills** | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| **Global Outlook** | Elementary | Elementary | Elementary | Elementary | Elementary | Elementary |
| **Ethics & Professional Conduct** | Advanced | Advanced | Advanced | Advanced | Advanced | Advanced |
| **Employability and Entrepreneurship**  **Skill** | Intermediate | Intermediate | Basic | Basic | Basic | Intermediate |
| **Lifelong Learning** | Advanced | Advanced | Intermediate | Advanced | Intermediate | Advanced |

**Employability of Graduands**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Management Trainee** | **Marketing Executive** | **Customer Relationship manager** | **Trainee HR** | **Client Servicing** | **Research Associate** |
| Consultancy firms | **√** |  | **√** | **√** | **√** |  |
| Retail | **√** | **√** | **√** | **√** |  |  |
| Hospitality | **√** | **√** | **√** |  |  |  |
| Healthcare | **√** | **√** | **√** |  |  |  |
| Information & Communication  Technology | **√** | **√** |  | **√** |  |  |
| Knowledge Management |  |  |  |  |  | **√** |
| HR, Recruitment, Training & Placement  Consultant | **√** |  |  | **√** |  |  |

**Appendix b.2**

**Institution:** Amity School of Business

### Programme Title: Bachelor of Business Administration (Financial Services & Markets)

**Duration of the program (in yrs):** 3 **Level – UG Semesters:** 6

**Programme Mission:**

### BBA (Financial Services & Markets) program aims to develop financial business leaders. The focal purpose is developing managerial skills in the students that can help them understand and imbibe accounting procedures and taxation laws and execute suitable financial planning leading to the most sustainable financial practice.

**Programme Description:**

### Launched in 2020, the BBA (Financial Services & Markets) program provides comprehensive study of financial theoretical concepts & their practice in real world and gives students the requisite rigor for specializing in this field. The programme is divided into six semesters, which are packed with a variety of courses picked from management and allied fields.

Graduate Attributes:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Institutional Graduate Attributes** | **Programme Attributes** | **Indicators (BBA-Finance and Accounting)** |
| **1** | **Management Knowledge** | **Finance and Accounting Knowledge** | Develop a strong base of management and build strong pillars specializing in domain of Finance and accounting. Develop an ability to integrate knowledge in the area of management with finance and accounting to understand it as a  comprehensive concept. |
| **2** | **Research Literacy and Enquiry** | **Research Literacy and Financial Analysis** | Conduct financial analysis using financial statement analysis. Identify the sources of finance and analyze the working capital requirement for a business. Apply appropriate techniques for financial  decision making. |
| **3** | **Information and Digital Literacy** | **Information and Digital Literacy** | Ability to use technology to improve the value delivery process. Critically analyze, evaluate and synthesize data into information relevant to taking business decisions. Be technologically, digitally  literate. |
| **4** | **Problem Solving & Decision Making** | **Risk Identification and Decision Making** | Identify sources of risk for a business and formulate risk management strategies. |
| **5** | **Business Communication Skill** | **Business Communication Skill** | Possess and polish interpersonal skills. Learn about business etiquettes. Develop high degree of verbal non – verbal and written communication. Understand cross-cultural difference in  communication. |
| **6** | **Team work, Leadership and Behavior Skills** | **Team work, Leadership and Behavior Skills** | Develop highest order of behavioral and interpersonal skills. Learn to take initiative. Function effectively both as  an individual and as a team member. |

|  |  |  |  |
| --- | --- | --- | --- |
| **7** | **Global Outlook** | **Global Outlook** | Accept & respect diversity in cultures. Demonstrate sensitivity to various cultural and environmental issues to  be a great global business practitioner. |
| **8** | **Ethics & Professional Conduct** | **Ethics & Professional Conduct** | Apply ethical business practices to show case highest level of commitment to  professional code of conduct in the arena of business management. |
| **9** | **Employability and Entrepreneurship Skill** | **Employability and Entrepreneurship Skill** | Acquire all the necessary skill set to be a manager. Be creative and updated to remain ahead of times. Learn to take  calculated risks and explore opportunities to create new business propositions. |
| **10** | **Lifelong Learning** | **Lifelong Learning** | Recognize the need for and have preparation and ability to engage in life long learning in the domain of  business management. |

### Programme Educational Goals

|  |  |
| --- | --- |
| **Educational Goals** | |
| 1. | Students will exhibit practical knowledge of finance and accounting concepts and principles in the modern technological scenario. |
| 2. | Students will amalgamate learning from theory and experience, and make use of skills developed across functional areas in making effective decisions for business in a dynamic scenario. |
| 3. | Students will progress and sustain effective individual and organizational performance by leveraging research and IT skills in a given context. |
| 4. | Students will recognize and understand the use of assertiveness and influential skills. |
| 5. | Students will exhibit impressive skills to communicate in an organized and persuasive manner . |
| 6. | Students will develop positive outlook and ability that create industrious managerial leaders and business networks. |
| 7. | Students will become ethically responsible managers that positively impact businesses and society. |
| 8. | Students will critically appraise and reflect learning and development throughout their career |

**Programme Operational Objectives:**

|  |
| --- |
| **Operational Goals** |
| 1. ASB intends to provide educational excellence in Teaching/Academic Delivery and research in accordance with education 4.0 | | | |
| 1. ASB will facilitate an academically conducive environment for teaching learning and for holistic development of students. | | |
| 1. ASB will promote an environment for innovation, collaboration and research excellence for the intellectual growth of faculty. | | |
| 1. ASB will facilitate cultivation of core values of the university and encourage ethical conduct amongst students, faculty and staff. | | |
| 1. ASB will encourage cultural diversity, gender equity, equality and a sense of environmental responsibility. | | |
| 1. ASB will provide opportunities for international exposure and collaboration to faculty and students. | | |
| 1. ASB will be involved in continual improvement of processes and systems and aim to attain national and international accreditations and university rankings. | | |
| 1. ASB will endeavour towards a strong and continual industry interaction by way of alumni networks and empanelment of expertise from industry. | | |
| 1. ASB will facilitate employment opportunities and also support students to start their own ventures. | | |
| 1. ASB will facilitate good governance in discharge of responsibilities and execution of policies and programs. | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Semester I | | | | | | | |
| Course Code | Course Title | Course Type | Credit |  |  |  | Credit Units |
|  |  |  | L | T | PS | FW/SW |  |
| MGMT101 | Management Foundation | Core Courses | 2 | 1 | 0 | 0 | 3 |
| ACCT102 | Accounting Fundamentals | Core Courses | 3 | 0 | 0 | 0 | 3 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| QAM103 | Business Statistics | Core Courses | 2 | 1 | 0 | 0 | | 3 |
| CSIT118 | IT Applications in Business | Core Courses | 3 | 0 | 0 | 2 | | 4 |
| MKTG102 | Principles of Marketing-I | Core Courses | 3 | 0 | 0 | 0 | | 3 |
| EVS103 | Environmental Studies-I | Core Courses | 1 | 0 | 0 | 2 | | 2 |
| FREN101 | Introduction To Francophone Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| GRMN101 | German Introduction To German Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| SPAN102 | Introduction To Hispanic World | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| JPAN101 | Introduction To Japanese Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| CHIN101 | Introduction To Chinese Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| ARAB101 | Introduction To Arabic Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| RUSS101 | Introduction To Russian Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| SANS101 | Introduction To Vedic Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| ENG101 | English Language Usage Essentials | Value Addition Courses | 1 | 0 | 0 | 0 | | 1 |
| BS101 | Understanding Self for Effectiveness | Value Addition Courses | 1 | 0 | 0 | 0 | | 1 |
|  |  | **Total Credits** |  |  |  |  | | **22** |
| **Semester II** | | | | | | | | |
| Course Code | Course Title | Course Type | Credit |  |  |  | Credit Units | |
|  |  |  | L | T | PS | FW/ SW |  | |
| QAM104 | Business Mathematics II | Core Courses | 2 | 1 | 0 | 0 | 3 | |
| HR201 | Fundamentals of Human Resource Management | Core Course | 3 | 0 | 0 | 0 | 3 | |
| MKTG103 | Principles Of Marketing-II | Core Courses | 3 | 0 | 0 | 0 | 3 | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| FIBA201 | Fundamentals of Financial Management | Core Courses | 3 | | 0 | 0 | 0 | 3 |
| MGMT106 | Business Environment, Policy and Practices | Allied Courses | 3 | | 0 | 0 | 2 | 4 |
| EVS102 | Environmental Studies-II | Core Courses | 1 | | 0 | 0 | 2 | 2 |
| FREN104 | French Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN104 | German Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN103 | Spanish Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN102 | Japanese Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN102 | Chinese Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB102 | Arabic Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS102 | Russian Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS102 | Sanskrit Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ENG111 | Introduction to Communication Skills | Value Addition Courses | 1 | | 0 | 0 | 0 | 1 |
| BS102 | Individual Society & Nation | Value Addition Courses | 1 | | 0 | 0 | 0 | 1 |
|  |  | **Total Credits** |  | |  |  |  | **22** |
| **Semester III** | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW/ SW |  |
| ENTR301 | Fundamentals of Entrepreneurship | Industry Specific Course | 2 | | 0 | 0 | 2 | 3 |
| HR208 | Principles of Organizational Behavior | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| QAM204 | Research Methods for Managers | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| POM204 | Essentials of Production And Operations Management | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| MSTP100 | Term Paper | NTCC | 0 | | 0 | 0 | 0 | 1 |
| FREN147 | French Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN138 | German Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN146 | Spanish Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN118 | Japanese Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN118 | Chinese Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB119 | Arabic Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS118 | Russian Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS118 | Sanskrit Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| BC206 | Communication Skills -II | Value Addition Courses | 2 | | 0 | 0 | 2 | 3 |
| ACCT205 | Cost and Management Accounting | Specialization Elective Course | 3 | | 0 | 0 | 0 | 3 |
| ACCT301 | Taxation: Policies and Principles | Specialization Elective Course | 3 | | 0 | 0 | 0 | 3 |
|  |  | **Total Credits** |  | |  |  |  | **24** |
| **Semester IV** | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW/ SW |  |
| CSIT105 | E-Commerce | Industry Specific Course | 2 | | 0 | 0 | 2 | 3 |
| MGMT304 | Ethics and Corporate Governance | Core Courses | 2 | | 0 | 0 | 2 | 3 |
| FIBA206 | Financial Markets and Services | Core Courses | 2 | | 0 | 0 | 2 | 3 |
| QAM201 | Operations Research | Core Courses | 2 | | 1 | 0 | 0 | 3 |
| LAW105 | Business Law | Core Courses | 2 | | 1 | 0 | 0 | 3 |
| FREN144 | Communicative French – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN112 | Communicative German – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN112 | Communicative Spanish – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN104 | Communicative Japanese – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN104 | Communicative Chinese – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB104 | Communicative Arabic – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS104 | Communicative Russian – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS104 | Communicative Sanskrit – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| BS208 | Creativity for Team Excellence | Value Addition Courses | 2 | | 0 | 0 | 2 | 3 |
| ACCT212 | Auditing | Specialization Elective Course | 3 | | 0 | 0 | 0 | 3 |
| INS203 | Banking and Financial Institutions | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
|  |  | **Total Credits** | | | | | | **23** |
| **Semester V** | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW/ SW |  |
| ACCT304 | Corporate Tax Planning | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| STRA303 | Business Strategy | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| MSSI100 | Summer Internship(UG) | NTCC | 0 | | 0 | 0 | 0 | 2 |
| PFE301 | Professional Ethics and Social Responsibility | Professional Ethics | 0 | | 0 | 0 | 2 | 2 |
| FREN148 | Communicative French-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN139 | Communicative German-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN147 | Communicative Spanish-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN119 | Communicative Japanese-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN119 | Communicative Chinese-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB117 | Communicative Arabic-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS119 | Communicative Russian-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS119 | Communicative Sanskrit-II | Value Addition Courses | **2** | | **0** | **0** | **0** | **2** |
| FIBA306 | Financial Planning | Specialization Elective Course | **2** | | **0** | **0** | **2** | **3** |
| FIBA310 | Stock Market Operations | Specialization Elective Course | **2** | | **0** | **0** | **2** | **3** |
| FIBA309 | Managing Mutual Funds | Specialization Elective Course | **2** | | **0** | **0** | **2** | **3** |
| FIBA307 | Insurance and Risk Management | Specialization Elective Course | **2** | | **0** | **0** | **2** | **3** |
|  |  | **Total Credits** |  | | | | | **27** |
|  |  |  |  | | | | |  |
| **Semester VI** | | | | | | | | |
| Course Code | Course Title | Course Type | | Cred it |  |  |  | Credit Units |
|  |  |  | | L | T | PS | FW/ SW |  |
| CSIT327 | Artificial Intelligence and Business Application | Industry Specific Course | | 2 | 0 | 0 | 2 | 3 |
| MSDS100 | Dissertation | NTCC | | 0 | 0 | 0 | 0 | 5 |
| FREN115 | French Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| GRMN121 | German Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| SPAN121 | Spanish Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| JPAN111 | Japanese Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| CHIN111 | Chinese Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| ARAB111 | Arabic Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| RUSS111 | Russian Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| SANS111 | Sanskrit Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| FIBA305 | Infrastructural Finance | Specialization Elective Course | | 2 | 0 | 0 | 2 | 3 |
| FIBA312 | Investment Analysis and Portfolio Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| FIBA316 | Merger Acquisition and Restructuring | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| FIBA3i8 | Introduction to Behavioral Finance | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
|  |  | **Total Credits** | |  |  |  |  | **22** |

**Programme Learning Outcomes**

|  |  |
| --- | --- |
| Intended Learning Outcomes | |
| 1. Students shall be able to develop comprehension of various functional areas of business management and will be able to apply the same in the in the area of finance | |
| 1. Students shall be able to apply effective analytical and critical-thinking skills in problem solving in the area of financial management to identify and define the relevant course of action | |
| 1. Student shall be able to use appropriate tools and techniques of research methodology to classify and process information, to analyze, interpret and conclude research findings and provide relevant recommendations for financial decision making | |
| 1. Students shall be able to demonstrate knowledge of appropriate management information technology tools to analyze, evaluate and synthesize information for taking business decisions related to finance and accounting as per education 4.0. | |
| 1. Students shall be able to work effectively in a team, demonstrate excellent interpersonal skills and leadership skills | |
| 1. Students shall be able to develop and demonstrate effective communication skills required in a professional context | |
| 1. Student shall be able to identify diversity in culture, show sensitivity to various cultural and environmental issues and demonstrate traits of global business practitioner | |
| 1. Student shall be able to define and apply ethical business practices in the area of finance and accounting | |
| 1. Student shall be able to apply and demonstrate basic entrepreneurial skills mobilize people and resources, create value to convert innovative ideas into business ventures. | |
| 1. Student shall develop and illustrate interest and competency for knowledge acquisition through use of Newspapers / Business Magazines / Library databases/ Internet for life-long learning. | |
| 1. Student shall be able to apply independent thinking to analyze and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability | |
| 1. Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate | |

**Linkage of Programme Learning Outcomes and Programme Educational Objectives**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PEO1 | PEO2 | PEO3 | PEO4 | PEO5 | PEO6 | PEO7 | PEO8 |
| PLO1 | **√** |  |  |  |  |  |  | **√** |
| PLO2 | **√** | **√** | **√** |  |  |  |  |  |
| PLO3 |  | **√** | **√** |  |  |  |  |  |
| PLO4 | **√** | **√** |  | **√** |  | **√** |  |  |
| PLO5 |  |  |  | **√** | **√** |  |  |  |
| PLO6 |  |  |  | **√** |  | **√** |  | **√** |
| PLO7 |  | **√** |  |  | **√** | **√** |  |  |
| PLO8 |  |  |  |  |  | **√** | **√** |  |
| PLO9 |  | **√** |  | **√** |  | **√** |  |  |
| PLO10 | **√** |  |  |  |  |  |  | **√** |
| PLO11 | **√** | **√** |  | **√** |  | **√** |  |  |
| PLO12 | **√** |  |  |  |  |  |  | **√** |

**Annual Outcome Assessment Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| S.No. | **PLO** | **Direct** | **Indirect** |
| 1 | Students shall be able to develop comprehension of various functional areas of business management and will be able to apply the same in the in the area of finance | \*Comprehensive Exam | Student Exit Survey |
| 2 | Students shall be able to apply effective analytical and critical-thinking skills in problem solving in the area of financial management to identify and define the relevant course of action | Major Project (Rubrics) Comprehensive Exam | Student Exit Survey |
| 3 | Student shall be able to use appropriate tools and techniques of research methodology to classify and process information, to analyze, interpret and conclude research findings and provide relevant recommendations for financial decision making | \*Comprehensive Exam | Student Exit Survey |
| 4 | Students shall be able to demonstrate knowledge of appropriate management information technology tools to analyze, evaluate and synthesize information for taking business decisions related to finance and accounting as per education 4.0. | \*Comprehensive Exam | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
| 5 | Students shall be able to work effectively in a team, demonstrate excellent interpersonal skills and leadership skills  Students shall be able to work effectively in a team, demonstrate excellent interpersonal skills and leadership skills | \*Rubrics | Student Exit Survey |
| \*Comprehensive Exam |
| 6 | Students shall be able to develop and demonstrate effective communication skills required in a professional context | \*Rubrics | Student Exit Survey |
| \*Comprehensive Exam |
| 7 | Student shall be able to identify diversity in culture, show sensitivity to various cultural and environmental issues and demonstrate traits of global business practitioner |  | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 8 | Student shall be able to define and apply ethical business practices in the area of finance and accounting | \* Comprehensive Exam | Student Exit Survey |
| 9 | Student shall be able to apply and demonstrate basic entrepreneurial skills mobilize people and resources, create value to convert innovative ideas into business ventures. | \* Comprehensive Exam | Student Exit Survey |
| Alumni Survey |
| 10 | Student shall be able to apply and demonstrate basic entrepreneurial skills mobilize people and resources, create value to convert innovative ideas into business ventures. | \* Comprehensive Exam | Student Exit Survey |
| 11 | Student shall be able to apply independent thinking to analyze and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability | \* Comprehensive Exam | Student Exit Survey |
| 12 | Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate | \* Comprehensive Exam | Student Exit Survey |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Assessment/PLO** | **PLO1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** | **PLO 7** | **PLO 8** | **PLO 9** | **PLO 10** | **PLO 11** | | **PLO12** | |
| **Direct** | Comprehensive examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |
|  | Course- embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  | |
|  | Viva Voce |  |  |  |  | **√** |  |  |  |  |  |  |  | |
|  | Internship | **√** | **√** | **√** | **√** |  |  |  |  |  |  |  |  | |
|  | Plagiarism  check |  |  |  |  |  |  |  | **√** |  |  |  |  | |
|  | Rubrics |  | **√** |  |  | **√** | **√** | **√** |  |  |  |  |  | |
| **Indirect** | Exit interviews | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |
|  | External Reviewers |  | **√** | **√** | **√** |  |  |  |  | **√** | **√** |  |  | |
|  | Alumni  surveys | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |

**Programme Operational Outcomes Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO` s** | **PO O 1** | **PO O 2** | **PO O 3** | **PO O 4** | **PO O 5** | **PO O 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** | **PO O 14** |
| Placement records of graduates |  | **√** | **√** |  |  | **√** |  | **√** |  | **√** | **√** |  |  |  |
| Faculty and Staff Performance Reviews |  | **√** |  | **√** |  |  |  |  | **√** | **√** |  | **√** | **√** |  |
| Curriculum/Progra m Reviews | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Student Satisfaction Surveys | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  |
| Alumni/Employer Surveys | **√** | **√** | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  |
| Course Evaluations | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  | **√** |
| Strategic Plan Performance (achievement of goals and objectives) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |

Programme Operational Outcomes

|  |  |
| --- | --- |
| **Operational Outcomes** | |
|  | **Operational Outcomes** |
| 1. | The Faculty of ASB will use appropriate methodology and pedagogical tools for teaching, learning and development. |
| 2. | The curriculum will be reviewed, updated to meet contemporary industry requirements and benchmarked on global standards by incorporating feedback from all the stakeholders. |
| 3. | The students of ASB will graduate in a timely manner. |
| 4. | ASB will ensure provision of academic facilities, and upgraded technological resources for teaching and learning. by the university |
| 5. | ASB will encourage students and faculty to earn accolades in inter/intra university co- curricular and extra -curricular activities |
| 6. | Faculty will be engaged in scholarly and professional activities in order to enhance their competencies and to contribute to the existing body of knowledge. |
| 7. | ASB will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff. |
| 8. | ASB will facilitate cultivation of cross-cultural humanitarian values. |
| 9. | ASB will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure. |
| 10. | ASB will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious national and international accreditations. |
| 11. | ASB shall develop and maintain strong relationship with industry |
| 12. | ASB shall maintain lifelong alumni network and keep the curriculum responsive to industry needs. |
| 13. | The Faculty of ASB will use appropriate methodology and pedagogical tools for teaching, learning and development. |
| 14. | The curriculum will be reviewed, updated to meet contemporary industry requirements and benchmarked on global standards by incorporating feedback from all the stakeholders. |

**Role and Competency Matrix:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Attributes** | **Management Trainee** | **Assistant Manager**  **- Finance** | **Financial Advisor** | **Tax Consultant** |
| **Management Knowledge** | Basic | Basic | Intermediate | Basic |
| **Research Literacy and Enquiry** | Basic | Basic | Intermediate | Advanced |
| **Information and Digital Literacy** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Problem Solving & Decision Making** | Intermediate | Advanced | Advanced | Advanced |
| **Business Communication Skill** | Expert | Expert | Expert | Expert |
| **Team work, Leadership and Behavior Skills** | Advanced | Advanced | Advanced | Advanced |
| **Global Outlook** | Advanced | Advanced | Intermediate | Advanced |
| **Ethics & Professional Conduct** | Advanced | Advanced | Intermediate | Advanced |
| **Employability and Entrepreneurship Skill** | Intermediate | Intermediate | Intermediate | Advanced |
| **Lifelong Learning** | Intermediate | Advanced | Intermediate | Advanced |

**Employability of Graduands**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Industry/Sector** | **Management Trainee** | **Assistant Manager**  **- Finance** | **Financial Advisor** | **Tax Consultant** |
| **Consultancy firms** |  |  | **√** | **√** |
| **Economic Affairs & Taxation** | **√** | **√** |  |  |
| **Knowledge Management** | **√** | **√** | **√** | **√** |

**Appendix– b.3**

**Institution:** Amity School of Business

**Programme Title:** Bachelor of Business Administration (Family Business & Entrepreneurship)

**Duration of the program (in yrs):** 3 **Level – UG Semesters:** 6

**Programme Mission:**

BBA Family Business & Entrepreneurship programme aims to develop in students an economic, strategic and general management understanding of their family business in both national and international perspective. The focus is on promoting entrepreneurial spirit amongst the students empowering them to take their innovation to the next level.

**Programme Description:**

The BBA Family Business& Entrepreneurship)programme was launched in 2010. It has been designed to offer the skill set and the knowledge required to handle and carry on successful family businesses .The programme is divided into six semesters, which are packed with a variety of courses picked from management and allied fields.

**Graduate Attributes:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Institutional Graduate Attributes** | **Programme Attributes** | **Indicators (Bachelors of Business Administration)-FBE** |
| **1** | **Management Knowledge** | **Management Knowledge** | Develop a strong base of general management and build strong pillars specializing in the domain of Family Business Management over it. Develop an ability to integrate knowledge in the area of management with family business management to understand it as a  comprehensive concept. |
| **2** | **Research Literacy and Enquiry** | **Research Literacy and Enquiry** | Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data. Synthesize information to provide solutions. |
| **3** | **Information and Digital Literacy** | **Information and Digital Literacy** | Appreciate the presence of technology in improving value delivery process. Develop high order skills to use Business Intelligence and various other  ERPs for understanding business |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | environment and drivers of growth. |
| **4** | **Problem Solving & Decision Making** | **Problem Solving & Decision Making** | Analyze the barriers to growth in  family business and effectively use research methodology skills to identify problem, gather relevant data to solve the problem and analyze data to come out with probable solutions to take the family business on never ending path of success. |
| **5** | **Business Communication Skill** | **Business Communication Skill** | Develop strong communication  skills. Develop ability to communicate clearly and effectively. Possess strong negotiation and persuasion skills. |
| **6** | **Team work, Leadership and Behavior Skills** | **Sensitivity in Family Business management** | Understand the dynamics and complexity to the family and its impact on family business management. Respect sensitive issues pertaining to family business management and learn  skills to deal with them efficiently. |
| **7** | **Global Outlook** | **Global Outlook** | Accept & respect diversity in cultures. Demonstrate sensitivity to various cultural and environmental issues to be a great global business  practitioner. |
| **8** | **Ethics & Professional Conduct** | **Ethics & Professional Conduct** | Apply high order of ethical  practices in managing family business. Show case highest level of commitment to professional code of conduct. |
| **9** | **Employability and Entrepreneurship Skill** | **Enterprise and Entrepreneurship Skill** | Develop skills, knowledge and  personal attributes to possess entrepreneurial skills of identifying new business ideas and converting them into reality. |
| **10** | **Lifelong Learning** | **Lifelong Learning** | Recognize the need for and have preparation and ability to engage in life long learning in the domain of  family business management. |

### Programme Educational Goals

|  |  |
| --- | --- |
| **Educational Goals** | |
| 1. | Student will develop experiential knowledge of the management theories and issues concerning small and medium-scale enterprises. |
| 2. | Student will integrate their conceptual and practical learning for making effective decisions to scale up the family business. |
| 3. | Student will develop management research expertise and technical skills in managing real life family business challenges and problems. |
| 4. | Student will demonstrate assertive and influential behavior in decision-making and negotiation. |
| 5. | Student will display impressive skills to communicate in an organized and persuasive manner and be a receptive listener to handle various marketing situations leading to efficiency and effectiveness in managing business. |
| 6. | Student will engage and create value networks that improve the performance of their family businesses. |
| 7. | Student will absorb and reciprocate to societal and environmental needs to become an ethical and socially responsible entrepreneur. |
| 8. | Student will display creative entrepreneurial thinking and problem-solving abilities throughout their career. |

**Programme Operational Objectives:**

|  |  |
| --- | --- |
| **Operational Goals** | |
| 1. | ASB intends to provide educational excellence in Teaching/Academic Delivery and research. in accordance with education 4.0 |
| 2. | ASB will facilitate an academically conducive environment for teaching learning and for holistic development of students. |
| 3. | ASB will promote an environment for innovation, collaboration and research excellence for the intellectual growth of faculty. |
| 4. | ASB will facilitate cultivation of core values of the university and encourage ethical conduct amongst students, faculty and staff. |
| 5. | ASB will encourage cultural diversity, gender equity, equality and a sense of environmental responsibility. |
| 6. | ASB will provide opportunities for international exposure and collaboration to faculty and students. |
| 7. | ASB will be involved in continual improvement of processes and systems and aim to attain national and international accreditations and university rankings. |
| 8. | ASB will endeavor towards a strong and continual industry interaction by way of alumni networks and empanelment of expertise from industry. |
| 9. | ASB will facilitate employment opportunities and also support students to start their own ventures. |
| 10. | ASB will facilitate good governance in discharge of responsibilities and execution of policies and programs. |

**Programme Structure as per prescribed programme framework**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Semester I | | | | | | | |
| Course Code | Course Title | Course Type | Credit |  |  |  | Credit Units |
|  |  |  | L | T | PS | FW/ SW |  |
| MGMT101 | Management Foundation | Core Courses | 2 | 1 | 0 | 0 | 3 |
| ACCT102 | Accounting Fundamentals | Core Courses | 3 | 0 | 0 | 0 | 3 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| QAM103 | Business Statistics | Core Courses | 2 | 1 | 0 | 0 | | 3 |
| CSIT118 | IT Applications in Business | Core Courses | 3 | 0 | 0 | 2 | | 4 |
| MKTG102 | Principles of Marketing-I | Core Courses | 3 | 0 | 0 | 0 | | 3 |
| EVS103 | Environmental Studies-I | Core Courses | 1 | 0 | 0 | 2 | | 2 |
| FREN101 | Introduction To Francophone Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| GRMN101 | German Introduction To German Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| SPAN102 | Introduction To Hispanic World | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| JPAN101 | Introduction To Japanese Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| CHIN101 | Introduction To Chinese Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| ARAB101 | Introduction To Arabic Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| RUSS101 | Introduction To Russian Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| SANS101 | Introduction To Vedic Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| ENG101 | English Language Usage Essentials | Value Addition Courses | 1 | 0 | 0 | 0 | | 1 |
| BS101 | Understanding Self for Effectiveness | Value Addition Courses | 1 | 0 | 0 | 0 | | 1 |
|  |  | **Total Credits** |  |  |  |  | | **22** |
| **Semester II** | | | | | | | | |
| Course Code | Course Title | Course Type | Credit |  |  |  | Credit Units | |
|  |  |  | L | T | PS | FW/ SW |  | |
| QAM104 | Business Mathematics II | Core Courses | 2 | 1 | 0 | 0 | 3 | |
| HR201 | Fundamentals of Human Resource Management | Core Course | 3 | 0 | 0 | 0 | 3 | |
| MKTG103 | Principles Of Marketing-II | Core Courses | 3 | 0 | 0 | 0 | 3 | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| FIBA201 | Fundamentals of Financial Management | Core Courses | 3 | | 0 | 0 | 0 | 3 |
| MGMT106 | Business Environment, Policy and Practices | Allied Courses | 3 | | 0 | 0 | 2 | 4 |
| EVS102 | Environmental Studies-II | Core Courses | 1 | | 0 | 0 | 2 | 2 |
| FREN104 | French Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN104 | German Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN103 | Spanish Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN102 | Japanese Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN102 | Chinese Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB102 | Arabic Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS102 | Russian Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS102 | Sanskrit Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ENG111 | Introduction to Communication Skills | Value Addition Courses | 1 | | 0 | 0 | 0 | 1 |
| BS102 | Individual Society & Nation | Value Addition Courses | 1 | | 0 | 0 | 0 | 1 |
|  |  | **Total Credits** |  | |  |  |  | **22** |
| **Semester III** | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW/ SW |  |
| ENTR301 | Fundamentals of Entrepreneurship | Industry Specific Course | 2 | | 0 | 0 | 2 | 3 |
| HR208 | Principles of Organizational Behavior | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| QAM204 | Research Methods for Managers | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| POM204 | Essentials of Production And Operations Management | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| MSTP100 | Term Paper | NTCC | 0 | | 0 | 0 | 0 | 1 |
| FREN147 | French Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN138 | German Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN146 | Spanish Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN118 | Japanese Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN118 | Chinese Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB119 | Arabic Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS118 | Russian Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS118 | Sanskrit Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| BC206 | Communication Skills -II | Value Addition Courses | 2 | | 0 | 0 | 2 | 3 |
| ENTR302 | Fundamentals of Family Business Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| POM205 | Purchase and Materials Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
|  |  | **Total Credits** |  | |  |  |  | **24** |
| **Semester IV** | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW/ SW |  |
| CSIT105 | E-Commerce | Industry Specific Course | 2 | | 0 | 0 | 2 | 3 |
| MGMT304 | Ethics and Corporate Governance | Core Courses | 2 | | 0 | 0 | 2 | 3 |
| MKTG304 | Principles of Consumer Behavior | Core Courses | 2 | | 0 | 0 | 2 | 3 |
| ENTR313 | Change and Innovations Management | Core Courses | 2 | | 0 | 0 | 2 | 3 |
| LAW105 | Business Law | Core Courses | 2 | | 1 | 0 | 0 | 3 |
| FREN144 | Communicative French – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN112 | Communicative German – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN112 | Communicative Spanish – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN104 | Communicative Japanese – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN104 | Communicative Chinese – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB104 | Communicative Arabic – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS104 | Communicative Russian – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS104 | Communicative Sanskrit – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| BS208 | Creativity for Team Excellence | Value Addition Courses | 2 | | 0 | 0 | 2 | 3 |
| MKTG302 | Sales and Distribution Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| POM203 | Fundamentals of Project Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
|  |  | **Total Credits** | | | | | | **23** |
| **Semester V** | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW/ SW |  |
| MKTG316 | Marketing in Digital Age | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| STRA303 | Business Strategy | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| MSSI100 | Summer Internship(UG) | NTCC | 0 | | 0 | 0 | 0 | 2 |
| PFE301 | Professional Ethics and Social Responsibility | Professional Ethics | 0 | | 0 | 0 | 2 | 2 |
| FREN148 | Communicative French-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN139 | Communicative German-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN147 | Communicative Spanish-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN119 | Communicative Japanese-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN119 | Communicative Chinese-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB117 | Communicative Arabic-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS119 | Communicative Russian-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS119 | Communicative Sanskrit-II | Value Addition Courses | **2** | | **0** | **0** | **0** | **2** |
| FIBA310 | Stock Market Operations | Specialization Elective Course | **2** | | **0** | **0** | **2** | **3** |
| MKTG201 | Managing Customer Relationships | Specialization Elective Course | **2** | | **0** | **0** | **2** | **3** |
| ENTR304 | Fundamentals of Social Entrepreneurship | Specialization Elective Course | **2** | | **0** | **0** | **2** | **3** |
| ENTR305 | Fundamentals of Entrepreneurial Marketing | Specialization Elective Course | **2** | | **0** | **0** | **2** | **3** |
|  |  | **Total Credits** |  | | | | | **27** |
|  |  |  |  | | | | |  |
| **Semester VI** | | | | | | | | |
| Course Code | Course Title | Course Type | | Cred it |  |  |  | Credit Units |
|  |  |  | | L | T | PS | FW/ SW |  |
| CSIT327 | Artificial Intelligence and Business Application | Industry Specific Course | | 2 | 0 | 0 | 2 | 3 |
| MSDS100 | Dissertation | NTCC | | 0 | 0 | 0 | 0 | 5 |
| FREN115 | French Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| GRMN121 | German Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| SPAN121 | Spanish Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| JPAN111 | Japanese Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| CHIN111 | Chinese Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| ARAB111 | Arabic Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| RUSS111 | Russian Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| SANS111 | Sanskrit Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| LAW344 | Understanding Industrial Relations and Labour Laws | Specialization Elective Courses | | 3 | 0 | 0 | 0 | 3 |
| CSIT318 | Business Innovation through New Technologies | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| POM305 | Fundamentals of Warehousing and Distribution Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| MKTG301 | Business to Business Marketing | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| ENTR312 | Entrepreneurial Resource Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
|  |  | **Total Credits** | |  |  |  |  | **22** |

**Programme Learning Outcomes**

|  |  |
| --- | --- |
| Intended Learning Outcomes | |
| 1. Student shall demonstrate a strong base of general management and build strong pillars specializing in the domain of family business management and develop an ability to integrate knowledge in the area of management. | |
| 1. Student shall be able to apply effective analytical and critical-thinking skills in problem solving in the area of family business management to identify and define the relevant course of action. | |
| 1. Student shall be able to use appropriate research tools and techniques to classify and process information, to analyze, interpret and conclude research findings and provide relevant recommendations for managerial decision making | |
| 1. Student shall be able to demonstrate knowledge of appropriate management information technology tools to analyze, evaluate and synthesize information for taking business decisions and develop skills to use business intelligence and analytics for understanding business environment and drivers of growth. | |
| 1. Students shall be able to work effectively in a team ,demonstrate excellent interpersonal skills and leadership | |
| 1. Student shall be able to develop and demonstrate effective communication skills required in a professional context and demonstrate business etiquette | |
| 1. Student shall be able to identify diversity in culture, show sensitivity to various cultural and environmental issues and demonstrate traits of a global business practitioner. | |
| 1. Student shall be able to apply ethical business practices in the management of family business. | |
| 1. Student shall be able to apply and demonstrate basic entrepreneurial skills to convert innovative ideas into business ventures. | |
| 1. Student shall develop and illustrate interest and competency for knowledge acquisition through use of Newspapers / Business Magazines / Library /digital databases/ Internet for life-long learning | |
| 1. Student shall be able to apply independent thinking to analyze and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability | |
| 1. Students shall be able to maintain lifelong alumni network and make effective use of social media to reach out to stakeholders for growth of family business. | |

**Linkage of Programme Learning Outcomes and Programme Educational Objectives**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PEO1 | PEO2 | PEO3 | PEO4 | PEO5 | PEO6 | PEO7 | PEO8 |
| PLO1 | **√** |  |  |  |  |  |  | **√** |
| PLO2 | **√** | **√** | **√** |  |  |  |  |  |
| PLO3 |  | **√** | **√** |  |  |  |  |  |
| PLO4 | **√** | **√** |  | **√** |  | **√** |  |  |
| PLO5 |  |  |  | **√** | **√** |  |  |  |
| PLO6 |  |  |  | **√** |  | **√** |  | **√** |
| PLO7 |  | **√** |  |  | **√** | **√** |  |  |
| PLO8 |  |  |  |  |  | **√** | **√** |  |
| PLO9 |  | **√** |  | **√** |  | **√** |  |  |
| PLO10 | **√** |  |  |  |  |  |  | **√** |
| PLO11 | **√** | **√** |  | **√** |  | **√** |  |  |
| PLO12 | **√** |  |  |  |  |  |  | **√** |

**Annual Outcome Assessment Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| S.No. | **PLO** | **Direct** | **Indirect** |
| 1 | Student shall demonstrate a strong base of general management and build strong pillars specializing in the domain of family business management and develop an ability to integrate knowledge in the area of management. | \*Comprehensive Exam | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
| 2 | Student shall be able to apply effective analytical and critical-thinking skills in problem solving in the area of family business management to identify and define the relevant course of action. | Major Project (Rubrics) \*Comprehensive Exam | Student Exit Survey |
| 3 | Student shall be able to use appropriate research tools and techniques to classify and process information, to analyze, interpret and conclude research findings and provide relevant recommendations for managerial decision making | \*Comprehensive Exam | Student Exit Survey |
| 4 | Student shall be able to demonstrate knowledge of appropriate management information technology tools to analyze, evaluate and synthesize information for taking business decisions and develop skills to use business intelligence and analytics for understanding business environment and drivers of growth. | \*Comprehensive Exam | Student Exit Survey |
| 5 | Students shall be able to work effectively in a team ,demonstrate excellent interpersonal skills and leadership | \*Rubrics | Student Exit Survey |
| \*Comprehensive Exam |
| 6 | Student shall be able to develop and demonstrate effective communication skills required in a professional context and demonstrate business etiquette | \*Rubrics | Student Exit Survey |
| \*Comprehensive Exam |
| 7 | Student shall be able to identify diversity in culture, show sensitivity to various cultural and environmental issues and demonstrate traits of a global business practitioner. | \*Rubrics | Student Exit Survey |
| \*Comprehensive Exam |
| 8 | Student shall be able to apply ethical business practices in the management of family business. | \* Comprehensive Exam | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
| 9 | Student shall be able to apply and demonstrate basic entrepreneurial skills to convert innovative ideas into business ventures. | \* Comprehensive Exam | Student Exit Survey |
| Alumni Survey |
| 10 | . Student shall develop and illustrate interest and competency for knowledge acquisition through use of Newspapers / Business Magazines / Library /digital databases/ Internet for life-long learning | \* Comprehensive Exam | Student Exit Survey |
| 11 | Student shall be able to apply independent thinking to analyze and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability | \* Comprehensive Exam | Student Exit Survey |
| 12 | Students shall be able to maintain lifelong alumni network and make effective use of social media to reach out to stakeholders for growth of family business | \* Comprehensive Exam | Student Exit Survey |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Assessment/PLO** | **PLO1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** | **PLO 7** | **PLO 8** | **PLO 9** | **PLO 10** | **PLO 11** | | **PLO12** | |
| **Direct** | Comprehensive examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |
|  | Course- embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  | |
|  | Viva Voce |  |  |  |  | **√** |  |  |  |  |  |  |  | |
|  | Internship | **√** | **√** | **√** | **√** |  |  |  |  |  |  |  |  | |
|  | Plagiarism  check |  |  |  |  |  |  |  | **√** |  |  |  |  | |
|  | Rubrics |  | **√** |  |  | **√** | **√** | **√** |  |  |  |  |  | |
| **Indirect** | Exit interviews | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |
|  | External Reviewers |  | **√** | **√** | **√** |  |  |  |  | **√** | **√** |  |  | |
|  | Alumni  surveys | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |

**Programme Operational Outcomes Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO` s** | **PO O 1** | **PO O 2** | **PO O 3** | **PO O 4** | **PO O 5** | **PO O 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** | **PO O 14** |
| Placement records of graduates |  | **√** | **√** |  |  | **√** |  | **√** |  | **√** | **√** |  |  |  |
| Faculty and Staff Performance Reviews |  | **√** |  | **√** |  |  |  |  | **√** | **√** |  | **√** | **√** |  |
| Curriculum/Progra m Reviews | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Student Satisfaction Surveys | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  |
| Alumni/Employer Surveys | **√** | **√** | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  |
| Course Evaluations | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  | **√** |
| Strategic Plan Performance (achievement of goals and objectives) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |

Programme Operational Outcomes

|  |  |
| --- | --- |
| **Operational Outcomes** | |
|  | . |
| 1. | The Faculty of ASB will use appropriate methodology and pedagogical tools for teaching, learning and development. |
| 2. | The curriculum will be reviewed, updated to meet contemporary industry requirements and benchmarked on global standards by incorporating feedback from all the stakeholders. |
| 3. | The students of ASB will graduate in a timely manner. |
| 4. | ASB will ensure provision of academic facilities, and upgraded technological resources for teaching and learning. by the university |
| 5. | ASB will encourage students and faculty to earn accolades in inter/intra university co- curricular and extra -curricular activities |
| 6. | Faculty will be engaged in scholarly and professional activities in order to enhance their competencies and to contribute to the existing body of knowledge. |
| 7. | ASB will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff. |
| 8. | ASB will facilitate cultivation of cross-cultural humanitarian values. |

|  |  |
| --- | --- |
| 9. | ASB will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure. |
| 10. | ASB will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious national and international accreditations. |
| 11. | ASB shall develop and maintain strong relationship with industry. |
| 12. | ASB shall maintain lifelong alumni network and keep the curriculum responsive to industry needs. |
| 13. | ASB will support all the students for quality placements or to join family business or to start their own venture. |
| 14 | ASB will establish an internal quality cell for operational quality and continual process improvement. |

**Appendix b.4**

**Institution:** Amity School of Business

**Programme Title:** Bachelor of Business Administration (Marketing and Sales) **Duration of the program (in yrs):** 3 **Level – UG Semesters:** 6

**Programme Mission:**

BBA Marketing and Sales programme aims to develop marketing business leaders. The purpose is to train the students to successfully comprehend the market opportunity, plug it with an appealing product idea and create and implement a captivating marketing strategy that can enhance the customer and market equity for the business.

**Programme Description:**

The BBA (Marketing and Sales) programme was launched in 2008.It is a specialized BBA programme where management courses are taught with a marketing orientation. The programme is divided into six semesters, which are packed with a variety of courses from management and allied disciplines

**Graduate Attributes:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Institutional Graduate Attributes** | **Programme Attributes** | **Indicators (Bachelors of Business Administration)-M&S** |
| **1** | **Management Knowledge** | **Marketing & Sales Knowledge** | Develop a strong base of general management and build strong pillars specializing in the domain of Marketing and Sales over it. Develop an ability to integrate knowledge in the area of management with marketing and sales to understand it as a  comprehensive concept. |
| **2** | **Research Literacy and Enquiry** | **Research Literacy and Enquiry** | Analyze the market situation and identify problem pertaining to the marketing, sales, customer satisfaction, customer loyalty etc. and identify solutions using tools  and techniques of market research. |
| **3** | **Information and Digital Literacy** | **Information and Digital Literacy** | Appreciate the presence of technology in improving value delivery process. Develop high order skills to use Management Information System and various other ERPs for improving  customer satisfaction and customer loyalty. |
| **4** | **Problem Solving & Decision Making** | **Problem Solving & Decision Making** | Gather appropriate data, analyze it using various market research tools  and come out with probable solutions to deal with consumer |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | buying behavior and improve  customer value delivery. |
| **5** | **Business Communication Skill** | **Business Communication Skill** | Develop strong interpersonal skills, enterprising personality and great oratory and listening skills. Develop ability to communicate clearly and effectively. Possess strong negotiation and persuasion  skills. |
| **6** | **Team work, Leadership and Behavior Skills** | **Team work, Leadership and Behavior Skills** | Develop highest order of behavioral and interpersonal skills. Learn to take initiative. Function effectively both as an individual and as a team member. Learn to take initiatives and pursue them  with great passion. |
| **7** | **Global Outlook** | **Global Outlook** | Understand and apply the concept of cross-cultural communication. Accept & respect diversity in cultures. Demonstrate sensitivity to various cultural and environmental issues to be a honed Marketing  Professional. |
| **8** | **Ethics & Professional Conduct** | **Ethics & Professional Conduct** | Apply ethical marketing practices to show case highest level of commitment to professional code of conduct in the area of  marketing. |
| **9** | **Employability and Entrepreneurship Skill** | **Marketing and Society** | Understand the impact of marketing and sales activity on society at large. Assess the impact of marketing activities on societal,  legal, health and safety aspects. |
| **10** | **Lifelong Learning** | **Lifelong Learning** | Recognize the need for and have preparation and ability to engage in life. long learning in the domain of  marketing and sales. |

### Programme Educational Goals

|  |
| --- |
| **Educational Goals** |

|  |
| --- |
| 1. Students will exhibit experiential knowledge of the marketing concepts and theories and contemporary developments. |
| 1. Students will integrate their conceptual and practical learning for making effective decisions for business in a dynamic scenario. |
| 1. Students will progress and sustain effective individual and organizational performance contexts by leveraging the marketing, research and technological skills |
| 1. Students will demonstrate assertive and influential behavior in decision-making and negotiation. |
| 1. Students will display impressive skills to communicate in and organized and persuasive manner using digital media and be a receptive listener to handle various marketing situations. |
| 1. Students will engage and create value networks that improve their individual as well as team performance. |
| 1. Students will become ethically responsible managers that positively impact businesses and society |
| 1. Students will display creative entrepreneurial thinking and learning abilities throughout their career. |

**Programme Operational Objectives:**

|  |  |
| --- | --- |
| **Operational Goals** | |
| 1. | ASB intends to provide educational excellence in Teaching/Academic Delivery and research. in accordance with education 4.0 |
| 2. | ASB will facilitate an academically conducive environment for teaching learning and for holistic development of students. |
| 3. | ASB will promote an environment for innovation, collaboration and research excellence for the intellectual growth of faculty. |
| 4. | ASB will facilitate cultivation of core values of the university and encourage ethical conduct amongst students, faculty and staff. |
| 5. | ASB will encourage cultural diversity, gender equity, equality and a sense of environmental responsibility. |
| 6. | ASB will provide opportunities for international exposure and collaboration to faculty and students. |
| 7. | ASB will be involved in continual improvement of processes and systems and aim to attain national and international accreditations and university rankings. |
| 8. | ASB will endeavor towards a strong and continual industry interaction by way of alumni networks and empanelment of expertise from industry. |
| 9. | ASB will facilitate employment opportunities and also support students to start their own ventures. |
| 10. | ASB will facilitate good governance in discharge of responsibilities and execution of policies and programs. |

**Programme Structure as per prescribed programme framework**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Semester I | | | | | | | |
| Course Code | Course Title | Course Type | Credit |  |  |  | Credit Units |
|  |  |  | L | T | PS | FW/ SW |  |
| MGMT101 | Management Foundation | Core Courses | 2 | 1 | 0 | 0 | 3 |
| ACCT102 | Accounting Fundamentals | Core Courses | 3 | 0 | 0 | 0 | 3 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| QAM103 | Business Statistics | Core Courses | 2 | 1 | 0 | 0 | | 3 |
| CSIT118 | IT Applications in Business | Core Courses | 3 | 0 | 0 | 2 | | 4 |
| MKTG102 | Principles of Marketing-I | Core Courses | 3 | 0 | 0 | 0 | | 3 |
| EVS103 | Environmental Studies-I | Core Courses | 1 | 0 | 0 | 2 | | 2 |
| FREN101 | Introduction To Francophone Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| GRMN101 | German Introduction To German Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| SPAN102 | Introduction To Hispanic World | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| JPAN101 | Introduction To Japanese Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| CHIN101 | Introduction To Chinese Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| ARAB101 | Introduction To Arabic Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| RUSS101 | Introduction To Russian Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| SANS101 | Introduction To Vedic Culture | Value Addition Courses | 2 | 0 | 0 | 0 | | 2 |
| ENG101 | English Language Usage Essentials | Value Addition Courses | 1 | 0 | 0 | 0 | | 1 |
| BS101 | Understanding Self for Effectiveness | Value Addition Courses | 1 | 0 | 0 | 0 | | 1 |
|  |  | Total Credits |  |  |  |  | | 22 |
| Semester II | | | | | | | | |
| Course Code | Course Title | Course Type | Credit |  |  |  | Credit Units | |
|  |  |  | L | T | PS | FW/ SW |  | |
| QAM104 | Business Mathematics II | Core Courses | 2 | 1 | 0 | 0 | 3 | |
| HR201 | Fundamentals of Human Resource Management | Core Course | 3 | 0 | 0 | 0 | 3 | |
| MKTG103 | Principles Of Marketing-II | Core Courses | 3 | 0 | 0 | 0 | 3 | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| FIBA201 | Fundamentals of Financial Management | Core Courses | 3 | | 0 | 0 | 0 | 3 |
| MGMT106 | Business Environment, Policy and Practices | Allied Courses | 3 | | 0 | 0 | 2 | 4 |
| EVS102 | Environmental Studies-II | Core Courses | 1 | | 0 | 0 | 2 | 2 |
| FREN104 | French Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN104 | German Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN103 | Spanish Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN102 | Japanese Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN102 | Chinese Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB102 | Arabic Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS102 | Russian Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS102 | Sanskrit Grammar – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ENG111 | Introduction to Communication Skills | Value Addition Courses | 1 | | 0 | 0 | 0 | 1 |
| BS102 | Individual Society & Nation | Value Addition Courses | 1 | | 0 | 0 | 0 | 1 |
|  |  | Total Credits |  | |  |  |  | 22 |
| Semester III | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW/ SW |  |
| ENTR301 | Fundamentals of Entrepreneurship | Industry Specific Course | 2 | | 0 | 0 | 2 | 3 |
| HR208 | Principles of Organizational Behavior | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| QAM204 | Research Methods for Managers | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| MKTG203 | Fundamentals of Logistics and Marketing channelsManagement | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| MSTP100 | Term Paper | NTCC | 0 | | 0 | 0 | 0 | 1 |
| FREN147 | French Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN138 | German Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN146 | Spanish Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN118 | Japanese Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN118 | Chinese Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB119 | Arabic Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS118 | Russian Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS118 | Sanskrit Written Expression & Comprehension – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| BC206 | Communication Skills -II | Value Addition Courses | 2 | | 0 | 0 | 2 | 3 |
| IB303 | Export Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| MKTG311 | Public Relations and Corporate Image | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
|  |  | Total Credits |  | |  |  |  | 24 |
| Semester IV | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW/ SW |  |
| CSIT105 | E-Commerce | Industry Specific Course | 2 | | 0 | 0 | 2 | 3 |
| MGMT304 | Ethics and Corporate Governance | Core Courses | 2 | | 0 | 0 | 2 | 3 |
| MKTG304 | Principles of Consumer Behavior | Core Courses | 2 | | 0 | 0 | 2 | 3 |
| QAM201 | Operations Research | Core Courses | 2 | | 1 | 0 | 0 | 3 |
| LAW105 | Business Law | Core Courses | 2 | | 1 | 0 | 0 | 3 |
| FREN144 | Communicative French – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN112 | Communicative German – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN112 | Communicative Spanish – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN104 | Communicative Japanese – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN104 | Communicative Chinese – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB104 | Communicative Arabic – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS104 | Communicative Russian – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS104 | Communicative Sanskrit – I | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| BS208 | Creativity for Team Excellence | Value Addition Courses | 2 | | 0 | 0 | 2 | 3 |
| MKTG302 | Sales and Distribution Management | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| RUR301 | Fundamentals of Rural Marketing | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
|  |  | Total Credits | | | | | | 23 |
| Semester V | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | |  |  |  | Credit Units |
|  |  |  | L | | T | PS | FW/ SW |  |
| MKTG316 | Marketing in Digital Age | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| STRA303 | Business Strategy | Core Courses | 3 | | 0 | 0 | 2 | 4 |
| MSSI100 | Summer Internship(UG) | NTCC | 0 | | 0 | 0 | 0 | 2 |
| PFE301 | Professional Ethics and Social Responsibility | Professional Ethics | 0 | | 0 | 0 | 2 | 2 |
| FREN148 | Communicative French-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| GRMN139 | Communicative German-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SPAN147 | Communicative Spanish-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| JPAN119 | Communicative Japanese-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| CHIN119 | Communicative Chinese-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| ARAB117 | Communicative Arabic-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| RUSS119 | Communicative Russian-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| SANS119 | Communicative Sanskrit-II | Value Addition Courses | 2 | | 0 | 0 | 0 | 2 |
| MKTG314 | Integrated Marketing Communication | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| MKTG315 | Advanced Digital Marketing-I | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| MKTG201 | Managing Customer Relationships | Specialization Elective Course | 2 | | 0 | 0 | 2 | 3 |
| RETL101 | Fundamentals of Retailing | Specialization Elective Courses | 2 | | 0 | 2 | 0 | 3 |
|  |  | Total Credits |  | | | | | 27 |
|  |  |  |  | | | | |  |
| Semester VI | | | | | | | | |
| Course Code | Course Title | Course Type | | Cred it |  |  |  | Credit Units |
|  |  |  | | L | T | PS | FW/ SW |  |
| CSIT327 | Artificial Intelligence and Business Application | Industry Specific Course | | 2 | 0 | 0 | 2 | 3 |
| MSDS100 | Dissertation | NTCC | | 0 | 0 | 0 | 0 | 5 |
| FREN115 | French Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| GRMN121 | German Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| SPAN121 | Spanish Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| JPAN111 | Japanese Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| CHIN111 | Chinese Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| ARAB111 | Arabic Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| RUSS111 | Russian Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| SANS111 | Sanskrit Written Expression & Comprehension – II | Value Addition Courses | | 2 | 0 | 0 | 0 | 2 |
| MKTG305 | Service Marketing | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| MKTG313 | Brand Management | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| MKTG317 | Advanced Digital Marketing-II | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| MKTG312 | International Marketing | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
| MKTG301 | Business to Business Marketing | Specialization Elective Courses | | 2 | 0 | 0 | 2 | 3 |
|  |  | Total Credits | |  |  |  |  | 22 |

**Programme Learning Outcomes**

|  |  |
| --- | --- |
| Intended Learning Outcomes | |
| 1. | Student shall be able to develop an ability to integrate knowledge in the area of management with marketing and sales to understand it as a comprehensive concept. |
| 2. | Student shall be able to analyze the market situation and identify problem pertaining to the marketing, sales, customer satisfaction, customer loyalty etc. and identify solutions using tools and techniques of market research. |
| 3. | Students shall be able to develop and execute digital marketing plans, including aspects such as website building and optimization, use of social media and content writing. |
| 4. | Student shall be able to collect and analyze appropriate data using various market research tools and predict solutions to deal with consumer buying behavior and improve customer value delivery. |
| 5. | Student shall be able to develop highest order of behavioral and interpersonal skills to demonstrate initiative and lead by example. |
| 6. | Students shall be able to develop and demonstrate effective communication skills required in a professional context |
| 7. | Student shall be able to recognize and identify diversity in cultures and show sensitivity to various cultural and environmental issues and demonstrate traits of global business practitioner. |
| 8. | Student shall be able to apply ethical marketing practices to showcase highest level of commitment to professional code of conduct in the area of marketing. |
| 9. | Student shall be able to assess the impact of marketing activities on societal, legal, health and safety aspects to develop idea generation skills, risk taking ability and ability to convert ideas into business ventures. |
| 10. | Student shall develop and illustrate interest and competency for knowledge acquisition for better consumer segmentation, forecasting consumer trends through use of Newspapers / Business Magazines / Library databases/ Internet for life-long learning |
| 11 | Student shall be able to apply independent thinking to analyse and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability |
| 12 | Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate |

**Linkage of Programme Learning Outcomes and Programme Educational Objectives**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PEO1 | PEO2 | PEO3 | PEO4 | PEO5 | PEO6 | PEO7 | PEO8 |
| PLO1 | **√** |  |  |  |  |  |  | **√** |
| PLO2 | **√** | **√** | **√** |  |  |  |  |  |
| PLO3 |  | **√** | **√** |  |  |  |  |  |
| PLO4 | **√** | **√** |  | **√** |  | **√** |  |  |
| PLO5 |  |  |  | **√** | **√** |  |  |  |
| PLO6 |  |  |  | **√** |  | **√** |  | **√** |
| PLO7 |  | **√** |  |  | **√** | **√** |  |  |
| PLO8 |  |  |  |  |  | **√** | **√** |  |
| PLO9 |  | **√** |  | **√** |  | **√** |  |  |
| PLO10 | **√** |  |  |  |  |  |  | **√** |
| PLO11 | **√** | **√** |  | **√** |  | **√** |  |  |
| PLO12 | **√** |  |  |  |  |  |  | **√** |

**Annual Outcome Assessment Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| S.No. | **PLO** | **Direct** | **Indirect** |
| 1 | Student shall be able to develop an ability to integrate knowledge in the area of management with marketing and sales to understand it as a comprehensive concept. | \*Comprehensive Exam | Student Exit Survey |
| 2 | Student shall be able to analyze the market situation and identify problem pertaining to the marketing, sales, customer satisfaction, customer loyalty etc. and identify solutions using tools and techniques of market research. | \*Comprehensive Exam | Student Exit Survey |
| 3 | Students shall be able to develop and execute digital marketing plans, including aspects such as website building and optimization, use of social media and content writing. | \*Comprehensive Exam | Student Exit Survey |
| 4 | Student shall be able to collect and analyze appropriate data using various market research tools and predict solutions to deal with consumer buying behavior and improve customer value delivery. | \*Comprehensive Exam | Student Exit Survey |
| 5 | Student shall be able to develop highest order of behavioral and interpersonal skills to demonstrate initiative and lead by example. | \*Rubrics | Student Exit Survey |
| \*Comprehensive Exam |

|  |  |  |  |
| --- | --- | --- | --- |
| 6 | Students shall be able to develop and demonstrate effective communication skills required in a professional context | \*Rubrics | Student Exit Survey |
| \*Comprehensive Exam |
| 7 | Student shall be able to recognize and identify diversity in cultures and show sensitivity to various cultural and environmental issues and demonstrate traits of global business practitioner. | \*Rubrics | Student Exit Survey |
| \*Comprehensive Exam |
| 8 | Student shall be able to apply ethical marketing practices to showcase highest level of commitment to professional code of conduct in the area of marketing. | \* Comprehensive Exam | Student Exit Survey |
| 9 | Student shall be able to assess the impact of marketing activities on societal, legal, health and safety aspects to develop idea generation skills, risk taking ability and ability to convert ideas into business ventures. | \* Comprehensive Exam | Student Exit Survey |
| Alumni Survey |
| 10 | Student shall develop and illustrate interest and competency for knowledge acquisition for better consumer segmentation, forecasting consumer trends through use of Newspapers / Business Magazines / Library databases/ Internet for life-long learning. | \* Comprehensive Exam | Student Exit Survey |
| 11 | Student shall be able to apply independent thinking to analyse and evaluate business problems and develop optimum solutions for efficiency, effectiveness and sustainability. | \* Comprehensive Exam | Student Exit Survey |
| 12 | Students shall be able to maintain lifelong alumni network and keep the curriculum responsive to industry needs by maintaining strong relationship with the corporate. | \* Comprehensive Exam | Student Exit Survey |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Assessment/PLO** | **PLO1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** | **PLO 7** | **PLO 8** | **PLO 9** | **PLO 10** | **PLO 11** | | **PLO12** | |
| **Direct** | Comprehensive examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |
|  | Course- embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  | |
|  | Viva Voce |  |  |  |  | **√** |  |  |  |  |  |  |  | |
|  | Internship | **√** | **√** | **√** | **√** |  |  |  |  |  |  |  |  | |
|  | Plagiarism  check |  |  |  |  |  |  |  | **√** |  |  |  |  | |
|  | Rubrics |  | **√** |  |  | **√** | **√** | **√** |  |  |  |  |  | |
| **Indirect** | Exit interviews | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |
|  | External Reviewers |  | **√** | **√** | **√** |  |  |  |  | **√** | **√** |  |  | |
|  | Alumni  surveys | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | |

**Programme Operational Outcomes Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO` s** | **PO O 1** | **PO O 2** | **PO O 3** | **PO O 4** | **PO O 5** | **PO O 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** | **PO O 14** |
| Placement records of graduates |  | **√** | **√** |  |  | **√** |  | **√** |  | **√** | **√** |  |  |  |
| Faculty and Staff Performance Reviews |  | **√** |  | **√** |  |  |  |  | **√** | **√** |  | **√** | **√** |  |
| Curriculum/Progra m Reviews | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Student Satisfaction Surveys | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  |
| Alumni/Employer Surveys | **√** | **√** | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  |
| Course Evaluations | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  | **√** |
| Strategic Plan Performance (achievement of goals and objectives) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |

Programme Operational Outcomes

|  |  |
| --- | --- |
| **Operational Outcomes** | |
| 1. | The Faculty of ASB will use appropriate methodology and pedagogical tools for teaching, learning and development. |
| 2. | The curriculum will be reviewed, updated to meet contemporary industry requirements and benchmarked on global standards by incorporating feedback from all the stakeholders. |
| 3. | The students of ASB will graduate in a timely manner. |
| 4. | ASB will ensure provision of academic facilities, and upgraded technological resources for teaching and learning. by the university |
| 5. | ASB will encourage students and faculty to earn accolades in inter/intra university co- curricular and extra -curricular activities |
| 6. | Faculty will be engaged in scholarly and professional activities in order to enhance their competencies and to contribute to the existing body of knowledge. |
| 7. | ASB will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff. |
| 8. | ASB will facilitate cultivation of cross-cultural humanitarian values. |
| 9. | ASB will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure. |
| 10. | ASB will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious national and international accreditations. |
| 11. | ASB shall develop and maintain strong relationship with industry. |
| 12. | ASB shall maintain lifelong alumni network and keep the curriculum responsive to industry needs. |
| 13. | ASB will support all the students for quality placements or to join family business or to start their own venture. |
| 14. | ASB will establish an internal quality cell for operational quality and continual process improvement. |

**Role and Competency Matrix:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Attributes** | **Management Trainee** | **Business Development Executive** | **Sales Manager** | **Community Manager** |
| **Management Knowledge** | Basic | Basic | Elementary | Basic |
| **Research Literacy and Enquiry** | Basic | Intermediate | Intermediate | Intermediate |
| **Information and Digital Literacy** | Basic | Intermediate | Basic | Basic |
| **Problem Solving & Decision Making** | Intermediate | Advanced | Intermediate | Intermediate |
| **Business Communication Skill** | Expert | Expert | Expert | Expert |
| **Team work, Leadership and Behavior Skills** | Expert | Expert | Expert | Expert |
| **Global Outlook** | Intermediate | Intermediate | Advanced | Intermediate |
| **Ethics & Professional Conduct** | Advanced | Intermediate | Advanced | Advanced |
| **Employability and Entrepreneurship Skill** | Advanced | Advanced | Advanced | Advanced |
| **Lifelong Learning** | Advanced | Basic | Advanced | Intermediate |

**Employability of Graduands**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Industry/Sector** | **Management Trainee** | **Business Development Executive** | **Sales Manager** | **Community Manager** |
| **Telecom** | **√** | **√** | **√** | **√** |
| **Infrastructure** | **√** | **√** | **√** | **√** |
| **Knowledge Management** | **√** | **√** | **√** | **√** |

**Appendix b.7**

**Institution: Amity Institute of Competitive Intelligence and Strategic Management**

**Programme Title:** Bachelor of Business Administration (Business Development)

**Duration of the program (in yrs):** 3 **Level – UG**

**Semesters:** 6

**Programme Mission:**

To instill cross functional understanding of the importance of Competitive Intelligence for business development in a global dynamic environment. To develop communication and leadership skills for entrepreneurship and business growth. To inculcate value-based and socially responsible business approach. To develop all round personality of students with understanding and regard for human values, pride in their heritage and culture, a sense of right and wrong, and yearning for perfection..

**Programme Description:**

BBA in Business Development is a 3 year full time programme (6 semesters) aimed at equipping students with right skills and adequate exposure to business, competitive intelligence and strategy. The Programme is carefully structured with the right mix of courses which covers Competitive Intelligence, Strategy, Business, Finance, Marketing, Human Resources, Law etc . The Programme focuses on laying a strong foundation for students who may carry on family business, pursue further education in India or abroad.

**Graduate Attributes:**

|  |  |  |  |
| --- | --- | --- | --- |
| Sl.No | Institution Graduate Attributes | Programme Graduate Attributes | Indicators |
| 1 | Knowledge of Competitive Intelligence & Strategic Management | Knowledge in Competitive Intelligence & Strategic Management | Application of Competitive Intelligence to execute projects in a multidisciplinary environment |
| 2 | Research Literacy and Learning skills | Research Literacy and Learning skills | Explain and apply Quantitative and Qualitative research techniques |
| 3 | Leverage Information Technology for Competitive Intelligence Analysis | Leverage Information Technology for Competitive Intelligence Analysis | Information Technology for Competitive Intelligence Analysis |
| 4 | Problem Solving using analytical tools and techniques | Problem Solving using analytical tools and techniques | Explain and apply analytical constructs to business problem solving |
| 5 | Effective Business Communication | Effective Business Communication | .Effectively communicate both verbally and in writing ideas and arguments associated with business issues |
| 6 | Leadership and inter-personal Skills | Leadership and inter-personal Skills | Develop leadership capabilities and understanding of team dynamics |
| 7 | Global Manager | Global | Develop an understanding of global business and cross-cultural behaviour |
| 8 | Ethics and professional conduct | Ethics and professional conduct | Value Ethics and social responsibility |
| 9 | Professionalism and Entrepreneurship | Professionalism and Entrepreneurship | . Ability to plan and execute tasks assigned within the dead-line; Engage risk and reality in decision making |
| 10 | Lifelong learning | Lifelong learning | Appreciate the criticality of CI for business advantage  -Ability to apply multiple tools and techniques for development of strategy  -Intelligent usage of exploding available digital knowledge  -Identifying learning opportunities and taking advantage of them |
| 11 | Tactical and Strategic Decisions | Tactical and Strategic Decisions | Synthesize internal and external data to conclude on the possible future business changes. |
| 12 | Social Networking Skills | Social Networking skills | Create personal and professional network |

**Programme Educational Goals**

|  |  |
| --- | --- |
| **Educational Goals** | |
|  | 1. To appreciate the application of Competitive Intelligence in a multi-disciplinary environment |
|  | 1. To develop the ability to identify the opportunities and challenges presented by the global business environment |
|  | 1. To apply quantitative and qualitative tools and techniques to solve a business problem in a dynamic environment |
|  | 1. To examine industrial benchmarks and best practices for competitive advantage |
|  | 1. To foster the ability to synthesize internal and external data to conclude on the possible future business changes |
|  | 1. To develop persuasive skills to drive new ideas and initiatives |
|  | 1. To develop effective communication skills both verbally and in writing, ideas and arguments associated with business issues |
|  | 1. To develop positive perspectives and skills that create productive managers and business networks |
|  | 1. To foster the ability to run value-based, ethical business in a competitive environment |
|  | 1. To foster an approach of critical evaluation and continuous learning and development throughout their career |

**Programme Operational Objectives:**

|  |  |
| --- | --- |
| **Operational Goals** | |
|  | 1. At least 90% of all students in the program should qualify within the defined dates |
|  | 1. To engage in academic and industry interaction and research with other national and international institutions engaged in the study of competitive intelligence and strategic management |
|  | 1. To develop quality Research Papers, Publications and Case Studies in the area of Competitive Intelligence and Strategic Management |
|  | 1. To attain national and international accreditation as a center of excellence in Business management theory and practice in the field of Competitive Intelligence and Strategic Management |
|  | 1. To constantly reinforce and display core values of the university and ethical conduct amongst students, faculty and staff |
|  | 1. To encourage cultural diversity and a sense of social and environmental responsibility. |
|  | 1. To provide opportunities for international exposure to faculty and students. |
|  | 1. To set internal systems and processes for continual improvement and aim to attain national and international accreditations and rankings. |
|  | 1. To develop industry relevant knowledge and skills for placing desirous students in domestic and global organizations in niche portfolios |
|  | 1. To encourage and enable technical support to students to start their own ventures. |
|  | 1. To ensure total transparency in academic delivery and evaluation for satisfaction of all stakeholders |
|  | 1. Encourage participation in all co curricular activities by all students, irrespective of displayed talent |
|  | 1. Identify and counsel weak students by the middle of each semester and arrange facilitation to help in qualifying |

**Programme Structure as per prescribed programme framework**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester I** | | | | | | | |
| Course Code | Course Title | | Course Type | Credit | | | Credit Units |
|  |  | |  | L | T | P/S/FW |  |
| EVS103 | Environmental Studies - I | | Core Courses | 1 | 0 | 2 | 2 |
| CSIT118 | IT Applications in Business | | Core Courses | 3 | 0 | 2 | 4 |
| ACCT102 | Accounting Fundamentals | | Core Courses | 3 | 0 | 0 | 3 |
| MGMT101 | Management Foundation | | Core Courses | 2 | 1 | 0 | 3 |
| CI102 | Fundamentals: Competitive Intelligence | | Core Courses | 2 | 1 | 0 | 3 |
| QAM103 | Business Statistics | | Core Courses | 2 | 1 | 0 | 3 |
| FREN145 | Introduction to French Culture & Language | | Value Addition Courses | 1 | 0 | 2 | 2 |
| GRMN136 | Introduction to German Culture & Language | | Value Addition Courses | 1 | 0 | 2 | 2 |
| SPAN114 | Introduction To Hispanic Culture & Language | | Value Addition Courses | 1 | 0 | 2 | 2 |
| JPAN116 | Introduction To Japanese Culture & Language | | Value Addition Courses | 2 | 0 | 0 | 2 |
| CHIN116 | Introduction To Chinese Culture & Language | | Value Addition Courses | 1 | 0 | 2 | 2 |
| ARAB116 | Introduction To Arabic Culture & Language | | Value Addition Courses | 1 | 0 | 2 | 2 |
| RUSS116 | Introduction To Russian Culture & Language | | Value Addition Courses | 1 | 0 | 2 | 2 |
| SANS116 | Introduction To Vedic Culture & Language | | Value Addition Courses | 1 | 0 | 2 | 2 |
| BS101 | Understanding Self for Effectiveness | | Value Addition Courses | 1 | 0 | 0 | 1 |
| ENG101 | English Language Usage Essentials | | Value Addition Courses | 1 | 0 | 0 | 1 |
| **Total Credit Units for Semester I** | | | | | | | **22** |
| **Semester II** | | | | | | | |
| Course Code | Course Title | | Course Type | Credits | | | Credit Units |
|  |  | |  | L | T | PS/FW |  |
| EVS102 | Environmental Studies - II | | Core Courses | 1 | 0 | 2 | 2 |
| FIBA201 | Fundamentals of Financial Management | | Core Courses | 3 | 0 | 0 | 3 |
| HR201 | Fundamentals of Human Resource Management | | Core Courses | 3 | 0 | 0 | 3 |
| MGMT106 | BUSINESS ENVIRONMENT, POLICY AND PRACTICES | | Core Courses | 3 | 0 | 2 | 4 |
| MKTG102 | Principles of Marketing- I | | Core Courses | 3 | 0 | 0 | 3 |
| QAM102 | Business Mathematics I | | Core Courses | 2 | 1 | 0 | 3 |
|  |  | |  |  |  |  |  |
| FREN104 | French Grammar – I | | Value Addition Courses | 1 | 0 | 2 | 2 |
| GRMN104 | German Grammar – I | | Value Addition Courses | 1 | 0 | 2 | 2 |
| SPAN103 | Spanish Grammar – I | | Value Addition Courses | 1 | 0 | 2 | 2 |
| JPAN102 | Japanese Grammar – I | | Value Addition Courses | 1 | 0 | 2 | 2 |
| CHIN102 | Chinese Grammar – I | | Value Addition Courses | 1 | 0 | 2 | 2 |
| ARAB102 | Arabic Grammar – I | | Value Addition Courses | 1 | 0 | 2 | 2 |
| RUSS102 | Russian Grammar – I | | Value Addition Courses | 1 | 0 | 2 | 2 |
| SANS102 | Sanskrit Grammar – I | | Value Addition Courses | 1 | 0 | 2 | 2 |
| ENG111 | Introduction to Communication Skills | | Value Addition Courses | 1 | 0 | 0 | 1 |
| BS102 | Individual Society & Nation | | Value Addition Courses | 1 | 0 | 0 | 1 |
| Total credits Units for Semester –II = | | | | | | | 22 |
| **Semester III** | | | | | | | |
| Course Code | | Course Title | Course Type | Credit | | | Credit Units |
|  | |  |  | L | T | P/S/FW |  |
| CI202 | | Global Sourcing for Business Development | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| INS203 | | Banking and Financial Institutions | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| HR208 | | Principles of Organizational Behaviour | Core Courses | 3 | 0 | 2 | 4 |
| MKTG103 | | Principles of Marketing- II | Core Courses | 2 | 0 | 2 | 3 |
| POM204 | | ESSENTIALS OF PRODUCTION AND OPERATIONS MANAGEMENT | Core Courses | 3 | 0 | 2 | 4 |
| QAM204 | | RESEARCH METHODS FOR MANAGERS | Core Courses | 3 | 0 | 2 | 4 |
|  | |  |  |  |  |  |  |
| MSTP100 | | Term Paper | Non Teaching Credit Courses | 0 | 0 | 0 | 1 |
| FREN147 | | Written Expression & Comprehension in French-I | Value Addition Courses | 1 | 0 | 2 | 2 |
| GRMN138 | | Written Expression & Comprehension in German - I | Value Addition Courses | 1 | 0 | 2 | 2 |
| SPAN146 | | Written Expression & Comprehension in Spanish - I | Value Addition Courses | 1 | 0 | 2 | 2 |
| JPAN118 | | Written Expression & Comprehension in Japanese- I | Value Addition Courses | 1 | 0 | 2 | 2 |
| CHIN118 | | Written Expression & Comprehension in Chinese- I | Value Addition Courses | 1 | 0 | 2 | 2 |
| ARAB119 | | Written Expression & Comprehension in Arabic- I | Value Addition Courses | 1 | 0 | 2 | 2 |
| RUSS118 | | Written Expression & Comprehension in Russian- I | Value Addition Courses | 1 | 0 | 2 | 2 |
| SANS118 | | Written Expression & Comprehension in Sanskrit- I | Value Addition Courses | 1 | 0 | 2 | 2 |
| BC206 | | Communication Skills - II | Value Addition Courses | 2 | 0 | 2 | 3 |
|  | |  |  |  |  |  |  |
| Total credits Units for Semester –III | | | | | | | 24 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester IV** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
| L | T | PS/FW |
| LAW105 | Business Law | Core Courses | 2 | 1 | 0 | 3 |
| MGMT304 | Ethics and Corporate Governance | Core Courses | 2 | 0 | 2 | 3 |
| MKTG304 | Principles of Consumer Behaviour | Core Courses | 2 | 0 | 2 | 3 |
| QAM201 | Operations Research | Core Courses | 2 | 0 | 2 | 3 |
|  |  |  |  |  |  |  |
| CSIT105 | E - Commerce | Industry Specific Courses | 2 | 0 | 2 | 3 |
| CI204 | Competitive Intelligence From Analysis to Dissemination | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| FIBA311 | Personal Financial Planning | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
|  |  |  |  |  |  |  |
| FREN144 | French Through Communicative Approach | Value Added Courses | 1 | 0 | 2 | 2 |
| GRMN112 | Communicative German – I | Value Added Courses | 1 | 0 | 2 | 2 |
| SPAN112 | Communicative Spanish – I | Value Added Courses | 1 | 0 | 2 | 2 |
| JPAN104 | Communicative Japanese – I | Value Added Courses | 1 | 0 | 2 | 2 |
| CHIN104 | Communicative Chinese – I | Value Added Courses | 1 | 0 | 2 | 2 |
| ARAB104 | Communicative Arabic – I | Value Added Courses | 1 | 0 | 2 | 2 |
| RUSS104 | Communicative Russian – I | Value Added Courses | 1 | 0 | 2 | 2 |
| SANS104 | Communicative Sanskrit – I | Value Added Courses | 1 | 0 | 2 | 2 |
|  |  |  |  |  |  |  |
| BS208 | Creativity for Team Excellence | Value Added Courses | 2 | 0 | 2 | 3 |
|  |  |  |  |  | **Total Credits** | **23** |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester V** | | | | | | |
| Course Code | Course Title | Course Type | Credit | | | Credit Units |
|  |  |  | L | T | P/S/FW |  |
| CI205 | Competitive Intelligence-applications in Business | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| CI302 | Corporate Warfare for Business Development | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| CI306 | Introduction to Business Analytics | Specialisation Elective Courses | 3 | 0 | 0 | 3 |
| HR303 | Fundamentals of Training and Development | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| MKTG311 | Public Relations and Corporate Image | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| CSIT317 | Introduction to Internet of Things | Industry Specific Courses | 2 | 0 | 2 | 3 |
| MSSI100 | Summer Internship | Non Teaching Credit Courses | 0 | 0 | 0 | 2 |
| MKTG316 | Marketing in Digital Age | Core Courses | 3 | 0 | 2 | 4 |
| STRA303 | Business Strategy | Core Courses | 3 | 0 | 2 | 4 |
| FREN148 | Communicative French- II | Value Addition Courses | 1 | 0 | 2 | 2 |
| GRMN139 | Communicative German- II | Value Addition Courses | 1 | 0 | 2 | 2 |
| SPAN147 | Communicative Spanish- II | Value Addition Courses | 1 | 0 | 2 | 2 |
| JPAN119 | Communicative Japanese- II | Value Addition Courses | 1 | 0 | 2 | 2 |
| CHIN119 | Communicative Chinese- II | Value Addition Courses | 1 | 0 | 2 | 2 |
| ARAB117 | Communicative Arabic - II | Value Addition Courses | 1 | 0 | 2 | 2 |
| RUSS119 | Communicative Russian- II | Value Addition Courses | 1 | 0 | 2 | 2 |
| SANS119 | Communicative Sanskrit- II | Value Addition Courses | 1 | 0 | 2 | 2 |
| PFE301 | Professional Ethics and Social Responsibility | Value Addition Courses | 1 | 0 | 2 | 2 |
|  | | | | | | 27 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Semester VI | | | | | | | |
| Course Code | Course Title | Course Type | Credit | | | | Credit Units |
|  |  |  | L | T | P/S/FW |  | |
| ENTR301 | Fundamentals of Entrepreneurship | Industry Specific Courses | 2 | 0 | 2 | 3 | |
| CI304 | Tools for Business Analytics | Specialisation Elective Courses | 2 | 0 | 2 | 3 | |
| CI303 | Fundamentals of Business Wargaming and Scenario Planning | Specialisation Elective Courses | 3 | 0 | 0 | 3 | |
| CSIT318 | Business Innovation through New Technologies | Specialisation Elective Courses | 2 | 0 | 2 | 3 | |
| CSIT327 | Artificial Intelligence and Business Applications | Specialisation Elective Courses | 2 | 0 | 2 | 3 | |
| MKTG313 | Brand Management | Specialisation Elective Courses | 3 | 0 | 0 | 3 | |
| MSDS100 | Dissertation | Non Teaching Credit Courses | 0 | 0 | 0 | 5 | |
| HR306 | Managerial Competencies and Career Development | Specialisation Elective Courses | 2 | 0 | 2 | 3 | |
| HR312 | Understanding Leadership and Motivation in Organization | Specialisation Elective Courses | 2 | 0 | 2 | 3 | |
| FREN115 | French Written Expression & Comprehension – II | Value Addition Courses | 1 | 0 | 2 | 2 | |
| GRMN121 | German Written Expression & Comprehension – II | Value Addition Courses | 1 | 0 | 2 | 2 | |
| SPAN121 | Spanish Written Expression & Comprehension – II | Value Addition Courses | 1 | 0 | 2 | 2 | |
| JPAN111 | Japanese Written Expression & Comprehension – II | Value Addition Courses | 1 | 0 | 2 | 2 | |
| CHIN111 | Chinese Written Expression & Comprehension – II | Value Addition Courses | 1 | 0 | 2 | 2 | |
| ARAB111 | Arabic Written Expression & Comprehension – II | Value Addition Courses | 1 | 0 | 2 | 2 | |
| RUSS111 | Russian Written Expression & Comprehension – II | Value Addition Courses | 1 | 0 | 2 | 2 | |
| SANS111 | Sanskrit Written Expression & Comprehension – II | Value Addition Courses | 1 | 0 | 2 | 2 | |
| BS302 | Stress & Coping Strategies | Value Addition Courses | 1 | 0 | 0 | 1 | |
| BC302 | Social Communication | Value Addition Courses | 1 | 0 | 0 | 1 | |
| Total Credit Units for Semester VI | | | | | | | 22 |

**Programme Learning Outcomes**

|  |  |
| --- | --- |
| Intended Learning Outcomes | |
|  | 1. Explain and apply the entire CI processes from Analysis to Dissemination. |
|  | 1. Explain and apply Quantitative and Qualitative research techniques |
|  | 1. Relate business attributes in Information Technology and vice-versa |
|  | 1. Ability to gather and evaluate the various alternatives available to solve a problem and choose the best option. |
|  | 1. Effectively communicate both verbally and in writing ideas and arguments associated with business issues |
|  | 1. Appreciate relationships and value team work both in leader and follower role |
|  | 1. Ability to value diversity and adapt quickly. Recognize the special opportunities and challenges presented by the global business environment. |
|  | 1. Foster ability to run value based ethical business in a competitive environment Acknowledge and accept common responsibility to preserve the environment and its surroundings |
|  | 1. Ability to plan and execute tasks assigned within the dead-line. |
|  | 1. Appreciate the criticality of CI for business advantage |
|  | 1. Analyze internal and external data to conclude on the possible future business changes. |
|  | 1. Research and identification of relevant professionals who may be future collaborators or employers |

**Linkage of Programme Learning Outcomes and Programme Educational Objectives**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PEOs  PLOs | PEO 1 | PEO 2 | PEO 3 | PEO4 | PEO5 | PEO6 | PEO7 | PEO 8 | PEO 9 | PEO10 |
| Programme Learning Outcome 1 | **√** | **√** |  | **√** |  |  |  |  |  |  |
| Programme Learning Outcome 2 | **√** | **√** |  | **√** |  |  |  |  |  |  |
| Programme Learning Outcome 3 | **√** | **√** |  | **√** |  | **√** |  | **√** |  |  |
| Programme Learning Outcome4 | **√** | **√** |  | **√** |  | **√** |  |  |  |  |
| Programme Learning Outcome 5 |  |  |  |  | **√** | **√** |  | **√** | **√** | **√** |
| Programme Learning Outcome 6 |  |  |  |  | **√** | **√** |  |  |  |  |
| Programme Learning Outcome 7 |  | **√** |  |  |  | **√** |  |  |  | **√** |
| Programme Learning Outcome 8 |  | **√** | **√** |  |  | **√** |  | **√** | **√** |  |
| Programme Learning Outcome 9 |  |  |  |  |  | **√** |  |  |  |  |
| Programme Learning Outcome10 | **√** |  |  | **√** |  | **√** |  |  | **√** |  |
| Programme Learning Outcome 11 | **√** | **√** |  | **√** |  | **√** |  | **√** |  |  |
| Programme Learning Outcome 12 |  | **√** |  |  | **√** |  |  |  |  |  |

**Annual Outcome Assessment Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| S.No. | **PLO** | **Direct** | **Indirect** |
| 1 | Explain and apply the entire CI processes from Analysis to Dissemination. | \*Comprehensive Exam | Student Exit Survey |
| 2 | Explain and apply Quantitative and Qualitative research techniques | Major Project (Rubrics) | Feedback of Industry Internship Guide |
| 3 | Relate business attributes in Information Technology and vice-versa | \*Comprehensive Exam | Student Exit Survey |
| 4 | Ability to gather and evaluate the various alternatives available to solve a problem and choose the best option. | \*Comprehensive Exam | Student Exit Survey |
| 5 | Effectively communicate both verbally and in writing ideas and arguments associated with business issues | \*Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 6 | Appreciate relationships and value team work both in leader and follower role | \* Behavioral Science Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 7 | Ability to value diversity and adapt quickly. Recognize the special opportunities and challenges presented by the global business environment. | \*Foreign Business Language Result Analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 8 | Foster ability to run value based ethical business in a competitive environment Acknowledge and accept common responsibility to preserve the environment and its surroundings | \*Major Project (Plagiarism Checking) | Feedback of Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| 9 | Ability to plan and execute tasks assigned within the dead-line. | \*Employability & Entrepreneurship (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam | Alumni Survey |
| 10 | Appreciate the criticality of CI for business advantage | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| 11 | Analyze internal and external data to conclude on the possible future business changes. | Major Project (Rubrics) | Feedback of Industry Internship Guide |
| 12 | Research and identification of relevant professionals who may be future collaborators or employers | \*Employability & Entrepreneurship (Rubrics) | Student Exit Survey |
|  | \* Comprehensive Exam | Alumni Survey |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Type | Assessment/PLO | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO11 | PLO 12 |
| Direct | Behavioral Observations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper , Presentations) | **√** | **√** |  |  |  |  |  |  |  |  |  |  |
|  | Viva Voce | **√** | **√** |  |  |  |  |  |  |  | **√** |  | **√** |
|  | Practicum / Internship evaluations | **√** | **√** |  |  |  |  |  |  |  | **√** |  |  |
|  | Thesis or Dissertation Projects |  |  |  |  |  |  |  | **√** |  | **√** |  |  |
|  | End Semester Examinations |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Indirect | Alumni surveys |  |  | **√** | **√** | **√** | **√** | **√** |  |  | **√** | **√** |  |

**Programme Operational Outcomes Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO`s** | **POO 1** | **POO 2** | **POO 3** | **POO 4** | **POO 5** | **POO 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** |
| **Faculty and Staff Performance Reviews** | **√** |  | **√** |  |  | **√** |  |  |  | **√** |  | **√** |  |
| **Curriculum/Program Reviews** | **√** | **√** |  | **√** |  |  |  |  | **√** | **√** | **√** |  | **√** |
| **Student Satisfaction Surveys** | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** |  | **√** |  |
| **Course Evaluations** | **√** | **√** | **√** |  |  | **√** |  |  |  | **√** |  | **√** | **√** |

|  |  |
| --- | --- |
| **Operational Outcomes** | |
| 1. | The Faculty at AICISM will use appropriate pedagogy and methodology for teaching, learning and development of the students. |
| 2. | AICISM will continuously engage in developing /upgrading policies and procedures to achieve prestigious accreditations and rankings from various national and international bodies. |
| 3. | The course curriculum will be updated on timely basis by incorporating feedback from all the stakeholders and pertinent to meet industry requirements. |
| 4. | University shall provide Technological Resources to support appropriate teaching and learning environment. |
| 5. | The student of AICISM will earn achievements in inter-university Extra Curricular activities. |
| 6. | The student of AICISM will graduate in timely manner. |
| 7. | AICISM faculty and staff will integrate ethics and values in teaching, theory and practice. |
| 8. | AICISM will assist in instilling ethics and humanitarian values among students in cross cultural environment. |
| 9. | Faculty will be engaged in scholarly and professional activities in order to enhance their competencies and to contribute to the existing Body of Knowledge. |
| 10. | AICISM will support all the students for quality placements or join family business or start their own venture. |
| 11. | AICISM shall develop and maintain strong alumni network. |
| 12. | AICISM will facilitate joint research collaborations with corporate world. |
| 13. | AICISM will invite international delegates and speakers for seminars and conferences and provide various other opportunities for global exposure. |

**Role and Competency Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Attributes** | **Entrepreneur** | **Client Services** | **Marketing/ Sales** | **Financial Analyst** |
| Knowledge in Competitive Intelligence & Strategic Management |  |  |  |  |
| Research Literacy and Learning skills |  |  |  |  |
| Information Technology in Business |  |  |  |  |
| Problem Solving using analytical tools and techniques |  |  |  |  |
| Effective Business Communication |  |  |  |  |
| Leadership and inter-personal Skills |  |  |  |  |
| Global Manager |  |  |  |  |
| Ethics and Professional Conduct |  |  |  |  |
| Professionalism and Entrepreneurship |  |  |  |  |
| Lifelong Learning |  |  |  |  |
| Tactical and Strategic Decisions |  |  |  |  |
| Social Networking Skills |  |  |  |  |

**Employability of Graduands**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Relevant Job Role → Industry/Sector ↓** | **Entrepreneur** | **Client Services** | **Marketing/ Sales** | **Financial Analyst** | **Public Relations Manager** |
| Hospitality |  |  |  |  |  |
| Textiles |  |  |  |  |  |
| Retail |  |  |  |  |  |
| Knowledge Management |  |  |  |  |  |
| Fast Moving Consumer Goods (FMCG) |  |  |  |  |  |
| Consultancy firms |  |  |  |  |  |
| Event Management |  |  |  |  |  |
| Exports & Imports |  |  |  |  |  |
| HR, Recruitment, Training & Placement Consultant |  |  |  |  |  |
| Research & Innovation |  |  |  |  |  |
| Transport & Logistics |  |  |  |  |  |

**Appendix b.8**

**Institution:** Amity Insurance Banking and Actuarial Science ( ASIBAS )

**Programme Title: B.A (Hons) Insurance and Banking**

**Duration of the program (in yrs):** 3 **Level – UG**

**Semesters:** 6

Programme Mission:

The BA ( Hons) – Insurance and Banking program aims at developing business leaders having functional knowledge of all the domains of insurance and banking management. The program aims to develop students with an aptitude to meet challenges of the contemporary financial business world and enhance their knowledge to assess and capitalize on opportunities through innovation and resource maximization.

**Programme Description:** Three years (6 Semesters) undergraduate (Hons.) programme in Insurance & Banking consisting of inputs both theoretical & practical, in core subjects of Life Insurance, General Insurance, Banking Management and Marketing Management along with allied subjects of Environmental Studies and General Economic Analysis.

It also includes courses in Behavioral Science, Communication Skills and Foreign Business Language in all the Semesters for value addition in line with the motto of overall personality development of students.Moreover, Projects - Minor or Major, Term Paper and Training also form part of each semester.

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Institutional Graduate Attributes** | **Programme Attributes** | **Indicators (Bachelors of Business Administration)** |
| **1** | **Management and domain knowledge of insurance , banking and Actuarial Science** | **Organizational and management skills including planning in Insurance and Banking sector** | Recall and relate in real life situations |
| **2** | **Research orientation in insurance , banking and actuarial science** | **Documentation of data, analysis and creating options for financial planning in insurance and banking sector** | Analyze , examine and fact finding |
| **3** | **Digital literacy in accessing and managing information** | **Digital literacy for managing information** | Evaluate technologies |
| **4** | **Understanding and solving problems for optimum solutions** | **Understanding problems, generating multiple alternatives and creating op** | Analyze , appraise , and solve problems |
| **5** | **Proactive and effective business communication** | **Pro-active verbal and non-verbal written communication with listening and social networking** | Demonstrate and global orientation |
| **6** | **Effective leadership qualities and learning skills** | **Leadership orientation and interpersonal skills** | Evaluate in real life scenario |
| **7** | **Appraise effectively local , national and international business communication** | **Internationalizing International issues** | Apply and demonstrate |
| **8** | **Honesty , integrity , fairness in professional life** | **Human values based on honesty , fairness and empathy in professional life** | Value support |
| **9** | **Domain expertise to lead the toentrepreurship** | **Organsingself employment in in insurance , banking sector** | Apply and demonstrate |
| **10** | **Life Long learning orientation to develop new skills** | **Learning orientation creativity and out of box thinking** | Create and demonstrate in real life |
| **11** | **Decision based on appraisal of complex issues in insurance , banking and actuarial science** | **Capacity to apprise , analyze , and synthesize alternatives for optimum decisions** | Ethical and value based decisions |
| **12** | **Develop social and organizational networking skills** | **Social and networking skills** | Demonstrate |

**Programme Educational Goals**

|  |  |  |
| --- | --- | --- |
| **Educational Goals** | | |
| 1. | 1. Familiarizing students with principles and practice of insurance ,both life and Non life. |
| 2. | 2. Students will understand practices in vogue and in banks |
| 3. | 3. Students will learn legal basis of insurance banking contracts |
| 4. | 4. Students will understand the processes in vogue to redress grievances of customers in insurance and the banking schemes. |
| 5. | 5. To familiarize the students with knowledge of operational process and practices in banking and insurance sector. the future. |
| 6. | 6. To equip the students with the knowledge of banking and insurance principles and practices - Operations and Business Development and make them ready for the industry fit.. |
| 7. | 7. Main focus is is to equip the students with banking law and practices with existing banking and insurance companies in India and abroad and to improve personality development to make the young students corporate professional leaders of |
| 8. | 8. Along with the curriculum the students will be trained on case studies from the industry and real examples to handle situations so to improve their business decision making skills like Problem solving , communication skills and result oriented positive attitude |

**Programme Operational Objectives:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Operational Goals | | | | | | | | | | |
| 1. | | The BA( Hons) Insurance and Banking Programme intends to achieve distinction in academic delivery and teaching processes. | | | | | | | | |
| 2. | | The BA( Hons) Insurance and Banking Programme facilitate an atmosphere that promotes overall development of students in insurance and banking knowledge. | | | | | | | | |
| 3. | | The BA( Hons) Insurance and Banking Programme will encourage intellectual growth of faculty through innovation and research in financials sector. | | | | | | | | |
| 4. | | The BA( Hons) Insurance and Banking Programme will aid in nurturing of core values of university and ethical conduct amongst its students, faculty and staff. | | | | | | | | |
| 5. | | The BA( Hons) Insurance and Banking Programme will foster cultural empathy and a sense of social and environmental responsibility. | | | | | | | | |
| 6. | | The BA( Hons) Insurance and Banking Programme will offer abundant opportunities for international exposure to its faculty and students. | | | | | | | | |
| 7. | | The BA( Hons) Insurance and Banking Programme will endeavor towards persistent enhancement of processes and systems and aim to attain national and international accreditations and university rankings. | | | | | | | | |
| 8. | | The BA( Hons) Insurance and Banking Programme will strengthen its bond with the insurance and banking industry through collaborative interactions with alumni networks and industry experts. | | | | | | | | |
| 9. | | The BA( Hons) Insurance and Banking Programme will facilitate students in pursuing their further studies in insurance and banking management or obtain employment as per their merit or create their own business ventures. | | | | | | | | |
| 10. | | The BA( Hons) Insurance and Banking Programme will facilitate good governance in discharge of responsibilities and execution of policies and programs. | | | | | | | | |
|  | |  | | | | | | | | |
| Semester I | | | | | | | | | | |
| **Course Code** | | **Course Title** | | | **Course Type** | Credit | | | Credit Units | |
|  | |  | | |  | L | T | PS/FW |  | |
| ACCT313 | | Basics of Accounting | | | Core Courses | 3 | 0 | 0 | 3 | |
| CSIT102 | | Computer For Managers | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS105 | | Life Insurance-I | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS102 | | General Insurance-I | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS101 | | Central Banking-I | | | Core Courses | 3 | 0 | 0 | 3 | |
| ECON401 | | General Economics | | | Core Courses | 2 | 0 | 0 | 2 | |
| EVS101 | | Environmental Studies | | | Core Courses | 4 | 0 | 0 | 4 | |
| QAM101 | | Business Mathematics | | | Professional Ability Enhancement Courses | 4 | 0 | 0 | 4 | |
| FREN101 | | Introduction To Francophone Culture | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| GRMN101 | | German Introduction To German Culture | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| SPAN102 | | Introduction To Hispanic World | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| JPAN101 | | Introduction To Japanese Culture | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| CHIN101 | | Introduction To Chinese Culture | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| ARAB101 | | Introduction To Arabic Culture | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| RUSS101 | | Introduction To Russian Culture | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| SANS101 | | Introduction To Vedic Culture | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| ENG101 | | English Language Usage Essentials | | | Value Addition Courses | 1 | 0 | 0 | 1 | |
| BS101 | | Understanding Self for Effectiveness | | | Value Addition Courses | 1 | 0 | 0 | 1 | |
| MSTP101 | | Term Paper | | | Mandatory Course |  | - | 2 | 1 | |
| Total No. of Credits | | | | | | | | | 26 | |
| Semester II | | | | | | | | | | |
| **Course Code** | | **Course Title** | | | **Course Type** | **Credit** | | | Credit Units | |
|  | |  | | |  | L | T | PS/FW |  | |
| QAM 103 | | Business Statistics | | | Core Courses | 3 | 0 | 0 | 3 | |
| CSIT204 | | Management Information System | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS104 | | Life Insurance-II | | | Core Courses | 3 | 0 | 0 | 3 | |
| 1NS121 | | General Insurance-II | | | Core Courses | 3 | 0 | 0 | 3 | |
| 1NS111 | | Foundation of Regulations of Insurance Business | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS113 | | Central Banking-II | | | Core Courses | 3 | 0 | 0 | 3 | |
| MKTG201 | | Managing Customer Relationships | | | Core Courses | 3 | - | - | 3 | |
| FREN104 | | French Grammar – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| GRMN104 | | German Grammar – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| SPAN103 | | Spanish Grammar – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| JPAN102 | | Japanese Grammar – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| CHIN102 | | Chinese Grammar – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| ARAB102 | | Arabic Grammar – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| RUSS102 | | Russian Grammar – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| SANS102 | | Sanskrit Grammar – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| ENG111 | | Introduction to Communication Skills | | | Value Addition Courses | 1 | 0 | 0 | 1 | |
| BS102 | | Individual Society & Nation | | | Value Addition Courses | 1 | 0 | 0 | 1 | |
| MSTP102 | | Term Paper 2 | | | Mandatory Course |  | - | 2 | 1 | |
| **Total No. of Credits** | | | | | | | | | 26 | |
| Semester III | | | | | | | | | | |
| **Course Code** | | **Course Title** | | | **Course Type** | **Credit** | | | Credit Units | |
|  | |  | | |  | L | T | PS/FW |  | |
| INS202 | | Introduction to Health Insurance | | | Core Courses | 3 | 0 | 0 | 3 | |
| QAM202 | | Research Methodology | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS225 | | Product Development in Insurance Market | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS246 | | Basics of Digital Banking | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS201 | | Introduction to Risk Management | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS211 | | Introduction to Motor Insurance | | | Core Courses | 3 | 0 | 0 | 3 | |
| STAT320 | | Big Data Expert | | | Employability & Skill Enhancement Courses | 1 | 2 | 0 | 2 | |
| INS215 | | Foundation of Law Relating to Insurance and Banking | | | Industry Specific Courses | 3 | 0 | 0 | 3 | |
| FREN147 | | French Written Expression & Comprehension – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| GRMN138 | | German Written Expression & Comprehension – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| SPAN146 | | Spanish Written Expression & Comprehension – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| JPAN118 | | Japanese Written Expression & Comprehension – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| CHIN118 | | Chinese Written Expression & Comprehension – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| ARAB119 | | Arabic Written Expression & Comprehension – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| RUSS118 | | Russian Written Expression & Comprehension – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| SANS118 | | Sanskrit Written Expression & Comprehension – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| BC206 | | Communication Skills-II | | | Value Addition Courses | 2 | 0 | 2 | 3 | |
| MSTP103 | | Term Paper 3 | | | NTCC |  | - | 2 | 1 | |
| **Total No. of Credits** | | | | | | | | | 29 | |
| Semester IV | | | | | | | | | | |
| **Course Code** | | **Course Title** | | | **Course Type** | **Credit** | | | Credit Units | |
|  | |  | | |  | L | T | PS/FW |  | |
| INS232 | | Liability Insurance | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS 245 | | Principles & Practices of Banking (Operations) – I | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS 224 | | Fundamentals of Life Insurance Underwriting | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS 222 | | Fire Insurance | | | Core Courses | 3 | 0 | 0 | 3 | |
| INS323 | | Anti Money Laundering and Know Your Customer | | | Core Courses | 3 | 0 | 0 | 3 | |
| MKTG201 | | Managing Customer Relationships | | | Core Courses | 3 | 0 | 0 | 3 | |
|  | | CASA Sales Manager | | | Specialization Elective Courses | 3 | 0 | 0- | 3 | |
| INS241 | | Banking Environment | | | Specialization Elective Courses | 3 | 0 | 0 | 3 | |
| INS244 | | Marketing Skills for Selling Insurance Products | | | Employability & Skill Enhancement Courses | 2 | 0 | 0 | 2 | |
| INS203 | | Banking and Financial Institution | | | Industry Specific Courses | 3 | 0 | 0 | 3 | |
| FREN144 | | Communicative French – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| GRMN112 | | Communicative German – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| SPAN112 | | Communicative Spanish – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| JPAN104 | | Communicative Japanese – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| CHIN104 | | Communicative Chinese – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| ARAB104 | | Communicative Arabic – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| RUSS104 | | Communicative Russian – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| SANS104 | | Communicative Sanskrit – I | | | Value Addition Courses | 2 | 0 | 0 | 2 | |
| BS208 | | Creativity for Team Excellence | | | Value Addition Courses | 2 | 0 | 2 | 3 | |
| **Total No. of Credits** | | | | | | | | | 31 | |
| Semester V | | | | | | | | | | |
| **Course Code** | | **Course Title** | **Course Type** | | | **Credit** | | | Credit Units | |
|  | |  |  | | | L | T | PS/FW |  | |
| INS242 | | Retail Management & Banking | Core Courses | | | 3 | 0 | 0 | 3 | |
| MKTG304 | | Principles of Consumer Behavior | Core Courses | | | 3 | 0 | 0 | 3 | |
| INS302 | | Introduction to Cargo Insurance | Specialization Elective Courses | | | 3 | 0 | 0 | 3 | |
| INS236 | | Foundation to Application of Life Insurance | Specialization Elective Courses | | | 3 | 0 | 0 | 3 | |
| INS 314 | | Commercial Banking | Specialization Elective Courses | | | 3 | 0 | 0 | 3 | |
| INS303 | | Introduction to Miscellaneous Insurance | Specialization Elective Courses | | | 3 | 0 | 0 | 3 | |
| INS223 | | Practice of Group Insurance and Retirement Benefits | Specialization Elective Courses | | | 3 | 0 | 0 | 3 | |
| INS324 | | Basics of Bank Credit | Industry Specific Courses | | | 3 | 0 | 0 | 3 | |
| FREN148 | | French Grammar – II | Value Addition Courses | | | 2 | 0 | 0 | 2 | |
| GRMN139 | | German Grammar – II | Value Addition Courses | | | 2 | 0 | 0 | 2 | |
| SPAN147 | | Spanish Grammar – II | Value Addition Courses | | | 2 | 0 | 0 | 2 | |
| JPAN119 | | Japanese Grammar – II | Value Addition Courses | | | 2 | 0 | 0 | 2 | |
| CHIN119 | | Chinese Grammar – II | Value Addition Courses | | | 2 | 0 | 0 | 2 | |
| ARAB117 | | Arabic Grammar – II | Value Addition Courses | | | 2 | 0 | 0 | 2 | |
| RUSS | | Russian Grammar – II | Value Addition Courses | | | 2 | 0 | 0 | 2 | |
| SANS | | Sanskrit Grammar – II | Value Addition Courses | | | 2 | 0 | 0 | 2 | |
| BS301 | | Group Dynamics & Team Building | Value Addition Courses | | | 1 | 0 | 0 | 1 | |
| BC301 | | Respective and Expressive Communication Skills | Value Addition Courses | | | 1 | 0 | 0 | 1 | |
| MSMN100 | | Minor Project | NTCC | | | 0 | 0 | 4 | 2 | |
| **Total No. of Credits** | | | | | | | | | 28 | |
| Semester VI | | | | | | | | | | |
| **Course Code** | | **Course Title** | | **Course Type** | | **Credit** | | | Credit Units | |
|  | |  | |  | | L | T | PS/FW |  | |
| INS327 | | Basics of Trade Finance | | Core Courses | | 3 | 0 | 0 | 3 | |
| INS243 | | Basics of Foreign Exchange | | Core Courses | | 3 | 0 | 0 | 3 | |
| INS304 | | Engineering Insurance | | Specialization Elective Courses | | 3 | 0 | 0 | 3 | |
| INS305 | | Basics of Reinsurance | | Specialization Elective Courses | | 3 | 0 | 0 | 3 | |
| INS326 | | Credit Card of Bankers | | Specialization Elective Courses | | 3 | 0 | 0 | 3 | |
| FREN115 | | French Written Expression & Comprehension – II | | Value Addition Courses | | 2 | 0 | 0 | 2 | |
| GRMN121 | | German Written Expression & Comprehension – II | | Value Addition Courses | | 2 | 0 | 0 | 2 | |
| SPAN121 | | Spanish Written Expression & Comprehension – II | | Value Addition Courses | | 2 | 0 | 0 | 2 | |
| JPAN111 | | Japanese Written Expression & Comprehension – II | | Value Addition Courses | | 2 | 0 | 0 | 2 | |
| CHIN111 | | Chinese Written Expression & Comprehension – II | | Value Addition Courses | | 2 | 0 | 0 | 2 | |
| ARAB111 | | Arabic Written Expression & Comprehension – II | | Value Addition Courses | | 2 | 0 | 0 | 2 | |
| RUSS111 | | Russian Written Expression & Comprehension – II | | Value Addition Courses | | 2 | 0 | 0 | 2 | |
| SANS111 | | Sanskrit Written Expression & Comprehension – II | | Value Addition Courses | | 2 | 0 | 0 | 2 | |
| MSDS100 | | Dissertation | | NTCC | |  | * - | 12 | 6 | |
| **Total No. of Credits** | | | | | | | | | 20 | |

**Total Credits for the Programme:** 162

**Minimum Credits Prescribed by the University:** 162

**Programme Learning Outcomes**

|  |  |
| --- | --- |
| Intended Learning Outcomes | |
| 1. | Recall and relate in real life situations |
| 2. | Analyze ,examine and fact finding |
| 3. | Evaluate Technologies. |
| 4. | Analyze , appraise and solve problems |
| 5. | Demonstrate and illustrate |
| 6. | Evaluate in real life scenario |
| 7. | Demonstrate global orientation |
| 8. | Value Support |
| 9. | Apply and demonstrate |
| 10. | Create and demonstrate in real life |
| 11. | Ethical and value based decisions |
| 12. | Demonstrate |

**Linkage of Programme Learning Outcomes and Programme Educational Objectives**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PEO1 | PEO2 | PEO3 | PEO4 | PEO5 | PEO6 | PEO7 | PEO8 |
| PLO1 | **√** |  |  |  |  |  |  | **√** |
| PLO2 | **√** | **√** | **√** |  |  |  |  |  |
| PLO3 |  | **√** | **√** |  |  |  |  |  |
| PLO4 | **√** | **√** |  | **√** |  | **√** |  |  |
| PLO5 |  |  |  | **√** | **√** |  |  |  |
| PLO6 |  |  |  | **√** |  | **√** |  | **√** |
| PLO7 |  | **√** |  |  | **√** | **√** |  |  |
| PLO8 |  |  |  |  |  | **√** | **√** |  |
| PLO9 |  | **√** |  | **√** |  | **√** |  |  |
| PLO10 | **√** |  |  |  |  |  |  | **√** |
| PLO11 | **√** |  |  | **√** |  |  |  |  |
| PLO12 | **√** |  |  |  |  |  |  |  |

**Annual Outcome Assessment Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| S.No. | **PLO** | **Direct** | **Indirect** |
| 1 | Recall and relate in real life situations | \*Comprehensive Exam | Student Exit Survey |
| 2 | Analyze , examine , and solve problems | Major Project (Rubrics) | Feedback of Industry Internship Guide |
| 3 | Evaluate Technologies | \*Comprehensive Exam | Student Exit Survey |
| 4 | Analyze , appraise and solve problems | \*Comprehensive Exam | Student Exit Survey |
| 5 | Demonstrate and illustrate | \*Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 6 | Evaluate in real life scenario | \* Behavioural Science Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 7 | Demonstrate global orientation | \*Seminars | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 8 | Value support | Presentation | Feedback of Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| 9 | Apply and demonstrate | \*Employability & Entrepreneurship ( Rubrics) | Student Exit Survey |
| \* Comprehensive Exam | Alumni Survey |
| 10 | Create and Demonstrate in real life | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| 11 | Ethical and value based decisions | Case Studies |  |
| 12 | Demonstrate | Industry Visits | Viva Voce |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Assessment/PLO** | **PLO1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** | **PLO 7** | **PLO 8** | **PLO 9** | **PLO 10** |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Direct** | Comprehensive examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper , Presentations) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | Viva Voce |  |  |  |  | **√** |  |  |  |  |  |
|  | Internship |  | **√** | **√** | **√** |  |  |  |  |  |  |
|  | Plagiarism check |  |  |  |  |  | **√** |  | **√** |  |  |
|  | Rubrics |  |  |  |  |  |  |  |  |  |  |
| **Indirect** | Exit interviews | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | External Reviewers |  | **√** | **√** | **√** |  |  |  |  | **√** | **√** |
|  | Alumni surveys | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Programme Operational Outcomes Matrix** | | | | | | |  |  |  |  |  |  |  |
| **Assessment/POO`s** | **POO 1** | **POO 2** | **POO 3** | **POO 4** | **POO 5** | **POO 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** |
| Placement records of graduates |  | **√** | **√** |  |  | **√** |  | **√** |  | **√** | **√** |  |  |
| Faculty and Staff Performance Reviews |  | **√** |  | **√** |  |  |  |  | **√** | **√** |  | **√** | **√** |
| Curriculum/Program Reviews | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  |
| Student Satisfaction Surveys | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
| Alumni/Employer Surveys | **√** | **√** | **√** | **√** |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
| Course Evaluations | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  |
| Strategic Plan Performance (achievement of goals and objectives) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |

**Role and Competency Matrix:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Management Trainee** | **Marketing Executive** | **Customer Relationship manager** | **Trainee** | **Client Servicing** | **Research Associate** |
| **Management Knowledge** | Intermediate | Intermediate | Basic | Advanced | Basic | Intermediate |
| **Research Literacy and Enquiry** | Basic | Basic | Basic | Basic | Basic | Basic |
| **Information and Digital Literacy** | Basic | Basic | Basic | Basic | Basic | Basic |
| **Problem Solving & Decision Making** | Basic | Basic | Advanced | Intermediate | Basic | Intermediate |
| **Business Communication Skill** | Expert | Expert | Expert | Expert | Expert | Expert |
| **Team work, Leadership and Behavior Skills** | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| **Global Outlook** | Elementary | Elementary | Elementary | Elementary | Elementary | Elementary |
| **Ethics & Professional Conduct** | Advanced | Advanced | Advanced | Advanced | Advanced | Advanced |
| **Employability and Entrepreneurship Skill** | Intermediate | Intermediate | Basic | Basic | Basic | Intermediate |
| **Lifelong Learning** | Advanced | Advanced | Intermediate | Advanced | Intermediate | Advanced |

**Employability of Graduands**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Management Trainee** | **Marketing Executive** | **Customer Relationship manager** | **Trainee** | **Client Servicing** | **Research Associate** |
| Consultancy firms | **√** |  | **√** | **√** | **√** |  |
| Retail | **√** | **√** | **√** | **√** |  |  |
| Hospitality | **√** | **√** | **√** |  |  |  |
| Healthcare | **√** | **√** | **√** |  |  |  |
| Information & Communication Technology | **√** | **√** |  | **√** |  |  |
| Knowledge Management |  |  |  |  |  | **√** |
| HR, Recruitment, Training & Placement Consultant | **√** |  |  | **√** |  |  |

**Appendix b.9**

**Institution:** Amity Insurance Banking and Actuarial Science (ASIBAS )

**Programme Title: B.Sc Actuarial Sceince**

**Duration of the program (in yrs):** 3 **Level – UG**

**Semesters:** 6

**Programme Mission:**

To provide education in actuarial Science and applied area to develop them as an excellent professionals as well as good human beings.

**Programme Description :**It is a comprehensive Bachelors Dual Degree programme of SIX semesters in Actuarial Science – a life line of insurance industry that trains students to achieve required understanding of essential tools used by an actuary. They will also be able to work in Risk Management and Analytics. The programme covers essential learning of mathematical tools, statistical and economic models, investments and financial decision methodology. The student goes through the ground work in life and general (fire, motor, marine, pension, health etc.) insurance

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No.** | **Institutional Graduate Attributes** | **Programme Attributes** | **Indicators (Bachelors of Business Administration)** |
| **1** | **Management and domain knowledge of insurance , banking and Actuarial Science** | **Organizational and management skills including planning in Insurance and Banking sector** | Recall and relate in real life situations |
| **2** | **Research orientation in insurance , banking and actuarial science** | **Documentation of data, analysis and creating options for financial planning in insurance and banking sector** | Analyze , examine and fact finding |
| **3** | **Digital literacy in accessing and managing information** | **Digital literacy for managing information** | Evaluate technologies |
| **4** | **Understanding and solving problems for optimum solutions** | **Understanding problems, generating multiple alternatives and creating op** | Analyze , appraise , and solve problems |
| **5** | **Proactive and effective business communication** | **Pro-active verbal and non-verbal written communication with listening and social networking** | Demonstrate and global orientation |
| **6** | **Effective leadership qualities and learning skills** | **Leadership orientation and interpersonal skills** | Evaluate in real life scenario |
| **7** | **Appraise effectively local , national and international business communication** | **International issues** | Apply and demonstrate |
| **8** | **Honesty , integrity , fairness in professional life** | **Human values based on honesty , fairness and empathy in professional life** | Value support |
| **9** | **Domain expertise to lead the toentrepreurship** | **Organsingself employment in in insurance , banking sector** | Apply and demonstrate |
| **10** | **Life Long learning orientation to develop new skills** | **Learning orientation creativity and out of box thinking** | Create and demonstrate in real life |
| **11** | **Decision based on appraisal of complex issues in insurance , banking and actuarial science** | **Capacity to apprise , analyze , and synthesize alternatives for optimum decisions** | Ethical and value based decisions |
| **12** | **Develop social and organizational networking skills** | **Social and networking skills** | Demonstrate |

**Programme Educational Goals**

|  |  |  |
| --- | --- | --- |
| **Educational Goals** | | |
| 1. | 1. Familiarizing students with principles and practice of actuarial science.. |
| 2. | 2. Students will understand practices in vogue and in banks |
| 3. | 3. Students will learn legal basis of insurance banking contracts |
| 4. | 4. Students will understand the processes in vogue to redress grievances of customers in actuarial science schemes. |
| 5. | 5. To familiarize the students with knowledge of operational process and practices in actuarial science. |
| 6. | 6. To equip the students with the knowledge of banking and insurance principles and practices - Operations and Business Development and make them ready for the industry fit.. |
| 7. | 7. Main focus is is to equip the students with various corporates in India and abroad and to improve personality development to make the young students corporate professional leaders of |
| 8. | 8. Along with the curriculum the students will be trained on case studies from the industry and real examples to handle situations so to improve their business decision making skills like Problem solving , communication skills and result oriented positive attitude |

**Programme Operational Objectives:**

|  |  |
| --- | --- |
| **Operational Goals** | |
| 1. | The BSC Actuarial Science Programme intends to achieve distinction in academic delivery and teaching processes. |
| 2. | The BSC Actuarial Science Programme facilitate an atmosphere that promotes overall development of students in insurance and banking knowledge. |
| 3. | The BSC Actuarial Science Programme will encourage intellectual growth of faculty through innovation and research in financials sector. |
| 4. | The BSC Actuarial Science Programme will aid in nurturing of core values of university and ethical conduct amongst its students, faculty and staff. |
| 5. | The BSC Actuarial Science Programme will foster cultural empathy and a sense of social and environmental responsibility. |
| 6. | The BSC Actuarial Science Programme will offer abundant opportunities for international exposure to its faculty and students. |
| 7. | The BSC Actuarial Science will endeavor towards persistent enhancement of processes and systems and aim to attain national and international accreditations and university rankings. |
| 8. | The BSC Actuarial Science Programme will strengthen its bond with the insurance and banking industry through collaborative interactions with alumni networks and industry experts. |
| 9. | The BSC Actuarial Science Programme will facilitate students in pursuing their further studies in insurance and banking management or obtain employment as per their merit or create their own business ventures. |
| 10. | The BSC Actuarial Science Programme will facilitate good governance in discharge of responsibilities and execution of policies and programs. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester I** | | | | | | | |
| **Course Code** | **Course Title** | | **Course Type** | **Credit** | | | **Credit Units** |
|  |  | |  | L | T | PS/FW |  |
| MATH106 | Mathematical Functions | | Core Courses | 3 | 0 | 0 | 3 |
| STAT106 | Probability & Statistical Methods-I | | Core Courses | 3 | 0 | 0 | 3 |
| ACCT219 | Actuarial Economic Models-I | | Core Courses | 2 | 0 | 0 | 2 |
| INS105 | Life Insurance-I | | Allied Courses | 3 | 0 | 0 | 3 |
| INS102 | General Insurance-I | | Allied Courses | 3 | 0 | 0 | 3 |
| EVS101 | Environmental Studies | | Allied Courses | 2 | 0 | 4 | 4 |
| FREN101 | Introduction To Francophone Culture | | Value Addition Courses | 2 | 0 | 0 | 2 |
| GRMN101 | German Introduction To German Culture | | Value Addition Courses | 2 | 0 | 0 | 2 |
| SPAN102 | Introduction To Hispanic World | | Value Addition Courses | 2 | 0 | 0 | 2 |
| JPAN101 | Introduction To Japanese Culture | | Value Addition Courses | 2 | 0 | 0 | 2 |
| CHIN101 | Introduction To Chinese Culture | | Value Addition Courses | 2 | 0 | 0 | 2 |
| ARAB101 | Introduction To Arabic Culture | | Value Addition Courses | 2 | 0 | 0 | 2 |
| RUSS101 | Introduction To Russian Culture | | Value Addition Courses | 2 | 0 | 0 | 2 |
| SANS101 | Introduction To Vedic Culture | | Value Addition Courses | 2 | 0 | 0 | 2 |
| ENG101 | English Language Usage Essentials | | Value Addition Courses | 1 | 0 | 0 | 1 |
| BS101 | Understanding Self for Effectiveness | | Value Addition Courses | 1 | 0 | 0 | 1 |
| **Total No. of Credits** | | | | | | | **22** |
|  | | | | | | |  |
| **Semester II** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | | **Credit** | | | **Credit Units** |
|  |  |  | | L | T | PS/FW |  |
| STAT107 | Probability & Statistical Methods-II | Core Courses | | 3 | 0 | 0 | 3 |
| STAT117 | Actuarial Application in I.T.-I | Core Courses | | 2 | 0 | 2 | 3 |
| MATH  136 | Methods of Applied Mathematics | Core Courses | | 3 | 0 | 0 | 3 |
| INS212 | Awareness of Motor Insurance | Humanities, Social Sciences & Management | | 2 | 0 | 0 | 2 |
| ACCT322 | Actuarial Economic Models-II | Humanities, Social Sciences & Management | | 2 | 0 | 0 | 2 |
| INS104 | Life Insurance-II | Allied Courses | | 3 | 0 | 0 | 3 |
| INS102 | General Insurance-II | Allied Courses | | 3 | 0 | 0 | 3 |
| FREN104 | French Grammar – I | Value Addition Courses | | 2 | 0 | 0 | 2 |
| GRMN104 | German Grammar – I | Value Addition Courses | | 2 | 0 | 0 | 2 |
| SPAN103 | Spanish Grammar – I | Value Addition Courses | | 2 | 0 | 0 | 2 |
| JPAN102 | Japanese Grammar – I | Value Addition Courses | | 2 | 0 | 0 | 2 |
| CHIN102 | Chinese Grammar – I | Value Addition Courses | | 2 | 0 | 0 | 2 |
| ARAB102 | Arabic Grammar – I | Value Addition Courses | | 2 | 0 | 0 | 2 |
| RUSS102 | Russian Grammar – I | Value Addition Courses | | 2 | 0 | 0 | 2 |
| SANS102 | Sanskrit Grammar – I | Value Addition Courses | | 2 | 0 | 0 | 2 |
| ENG111 | Introduction to Communication Skills | Value Addition Courses | | 1 | 0 | 0 | 1 |
| BS102 | Individual Society & Nation | Value Addition Courses | | 1 | 0 | 0 | 1 |
| **Total No. of Credits** | | | | | | | **23** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester III** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | PS/FW |  |
| STAT206 | Probability & Statistical Methods-III | Core Courses | 3 | 0 | 0 | 3 |
| STAT207 | Actuarial Application in I.T.-II | Core Courses | 2 | 0 | 2 | 3 |
| ACCT218 | Actuarial Accounting-I | Core Courses | 3 | 0 | 0 | 3 |
| MATH226 | Time Value of Money | Core Courses | 3 | 0 | 0 | 3 |
| INS202 | Introduction to Health Insurance | Allied Courses | 3 | 0 | 0 | 3 |
| MATH116 | Application of Calculus in Actuarial Science | Allied Courses | 3 | 0 | 0 | 3 |
| BMCFISR101 | Independent Study& Research-I | NTCC |  | - | 4 | 2 |
| FREN147 | French Written Expression & Comprehension – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| GRMN138 | German Written Expression & Comprehension – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| SPAN146 | Spanish Written Expression & Comprehension – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| JPAN118 | Japanese Written Expression & Comprehension – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| CHIN118 | Chinese Written Expression & Comprehension – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| ARAB119 | Arabic Written Expression & Comprehension – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| RUSS118 | Russian Written Expression & Comprehension – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| SANS118 | Sanskrit Written Expression & Comprehension – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| BC206 | Communication Skills-II | Value Addition Courses | 2 | 0 | 2 | 3 |
| **Total No. of Credits** | | | | | | **25** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester IV** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | PS/FW |  |
| STAT641 | Probability & Statistical Methods-IV | Core Courses | 3 | 0 | 0 | 3 |
| ACCT220 | Actuarial Accounting-II | Core Courses | 3 | 0 | 0 | 3 |
| MATH216 | Investment Project Appraisal | Core Courses | 3 | 0 | 0 | 3 |
| INS224 | Fundamental of Life Insurance Underwriting | Specialized Elective Course | 3 | 0 | 9 | 3 |
| STAT227 | Actuarial Application in I.T.-III | Specialized Elective Course | 2 | 0 | 2 | 3 |
| ACCT217 | Principles of Finance | Specialized Elective Course | 3 | 0 | 0 | 3 |
| INS232 | Liability Insurance | Humanities, Social Sciences & Management | 3 | 0 | 0 | 3 |
| FREN144 | Communicative French – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| GRMN112 | Communicative German – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| SPAN112 | Communicative Spanish – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| JPAN104 | Communicative Japanese – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| CHIN104 | Communicative Chinese – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| ARAB104 | Communicative Arabic – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| RUSS104 | Communicative Russian – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| SANS104 | Communicative Sanskrit – I | Value Addition Courses | 2 | 0 | 0 | 2 |
| BS208 | Creativity for Team Excellence | Value Addition Courses | 2 | 0 | 2 | 3 |
| **Total No. of Credits** | | | | | | **26** |
| **Semester V** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | PS/FW |  |
| MATH332 | Basic Principles of Actuarial Modeling-I | Core Courses | 3 | 0 | 0 | 3 |
| MATH328 | Life Insurance Actuarial Mathematics | Core Courses | 3 | 0 | 0 | 3 |
| MATH329 | Non-Life Actuarial Mathematics | Core Courses | 3 | 0 | 0 | 3 |
| STAT319 | Actuarial Application in I.T.-IV | Domain Electives Courses | 1 | 0 | 2 | 2 |
| STAT316 | Hypothesis Testing & Inference | Domain Electives Courses | 3 | 0 | 0 | 3 |
| INS223 | Practice of Group Insurance & Retirement Benefits | Specialisation Electives Courses | 3 | 0 | 0 | 3 |
| BMCFISR102 | Independent Study& Research-II | NTCC |  |  | 4 | 2 |
| FREN148 | French Grammar – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| GRMN139 | German Grammar – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| SPAN147 | Spanish Grammar – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| JPAN119 | Japanese Grammar – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| CHIN119 | Chinese Grammar – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| ARAB117 | Arabic Grammar – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| RUSS | Russian Grammar – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| SANS | Sanskrit Grammar – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| **Total No. of Credits** | | | | | | **24** |
| **Semester VI** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | PS/FW |  |
| MATH333 | Basic Principles of Actuarial Modeling-II | Specialization Elective Courses | 3 | 0 | 0 | 3 |
| INS722 | Basics of Reinsurance | Specialization Elective Courses | 3 | 0 | 0 | 3 |
| STAT317 | Actuarial Estimation for Non-Life Companies | Specialization Elective Courses | 3 | 0 | 0 | 3 |
| MATH330 | Profit testing & Policyholder Analysis in Life Insurance | Specialization Elective Courses | 3 | 0 | 0 | 3 |
| MATH  316 | Life Contingency Mathematics | Specialization Elective Courses | 3 | 0 | 0 | 3 |
| STAT320 | Big Data Expert | Domain Elective Courses | 1 | 2 | 0 | 2 |
| MSDS100 | Dissertation | NTCC |  |  | 12 | 6 |
| FREN115 | French Written Expression &Comprehension – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| GRMN121 | German Written Expression & Comprehension – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| SPAN121 | Spanish Written Expression & Comprehension – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| JPAN111 | Japanese Written Expression & Comprehension – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| CHIN111 | Chinese Written Expression & Comprehension – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| ARAB111 | Arabic Written Expression & Comprehension – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| RUSS111 | Russian Written Expression & Comprehension – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| SANS111 | Sanskrit Written Expression & Comprehension – II | Value Addition Courses | 2 | 0 | 0 | 2 |
| **Total No. of Credits** | | | | | | **20** |

**Total Credits for the Programme: 142**

**Minimum Credits Prescribed by the University: 142**

**Programme Learning Outcomes**

|  |  |
| --- | --- |
| Intended Learning Outcomes | |
| 1. | Recall and relate in real life situations |
| 2. | Analyze ,examine and fact finding |
| 3. | Evaluate Technologies. |
| 4. | Analyze , appraise and solve problems |
| 5. | Demonstrate and illustrate |
| 6. | Evaluate in real life scenario |
| 7. | Demonstrate global orientation |
| 8. | Value Support |
| 9. | Apply and demonstrate |
| 10. | Create and demonstrate in real life |
| 11. | Ethical and value based decisions |
| 12. | Demonstrate |

**Linkage of Programme Learning Outcomes and Programme Educational Objectives**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | PEO1 | PEO2 | PEO3 | PEO4 | PEO5 | PEO6 | PEO7 | PEO8 |
| PLO1 | **√** |  |  |  |  |  |  | **√** |
| PLO2 | **√** | **√** | **√** |  |  |  |  |  |
| PLO3 |  | **√** | **√** |  |  |  |  |  |
| PLO4 | **√** | **√** |  | **√** |  | **√** |  |  |
| PLO5 |  |  |  | **√** | **√** |  |  |  |
| PLO6 |  |  |  | **√** |  | **√** |  | **√** |
| PLO7 |  | **√** |  |  | **√** | **√** |  |  |
| PLO8 |  |  |  |  |  | **√** | **√** |  |
| PLO9 |  | **√** |  | **√** |  | **√** |  |  |
| PLO10 | **√** |  |  |  |  |  |  | **√** |
| PLO11 | **√** |  |  | **√** |  |  |  |  |
| PLO12 | **√** |  |  |  |  |  |  |  |

**Annual Outcome Assessment Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| S.No. | **PLO** | **Direct** | **Indirect** |
| 1 | Recall and relate in real life situations | \*Comprehensive Exam | Student Exit Survey |
| 2 | Analyze , examine , and solve problems | Major Project (Rubrics) | Feedback of Industry Internship Guide |
| 3 | Evaluate Technologies | \*Comprehensive Exam | Student Exit Survey |
| 4 | Analyze , appraise and solve problems | \*Comprehensive Exam | Student Exit Survey |
| 5 | Demonstrate and illustrate | \*Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 6 | Evaluate in real life scenario | \* Behavioural Science Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 7 | Demonstrate global orientation | \*Seminars | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| 8 | Value support | Presentation | Feedback of Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| 9 | Apply and demonstrate | \*Employability & Entrepreneurship ( Rubrics) | Student Exit Survey |
| \* Comprehensive Exam | Alumni Survey |
| 10 | Create and Demonstrate in real life | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| 11 | Ethical and value based decisions | Case Studies |  |
| 12 | Demonstrate | Industry Visits | Viva Voc |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Assessment/PLO** | **PLO1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** | **PLO 7** | **PLO 8** | **PLO 9** | **PLO 10** |
|  |  |  |  |  |  |  |  |  |  |  |  |
| **Direct** | Comprehensive examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper , Presentations) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | Viva Voce |  |  |  |  | **√** |  |  |  |  |  |
|  | Internship |  | **√** | **√** | **√** |  |  |  |  |  |  |
|  | Plagiarism check |  |  |  |  |  | **√** |  | **√** |  |  |
|  | Rubrics |  |  |  |  |  |  |  |  |  |  |
| **Indirect** | Exit interviews | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | External Reviewers |  | **√** | **√** | **√** |  |  |  |  | **√** | **√** |
|  | Alumni surveys | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Programme Operational Outcomes Matrix** | | | | | | |  |  |  |  |  |  |  |
| **Assessment/POO`s** | **POO 1** | **POO 2** | **POO 3** | **POO 4** | **POO 5** | **POO 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** |
| Placement records of graduates |  | **√** | **√** |  |  | **√** |  | **√** |  | **√** | **√** |  |  |
| Faculty and Staff Performance Reviews |  | **√** |  | **√** |  |  |  |  | **√** | **√** |  | **√** | **√** |
| Curriculum/Program Reviews | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  |
| Student Satisfaction Surveys | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
| Alumni/Employer Surveys | **√** | **√** | **√** | **√** |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
| Course Evaluations | **√** | **√** | **√** |  |  |  |  |  |  |  |  |  |  |
| Strategic Plan Performance (achievement of goals and objectives) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |

**Role and Competency Matrix:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Management Trainee** | **Marketing Executive** | **Customer Relationship manager** | **Trainee** | **Client Servicing** | **Research Associate** |
| **Management Knowledge** | Intermediate | Intermediate | Basic | Advanced | Basic | Intermediate |
| **Research Literacy and Enquiry** | Basic | Basic | Basic | Basic | Basic | Basic |
| **Information and Digital Literacy** | Basic | Basic | Basic | Basic | Basic | Basic |
| **Problem Solving & Decision Making** | Basic | Basic | Advanced | Intermediate | Basic | Intermediate |
| **Business Communication Skill** | Expert | Expert | Expert | Expert | Expert | Expert |
| **Team work, Leadership and Behavior Skills** | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| **Global Outlook** | Elementary | Elementary | Elementary | Elementary | Elementary | Elementary |
| **Ethics & Professional Conduct** | Advanced | Advanced | Advanced | Advanced | Advanced | Advanced |
| **Employability and Entrepreneurship Skill** | Intermediate | Intermediate | Basic | Basic | Basic | Intermediate |
| **Lifelong Learning** | Advanced | Advanced | Intermediate | Advanced | Intermediate | Advanced |

**Employability of Graduands**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Management Trainee** | **Marketing Executive** | **Customer Relationship manager** | **Trainee** | **Client Servicing** | **Research Associate** |
| Consultancy firms | **√** |  | **√** | **√** | **√** |  |
| Retail | **√** | **√** | **√** | **√** |  |  |
| Hospitality | **√** | **√** | **√** |  |  |  |
| Healthcare | **√** | **√** | **√** |  |  |  |
| Information & Communication Technology | **√** | **√** |  | **√** |  |  |
| Knowledge Management |  |  |  |  |  | **√** |
| HR, Recruitment, Training & Placement Consultant | **√** |  |  | **√** |  |  |

### Appendix – b.10

**Institution: Amity College of Commerce & Finance Programme Title: Bachelors of Commerce (Honors) Level –: UG**

### Duration of the program (in yrs): 3 Years No. of Semesters: 6 Programme Mission:

To develop all round personality of Commerce & Finance students by making them not just excellent professionals but also good individuals with understanding of commerce & finance and inculcating human values and yearning for perfection in globalized business world.

### Programme Description:

Bachelor of Commerce (B.Com) is a three-year under-graduate course modeled to offer the student with a number of management skills and at the same time also building in them proficiently in a specific area. The Bachelor of Commerce is a career-oriented degree which provides a foundation in all aspects of commerce. Studying the general commerce subjects prepares graduates for a wide range of careers in the business world. B.Com at Amity is designed to provide the student with a wide range of managerial skills while at the same time building competence in the field of Commerce & Finance.

The program at Amity prepares the individual for the modern financial and accounting field. Some of the career options include business management, business development, accounting, marketing and advertising, banking, management consulting, economic analysis, financial planning, foreign affairs, fund management, international business and trade analysis, government administration, policy formulation, portfolio management in the private and public sectors.

|  |  |  |  |
| --- | --- | --- | --- |
| Sl.No | Institution Graduate Attributes | Programme Graduate  Attributes | Indicators |
| 1 | Knowledge and expertise of accounting, finance and business management | Knowledge and  expertise of  accounting, finance and business management | The student will able to demonstrate an in- depth knowledge of accounting, finance, auditing, management and learn to apply the concepts, theories, techniques, regulation & advancements in the field of accounting & finance in national & international business  environment. |
| 2 | Research literacy and learning skills | Research literacy and learning skills | The student will be  able to comprehend the basic concepts of |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | mathematical,  statistical and research tools using data analysis / financial models and  computerized accounting system. |
| 3 | Leveraging information technology | Leveraging  information technology | The student will able  to understand the usage & application of digital tools and comprehend financial networks in  competitive business environment |
| 4 | Problem Solving | Problem Solving | The student will able  to exhibit creativity, independent thinking, generate new business ideas, plans, strategies etc. to respond effectively to various business scenarios. |
| 5 | Effective Business Communication | Effective Business  Communication | The student will be  able to apply  managerial skills, communicate proficiently in oral, written presentation and listening skills in  global environment. |
| 6 | Leadership & behavioral skills | Leadership &  behavioral skills | The student will able  to exhibit  management, team building & leadership skills to encourage individual thinking to become a successful accounting and finance professional. |
| 7 | Accounting, financial & managerial professional | Accounting, financial & managerial professional | Student will be able to understand global trade, tax and legal issues in order to recognize opportunities worldwide by  applying different forms of  communication in cultural diversity |

|  |  |  |  |
| --- | --- | --- | --- |
| 8 | Ethics & Professional conduct | Ethics & Professional  Conduct | The student will able  to exhibit ethical values &  considerations in accounts, finance,  investment dealings and decisions. |
| 9 | Employability & Entrepreneurship  skills | Employability &  Entrepreneurship skills | The student will be  able to develop large and small profit and non-profit organization by setting high standards and enhance skills for commercial and financial  management. |
| 10 | Life Long Learning | Life Long Learning | The student will able  to understand the significance of learning, self- initiative and self- directedness to recognize the need for life-long learning for productive employment. |
| 11 | Decision Making | Decision Making | Student will be able  to demonstrate rigorous and independent thinking and encourage  participatory decision making in teams |
| 12 | Networking Skills | Networking Skills | Student will be able  to understand the importance of  networks in  competitive business |

### Programme Educational Objectives/Goals:

* 1. Students will demonstrate experiential knowledge of the application of accounting, financial management, taxation, and financial investment analysis in their professional work setting.
  2. Students will integrate theory and practice, as well as expertise across functional areas in making effective decisions by understanding the concepts, theories, techniques, regulations & advancements in the field of accounting & finance and financial investment management.
  3. Students will comprehend the basic concept of mathematical, statistical and research tools to solve business problems using computerized accounting system and data analysis.
  4. Students will identify the industry perspective for of accounting and financial investment analysis - when and how to use assertiveness and influential skills
  5. Students will apply networking and effective communication skills in competitive businesses to negotiate financial, financial investment and management deals.
  6. Students will develop positive perspectives and skills to inculcate creativity and life-long learning to strategize and plan for business development.
  7. Students will act ethically in business activities.
  8. Student will apply decision making techniques in general business practices involving accounting and financial investment.

### Programme Operational Objectives

1. This program intends to provide educational excellence in academic delivery
2. This program will facilitate an academically conducive environment for holistic development of students
3. This program will facilitate cultivation of core values of the university and ethical conduct amongst students.
4. This program will encourage cultural diversity and a sense of social and environmental responsibility.
5. This program will provide ample opportunities for international exposure to students.
6. This program will provide conducive learning environment preparing the student for higher learning in national and international universities. This program will provide life-long learning to the under-graduate students.

**Programme Structure as per prescribed programme framework**

**SEMESTER – I**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | | | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |  |
| 1 | ACCT103 | Financial Accounting - I | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | ECON125 | Micro Economics | CC | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| 3 | EVS103 | Environmental Studies - I | CC | 1 | 0 | 0 | 0 | 2 | 0 | 2 |
| 4 | LAW211 | Mercantile Law | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | MGMT101 | Management Foundation | CC | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
| 6 | QAM102 | Business Mathematics I | CC | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
|  |  | CS |  | 1 |  |  |  |  |  | 1 |
|  |  | BS | VAC | 1 |  |  |  |  |  | 1 |
|  |  | FBL |  | 2 |  |  |  |  |  | 2 |
|  |  |  | TOTAL | | | | | | | 22 |

**SEMESTER – II**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT113 | Financial Accounting - II | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | ECON135 | Macroeconomics | CC | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| 3 | EVS102 | Environmental Studies - II | CC | 1 | 0 | 0 | 0 | 2 | 0 | 2 |
| 4 | IB204 | Understanding International Business Management | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | LAW201 | Fundamentals of Corporate Law | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | QAM104 | Business Mathematics II | CC | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
|  |  | CS |  | 1 |  |  |  |  |  | 1 |
|  |  | BS | VAC | 1 |  |  |  |  |  | 1 |
|  |  | FBL |  | 2 |  |  |  |  |  | 2 |
|  |  |  |  | TOTAL | | | | | | 22 |

## SEMESTER – III

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT203 | Corporate Accounting - I | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | ACCT204 | Direct Tax - I | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | ACCT211 | Cost Accounting | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 4 | CSIT105 | E - Commerce | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | FIBA202 | Financial Services | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | QAM103 | Business Statistics | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | MSCR100 | Company Report(UG) Guidelines | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| 8 | HR201 | Fundamentals of Human Resource Management | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 9 | MKTG101 | Principles of Marketing | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
|  |  | CS |  | 1 |  |  |  |  |  | 3 |
|  |  | FBL |  | 2 |  |  |  |  |  | 2 |
|  |  |  |  |  | Total | | | | | 27 |

**SEMESTER - IV**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT212 | Auditing | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | ACCT213 | Direct Tax - II | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | ACCT214 | Corporate Accounting - II | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 4 | ACCT315 | Management Accounting | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | QAM202 | Research Methodology | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | ENTR301 | Fundamentals of Entrepreneurship | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | HR101 | Understanding Organizational Behavior | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | MKTG304 | Principles of Consumer Behaviour | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
|  |  | BS |  | 1 |  |  |  |  |  | 3 |
|  |  | FBL |  | 2 |  |  |  |  |  | 2 |
|  |  | Open Elective | OE |  |  |  |  |  |  | 1 |
|  |  |  |  | TOTAL | | | | | | 27 |

## SEMESTER – V

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT321 | Computerized Accounting System | SEC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | ECON201 | Indian Economy | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | ECON323 | Introduction to Econometrics | SEC | 3 | 1 | 0 | 0 | 0 | 0 | 4 |
| 4 | FIBA201 | Fundamentals of Financial Management | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | FIBA204 | Financial Reporting | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | HR303 | Fundamentals of Training and Development | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | MSSI100 | Summer Internship | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| 8 | POM201 | Fundamentals of Production and Operations Management | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 9 | QAM201 | Operations Research | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 | STRA302 | Business Policy and Strategic Management | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
|  |  | FBL |  |  |  |  |  |  |  | 2 |
|  |  |  |  | Total | | | | | | 26 |

**SEMESTER – VI**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT216 | Asset Liability Management | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 2 | ACCT502 | Corporate Tax Planning | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | CSIT204 | Management Information Systems | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | ECON311 | International Economics | SEC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | FIBA312 | Investment Analysis and Portfolio Management | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | FIBA322 | International Financial Management | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | HR304 | Compensation Management | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | HR312 | Understanding Leadership and Motivation in Organization | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 9 | MGMT304 | Ethics and Corporate Governance | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 | MKTG312 | International Marketing | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 11 | MSMJ100 | Major Project(UG) Guidelines | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
|  |  | Foreign Business Language | FBL |  |  |  |  |  |  | 2 |
|  |  | Professional Ethics | PE |  |  |  |  |  |  | 2 |
|  |  |  |  | Total | | | | | | 26 |

### Total Credits for the Programme: 152

**Programme Learning Outcomes (PLOs):**

1. The student will able to demonstrate an in-depth knowledge of accounting, finance, auditing, management and learn to apply the concepts, theories, techniques, regulation & advancements in the field of accounting & finance in national & international business environment.
2. The student will be able to comprehend the basic concepts of mathematical, statistical and research tools using data analysis / financial models and computerized accounting system.
3. The student will able to understand the usage & application of digital tools and comprehend financial networks in competitive business environment.
4. The student will able to exhibit creativity, independent thinking, generate new business ideas, plans, strategies etc. to respond effectively to various business scenarios.
5. The student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in global environment.
6. The student will able to exhibit management, team building & leadership skills to encourage individual thinking to become a successful accounting and finance professional.
7. Student will be able to understand global trade, tax and legal issues in order to recognize opportunities worldwide by applying different forms of communication in cultural diversity.
8. The student will able to exhibit ethical values & considerations in accounts, finance, investment dealings and decisions.
9. The student will be able to develop large and small profit and non-profit organization by setting high standards and enhance skills for commercial and financial management.
10. The student will able to understand the significance of learning, self-initiative and self- directedness to recognize the need for life-long learning for productive employment.
11. Student will be able to demonstrate rigorous and independent thinking and encourage participatory decision making in teams.
12. Student will be able to understand the importance of networks in competitive business.

### Linkage of PEO & PLOs:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PEOs**  **PLOs** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** | **PEO 6** | **PEO 7** | **PEO 8** |
| Programme Learning Outcome 1 | **√** |  |  |  |  |  |  |  |
| Programme Learning Outcome 2 |  |  | **√** |  |  |  |  |  |
| Programme Learning Outcome 3 |  |  |  | **√** |  |  |  |  |
| Programme Learning Outcome4 |  |  | **√** |  |  |  |  |  |
| Programme Learning Outcome 5 |  |  |  |  | **√** |  |  |  |
| Programme Learning Outcome 6 |  |  |  |  |  |  |  | **√** |
| Programme Learning Outcome 7 |  | **√** |  |  |  |  |  |  |
| Programme Learning Outcome 8 |  |  |  |  |  |  | **√** |  |
| Programme Learning Outcome 9 |  |  |  |  |  | **√** |  |  |
| Programme Learning Outcome10 |  |  |  |  |  | **√** |  |  |
| Programme Learning Outcome 11 |  |  |  |  |  |  |  | **√** |
| Programme Learning Outcome 12 |  |  |  |  | **√** |  |  |  |

**Annual Outcome Assessment Plan:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | **Direct** | **Indirect** |
| **A** | **Programme Learning Outcome** |  |  |
| **1** | The student will able to demonstrate an in-depth knowledge of accounting, finance, auditing, management and learn to apply the concepts, theories,  techniques, regulation & advancements in the field of accounting & finance in national & international business  environment. | Comprehensive Exam / Viva | Student Exit Survey |
| **2** | The student will be able to comprehend the basic concepts of mathematical, statistical and research tools using data analysis / financial models and computerized accounting system. | Comprehensive Exam | Dissertation feedback by internal and external viva panel |
| **3** | The student will able to understand the usage & application of digital tools and comprehend financial networks in  competitive business environment | Summer Internship | Feedback of Industry Internship Guide |
| **4** | The student will able to exhibit creativity, independent thinking, generate new business ideas, plans, strategies etc. to respond effectively to various business scenarios. | Internship | Student Exit Survey |
| **5** | The student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in global environment. | Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| **6** | The student will able to exhibit management, team building & leadership skills to encourage individual thinking to become a successful accounting and finance professional. | \* Behavioural Science Course Result analysis of all semesters, Journal of Success | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | \* Rubrics |  |
| \*Comprehensive  Exam |
| **7** | Student will be able to understand global trade, tax and legal issues in order to recognize opportunities worldwide by applying different forms of communication in cultural diversity | \*Foreign Business  Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive  Exam |
| **8** | The student will able to exhibit ethical values & considerations in accounts, finance, investment dealings and decisions. | Plagiarism check of dissertation | Feedback of Industry Internship Guide |
| **9** | The student will be able to develop large and small profit and non-profit organization by setting high standards and enhance skills for commercial and  financial management. | \* Quiz (rubrics) | Student Exit Survey |
| \*Comprehensive Exam |
| **10** | The student will able to understand the significance of learning, self-initiative and self-directedness to recognize the need for life-long learning for productive employment. | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| **11** | Student will be able to demonstrate rigorous and independent thinking and encourage participatory decision making in teams | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| **12** | Student will be able to understand the importance of networks in competitive business | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |

## Annual Outcome Assessment Plan

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Assessment/PLO** | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** | **PLO 7** | **PLO 8** | **PLO 9** | **PLO 10** | **PLO 11** | **PLO 12** |
| **Direct** | Comprehensive  examinations | **√** | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
|  | Summer Internship |  |  | **√** |  |  |  |  |  |  |  |  |  |
|  | Viva Voce | **√** |  |  |  |  |  |  |  | **√** |  |  |  |
|  | Practicum / Internship  evaluations |  |  | **√** |  |  |  |  |  |  |  |  |  |
|  | Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
|  | Scoring Rubrics |  |  |  |  | **√** | **√** |  |  | **√** | **√** | **√** | **√** |
|  | Thesis or  Dissertation Projects |  |  | **√** |  |  |  |  |  |  |  |  |  |
| **Indirect** | Exit interviews | **√** |  |  |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
|  | External Reviewers |  | **√** | **√** |  |  |  |  | **√** |  |  |  |  |

### Programme Operational Outcomes Matrix

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO`s** | **POO 1** | **POO 2** | **POO 3** | **POO 4** | **POO 5** | **POO 6** |
| Placement records of graduates | **√** |  | **√** | **√** |  | **√** |
| Faculty and Staff Performance  Reviews | **√** | **√** |  | **√** | **√** | **√** |
| Curriculum/Program Reviews | **√** | **√** |  | **√** |  | **√** |
| Student Satisfaction Surveys | **√** |  | **√** | **√** | **√** | **√** |
| Alumni/Employer Surveys | **√** |  |  | **√** |  | **√** |
| Course Evaluations | **√** | **√** |  | **√** |  | **√** |
| Benchmarking Studies (analyses  of comparisons with similar institutions) | **√** | **√** | **√** | **√** |  | **√** |
| Strategic Plan Performance (achievement of goals and  objectives) | **√** |  |  | **√** |  | **√** |

**Role & Competency Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job position/**  **Roles**  **Competencies/skills** | **Accountant** | **Accountant Support Specialist** | **Cash Accountant Administrator** | **Accountant (intern)** |
| **Problem Solving** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Effective Business Communication** | Intermediate | Intermediate | Advanced | Intermediate |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Leadership &**  **Behaviour Skills** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Accounting & Auditing**  **Professionals** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Ethics & Professional**  **Conduct** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Accounting & Auditing**  **Knowledge** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Research literacy &**  **Learning Skills** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Leveraging Information**  **Technology** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Employability &**  **Entrepreneurship** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Life Long Learning** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Decision Making** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Networking Skills** | Intermediate | Intermediate | Intermediate | Intermediate |

### Employability of Graduands (Specify Industry / Sector & Level):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Executive**  **– HR / IR** | **Management Trainee – HR**  **/Recruitment / Talent Acquisition** | **Associate Consultant**  **-HR** | **HR**  **Administr ator** | **HR**  **Analyst/Researc h Analyst** |
| **Automobiles** | **√** | **√** | **√** | **√** | **√** |
| **Manufacturing** | **√** | **√** | **√** | **√** | **√** |
| **FMCG** | **√** | **√** | **√** | **√** | **√** |
| **Consultancy Firms** | **√** | **√** | **√** | **√** | **√** |
| **Economic Afffairs, &**  **Taxation** | **√** | **√** | **√** | **√** | **√** |
| **HR Recruitment &**  **Placement** | **√** | **√** | **√** | **√** | **√** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Banking & Financial Services** | **√** | **√** | **√** | **√** | **√** |

**Appendix – b.11**

### Institution: Amity College of Commerce & Finance

**Programme Title: Bachelor of Commerce (Financial & Investment Analysis) Level –: UG**

### Duration of the program (in yrs): 3 Years No. of Semesters: 6 Programme Mission:

To develop all round personality of Commerce & Finance students by making them not just excellent professionals but also good individuals with understanding of commerce & finance and inculcating human values and yearning for perfection in globalized business world.

### Programme Description:

Bachelor of Commerce (F&IA) is a three-year under-graduate course modeled to offer the student with a number of management skills and at the same time also building in them proficiently in a specific area. The B.Com (F&IA) is a career-oriented degree which provides a foundation in all aspects of commerce. Studying the general commerce subjects prepares graduates for a wide range of careers in the business world. B.Com (F&IA) at Amity is designed to provide the student with a wide range of managerial skills while at the same time building competence in the field of Commerce & Finance investment analysis.

The program at Amity prepares the individual for the modern financial and accounting field. Some of the career options include business management, business development, accounting, marketing and advertising, banking, management consulting, economic analysis, financial planning, foreign affairs, fund management, international business and trade analysis, government administration, policy formulation, portfolio management in the private and public sectors.

|  |  |  |  |
| --- | --- | --- | --- |
| Sl.No | Institution Graduate  Attributes | Programme Graduate  Attributes | Indicators |
| 1 | Knowledge and expertise of accounting, finance and business management | Knowledge and expertise of accounting, finance and business management | The student will able to demonstrate an in-depth knowledge of accounting, finance, auditing, management and learn to apply the concepts, theories, techniques, regulation & advancements in the field of accounting & finance in national & international  business environment. |
| 2 | Research literacy and learning skills | Research literacy and learning skills | The student will be able to comprehend the basic concepts  of mathematical, statistical and research tools using data |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | analysis / financial models and  computerized accounting system. |
| 3 | Leveraging information  technology | Leveraging information  technology | The student will able to  understand the usage & application of digital tools and comprehend financial networks in competitive business environment |
| 4 | Problem Solving | Problem Solving | The student will able to exhibit  creativity, independent thinking, generate new business ideas, plans, strategies etc. to respond effectively to various business scenarios. |
| 5 | Effective Business  Communication | Effective Business  Communication | The student will be able to  apply managerial skills, communicate proficiently in oral, written presentation and listening skills in global environment. |
| 6 | Leadership & behavioral  skills | Leadership & behavioral  skills | The student will able to exhibit  management, team building & leadership skills to encourage individual thinking to become a successful accounting and finance professional. |
| 7 | Accounting, financial &  managerial professional | Accounting, financial &  managerial professional | Student will be able to  understand global trade, tax and legal issues in order to recognize opportunities worldwide by applying different forms of communication in cultural diversity |
| 8 | Ethics & Professional  conduct | Ethics & Professional  conduct | The student will able to exhibit  ethical values & considerations in accounts, finance, investment dealings and decisions. |
| 9 | Employability &  Entrepreneurship skills | Employability &  Entrepreneurship skills | The student will be able to  develop large and small profit and non-profit organization by setting high standards and enhance skills for commercial and financial management. |
| 10 | Life Long Learning | Life Long Learning | The student will able to understand the significance of learning, self-initiative and self-directedness to recognize  the need for life-long learning for productive employment. |

|  |  |  |  |
| --- | --- | --- | --- |
| 11 | Decision Making | Decision Making | Student will be able to  demonstrate rigorous and independent thinking and encourage participatory  decision making in teams |
| 12 | Networking Skills | Networking Skills | Student will be able to  understand the importance of networks in competitive business |

### Programme Educational Objectives/Goals:

* 1. Students will demonstrate experiential knowledge of the application of accounting, financial management, taxation, and financial investment analysis in their professional work setting.
  2. Students will integrate theory and practice, as well as expertise across functional areas in making effective decisions by understanding the concepts, theories, techniques, regulations & advancements in the field of accounting & finance and financial investment management.
  3. Students will comprehend the basic concept of mathematical, statistical and research tools to solve business problems using computerized accounting system and data analysis.
  4. Students will identify the industry perspective for of accounting and financial investment analysis - when and how to use assertiveness and influential skills
  5. Students will apply networking and effective communication skills in competitive businesses to negotiate financial, financial investment and management deals.
  6. Students will develop positive perspectives and skills to inculcate creativity and life-long learning to strategize and plan for business development.
  7. Students will act ethically in business activities.
  8. Student will apply decision making techniques in general business practices involving accounting and financial investment.

### Programme Operational Objectives

1. This program intends to provide educational excellence in academic delivery
2. This program will facilitate an academically conducive environment for holistic development of students
3. This program will facilitate cultivation of core values of the university and ethical conduct amongst students.
4. This program will encourage cultural diversity and a sense of social and environmental responsibility.
5. This program will provide ample opportunities for international exposure to students.
6. This program will provide conducive learning environment preparing the student for higher learning in national and international universities. This program will provide life-long learning to the under-graduate students.

### Programme Structure as per prescribed programme framework

**SEMESTER – I**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT201 | Basic Concepts of Financial Accounting | CC | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| 2 | ECON143 | Fundamentals of Economics for Managers | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 3 | EVS101 | Environmental Studies | CC | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 4 | MGMT101 | Management Foundation | CC | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
| 5 | QAM101 | Business Mathematics | CC | 4 | 0 | 0 | 0 | 0 | 0 | 4 |
|  |  | CS |  |  |  |  |  |  |  | 1 |
|  |  | BS |  |  |  |  |  |  |  | 1 |
|  |  | FBL |  |  |  |  |  |  |  | 2 |
|  |  |  |  |  | TOTAL | | | | | 22 |

### SEMESTER – II

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT205 | Cost and Management Accounting | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | CSIT105 | E - Commerce | CC | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
| 3 | FIBA324 | Trade Finance | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 4 | IB204 | Understanding International Business Management | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | LAW221 | Concepts of Legal Aspects of Business | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | QAM201 | Operations Research | CC | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
|  |  | CS |  |  |  |  |  |  |  | 1 |
|  |  | BS |  |  |  |  |  |  |  | 1 |
|  |  | FBL |  |  |  |  |  |  |  | 2 |
|  |  |  |  |  |  | TOTAL | | | | 22 |

**SEMESTER *–* III**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT302 | Fundamentals of Corporate Accounting | CC | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| 2 | FIBA201 | Fundamentals of Financial Management | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 3 | FIBA202 | Financial Services | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 4 | HR201 | Fundamentals of Human Resource Management | SEC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | MKTG101 | Principles of Marketing | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | MSCR100 | Company Report(UG) Guidelines | ntcc | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| 7 | POM203 | Fundamentals of Project Management | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | QAM103 | Business Statistics | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
|  |  | CS |  |  |  |  |  |  |  | 3 |
|  |  | FBL |  |  |  |  |  |  |  | 2 |
|  |  |  |  | TOTAL | | | | | | 24 |

### SEMESTER - IV

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT301 | Taxation : Policies and Principles | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | ENTR301 | Fundamentals of Entrepreneurship | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | FIBA204 | Financial Reporting | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | FIBA301 | Advance Corporate Finance | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | FIBA321 | Security Analysis | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | MKTG304 | Principles of Consumer Behaviour | SEC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | QAM202 | Research Methodology | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
|  |  | BS |  |  |  |  |  |  |  | 3 |
|  |  | FBL |  |  |  |  |  |  |  | 2 |
|  |  |  |  | TOTAL | | | | | | 23 |

**SEMESTER – V**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ECON323 | Introduction to Econometrics | SE | 3 | 1 | 0 | 0 | 0 | 0 | 4 |
| 2 | FIBA203 | Micro Finance | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | FIBA303 | Financial Derivatives | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 4 | FIBA314 | Fundamentals of Mutual Fund Management | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | FIBA315 | Portfolio Management | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | HR311 | Performance Appraisal and Potential Evaluation | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | MSSI100 | Summer Internship(UG) Guidelines | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 8 | STRA302 | Business Policy and Strategic Management | CC | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
|  |  | Foreign Business Language |  |  |  |  |  |  |  | 2 |
|  |  | Domain Elective |  |  |  |  |  |  |  | 3 |
|  |  | Professional Ethics |  |  |  |  |  |  |  | 2 |
|  |  |  |  |  |  |  |  |  |  | 27 |

### SEMESTER *–* VI

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT216 | Asset Liability Management | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 2 | ACCT502 | Corporate Tax Planning | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | CSIT204 | Management Information Systems | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | FIBA101 | Fundamentals of Indian Financial System | SE | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| 5 | FIBA302 | Fundamentals of Behavioural Finance | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | FIBA313 | Issue Management | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | FIBA322 | International Financial Management | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | HR312 | Understanding Leadership and Motivation in Organization | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 9 | MGMT304 | Ethics and Corporate Governance | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 | MKTG312 | International Marketing | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 11 | MSMJ100 | Major Project(UG) Guidelines | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 5 |
|  |  | FBL |  |  |  |  |  |  |  | 2 |
|  |  |  | TOTAL | | | | | | | 22 |

**Minimum Credits Prescribed For Programmes :**142

**Programme Learning Outcomes (PLOs):**

1. The student will able to demonstrate an in-depth knowledge of accounting, finance, management and investment analysis and learn to apply the concepts, theories, techniques, regulation & advancements in the field of finance in national & international business environment.
2. The student will be able to comprehend the basic concepts of mathematical, statistical and research tools using data analysis / financial models and computerized accounting system.
3. The student will able to understand the usage & application of digital tools and comprehend financial networks in competitive business environment.
4. The student will able to exhibit creativity, independent thinking, generate new business ideas, plans, strategies etc. to respond effectively to capital market scenarios
5. The student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in global environment.
6. The student will able to exhibit management, team building & leadership skills to encourage individual thinking to become a successful investment professional.
7. Student will be able to understand global trade, tax and legal issues in order to recognize opportunities worldwide by applying different forms of communication in cultural diversity.
8. The student will able to exhibit ethical values & considerations in finance, investment dealings and decisions.
9. The student will be able to develop large and small profit and non-profit organization by setting high standards and enhance skills for commercial and financial management.
10. The student will able to understand the significance of learning, self-initiative and self- directedness to recognize the need for life-long learning for productive employment.
11. Student will be able to demonstrate rigorous and independent thinking and encourage participatory decision making in teams.
12. Student will be able to understand the importance of networks in competitive business.

### Linkage of PEO & PLOs:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PEOs**  **PLOs** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** | **PEO 6** | **PEO 7** | **PEO 8** |
| Programme Learning Outcome 1 | **√** |  |  |  |  |  |  |  |
| Programme Learning Outcome 2 |  |  | **√** |  |  |  |  |  |
| Programme Learning Outcome 3 |  |  |  | **√** |  |  |  |  |
| Programme Learning Outcome4 |  |  | **√** |  |  |  |  |  |

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| Programme Learning Outcome 5 |  |  |  |  | **√** |  |  |  |
| Programme Learning Outcome 6 |  |  |  |  |  |  |  | **√** |
| Programme Learning Outcome 7 |  | **√** |  |  |  |  |  |  |
| Programme Learning Outcome 8 |  |  |  |  |  |  | **√** |  |
| Programme Learning Outcome 9 |  |  |  |  |  | **√** |  |  |
| Programme Learning Outcome10 |  |  |  |  |  | **√** |  |  |
| Programme Learning Outcome 11 |  |  |  |  |  |  |  | **√** |
| Programme Learning Outcome 12 |  |  |  |  | **√** |  |  |  |

**Annual Outcome Assessment Plan:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | **Direct** | **Indirect** |
| **A** | **Programme Learning Outcome** |  |  |
| **a.1** | The student will able to demonstrate an in- depth knowledge of accounting, finance, auditing, management and learn to apply the concepts, theories, techniques, regulation & advancements in the field of accounting & finance in national &  international business environment. | Comprehensive Exam / Viva | Student Exit Survey |
| **a.2** | The student will be able to comprehend the basic concepts of mathematical, statistical and research tools using data analysis / financial models and computerized accounting system. | Comprehensive Exam | Dissertation feedback by  internal and  external viva panel |
| **3** | The student will able to understand the usage & application of digital tools and comprehend financial networks in  competitive business environment | Summer Internship | Feedback of Industry Internship Guide |

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| **4** | The student will able to exhibit creativity, independent thinking, generate new business ideas, plans, strategies etc. to respond effectively to various business scenarios. | Internship | Student Exit Survey |
| **5** | The student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in global environment. | Business  Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive  Exam |
| **6** | The student will able to exhibit management, team building & leadership skills to encourage individual thinking to become a successful accounting and finance professional. | \* Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student Exit Survey |
| \* Rubrics |
| \*Comprehensive  Exam |
| **7** | Student will be able to understand global trade, tax and legal issues in order to recognize opportunities worldwide by applying different forms of communication in cultural diversity | \*Foreign Business  Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive  Exam |
| **8** | The student will able to exhibit ethical values & considerations in accounts, finance, investment dealings and decisions. | Plagiarism check of dissertation | Feedback of Industry Internship Guide |
| **9** | The student will be able to develop large and small profit and non-profit organization by | \* Quiz (rubrics) | Student Exit Survey |

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|  | setting high standards and enhance skills for commercial and financial management. | \*Comprehensive Exam |  |
| **10** | The student will able to understand the significance of learning, self-initiative and self- directedness to recognize the need for life-long learning for productive employment. | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| **11** | Student will be able to demonstrate rigorous and independent thinking and encourage participatory decision making in teams | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| **12** | Student will be able to understand the importance of networks in competitive business | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |

## Annual Outcome Assessment Plan

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Assessment/PLO** | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** | **PLO 7** | **PLO 8** | **PLO 9** | **PLO 10** | **PLO 11** | **PLO 12** |
| **Direct** | Comprehensive  examinations | **√** | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
|  | Summer Internship |  |  | **√** |  |  |  |  |  |  |  |  |  |
|  | Viva Voce | **√** |  |  |  |  |  |  |  | **√** |  |  |  |
|  | Practicum / Internship  evaluations |  |  | **√** |  |  |  |  |  |  |  |  |  |
|  | Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
|  | Scoring Rubrics |  |  |  |  | **√** | **√** |  |  | **√** | **√** | **√** | **√** |
|  | Thesis or  Dissertation Projects |  |  | **√** |  |  |  |  |  |  |  |  |  |
| **Indirect** | Exit interviews | **√** |  |  |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
|  | External Reviewers |  | **√** | **√** |  |  |  |  | **√** |  |  |  |  |

### Programme Operational Outcomes Matrix

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO`s** | **POO 1** | **POO 2** | **POO 3** | **POO 4** | **POO 5** | **POO 6** |
| Placement records of graduates | **√** |  | **√** | **√** |  | **√** |
| Faculty and Staff Performance | **√** | **√** |  | **√** | **√** | **√** |

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| --- | --- | --- | --- | --- | --- | --- |
| Reviews |  |  |  |  |  |  |
| Curriculum/Program Reviews | **√** | **√** |  | **√** |  | **√** |
| Student Satisfaction Surveys | **√** |  | **√** | **√** | **√** | **√** |
| Alumni/Employer Surveys | **√** |  |  | **√** |  | **√** |
| Course Evaluations | **√** | **√** |  | **√** |  | **√** |
| Benchmarking Studies (analyses  of comparisons with similar institutions) | **√** | **√** | **√** | **√** |  | **√** |
| Strategic Plan Performance (achievement of goals and  objectives) | **√** |  |  | **√** |  | **√** |

**Role & Competency Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job position/**  **Roles**  **Competencies/skills** | **Accountant** | **Accountant Support Specialist** | **Cash Accountant Administrator** | **Investment Analyst** |
| **Problem Solving** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Effective Business**  **Communication** | Intermediate | Intermediate | Advanced | Intermediate |
| **Leadership &**  **Behaviour Skills** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Accounting & Auditing**  **Professionals** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Ethics & Professional**  **Conduct** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Accounting & Auditing**  **Knowledge** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Research literacy &**  **Learning Skills** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Leveraging Information**  **Technology** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Employability &**  **Entrepreneurship** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Life Long Learning** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Decision Making** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Networking Skills** | Intermediate | Intermediate | Intermediate | Intermediate |

### Employability of Graduands (Specify Industry / Sector & Level):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Executive**  **– HR / IR** | **Management Trainee – HR**  **/Recruitment / Talent Acquisition** | **Associate Consultant**  **-HR** | **HR**  **Administr ator** | **HR**  **Analyst/Researc h Analyst** |
| **Automobiles** | **√** | **√** | **√** | **√** | **√** |
| **Manufacturing** | **√** | **√** | **√** | **√** | **√** |
| **FMCG** | **√** | **√** | **√** | **√** | **√** |
| **Consultancy Firms** | **√** | **√** | **√** | **√** | **√** |
| **Economic Affairs, &**  **Taxation** | **√** | **√** | **√** | **√** | **√** |
| **HR Recruitment &**  **Placement** | **√** | **√** | **√** | **√** | **√** |
| **Banking & Financial Services** | **√** | **√** | **√** | **√** | **√** |
|  |  |  |  |  |  |

**Appendix C**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Faculty of Management Studies (Management Domain)** | | | | | | | |
|  |  |  |  |  |  |  |  |
| **Leadership Team** | | | | | | | |
| **Dean/Domain Head** | | | | | | | |
| **S.N**  **o** | **Institution Name** | **Head of the Institution** | **Programme Title** | **Programme Leaders** | **Program me Review Committe e** | **Role** |  |
| 1 | Amity School of  Business | Dr. J.K. Sharma | BBA | Mr. Jitendra Tomar | Dr. J.K. Sharma | Chair |  |
|  |  |  |  | Mr. Arpan Sinha | Dr. Divya Goel | Member |  |
|  |  |  |  | Dr. Pratibha Garg | Ms Ruchi  Khandelwa l | Member |  |
|  |  |  |  |  | Dr. Pratibha Garg | Member |  |
|  |  |  |  |  | Dr. Ruchi Jain | Member |  |
|  |  |  |  |  | Mr. Jitendra Tomar | Member |  |
|  |  |  |  |  | Dr. Priya Solomon | Member |  |
|  |  |  |  |  | Dr. Harjit Singh | Member |  |
|  |  |  |  |  | Dr. Ajanta Deb | Member |  |
|  |  |  | BBA-M&S | Ms. Deepali A. Chopra | Dr. J.K. Sharma | Chair |  |
|  |  |  |  | Dr. Nishant Kumar | Dr. Deepa Kapoor | Member |  |
|  |  |  |  | Dr. Vandana Gupta | Ms Ruchi  Khandelwa l | Member |  |
|  |  |  |  |  | Dr. Vandana Gupta | Member |  |
|  |  |  |  |  | Dr. Ruchi Jain | Member |  |
|  |  |  |  |  | Ms. Mona Chaudhary | Member |  |
|  |  |  | BBA-F&A | Mr. Rajeev Pathak | Dr. J.K. Sharma | Chair |  |
|  |  |  |  | Mr. Gaurav Shreekant | Dr. Harjit Singh | Member |  |
|  |  |  |  | Dr. Mamta Sharma | Ms Ruchi  Khandelwa l | Member |  |
|  |  |  |  |  | Dr. Amit Kumar Mishra | Member |  |
|  |  |  |  |  | Dr. Pooja Mathur | Member |  |
|  |  |  |  |  | Dr. Priya Solomon | Member |  |
|  |  |  | BBA-FBE | Mr. Gaurav Shreekant | Dr. J.K. Sharma | Chair |  |
|  |  |  |  | Dr. Vishal Kamra | Dr. Nidhi Gupta | Member |  |
|  |  |  |  | Dr. Mamta Sharma | Ms Ruchi  Khandelwa l | Member |  |
|  |  |  |  |  | Dr. Sridhar Manohar | Member |  |
|  |  |  |  |  | Dr. Rohit Yadav | Member |  |
|  |  |  |  |  | Dr. Jayashree Sapra | Member |  |
|  |  |  |  |  | Dr. Archana Srivasta | Member |  |

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| 2 | Amity International Business School | Prof (Dr) Gurinder Singh,  Amity Group Additional Vice Chancellor  & Director General , AIBS | BBA-International Business | Mr Amrish K Choubey  Ms Aastha Gupta  Dr Kshamta Chauhan | Prof (Dr)  Gurinder Singh | Chair |
| Dr  Meghna Sharma | Member |
| Ms Alka  Maurya | Member |
| Dr Kshamta  Chauhan | Member |
| Dr Ajit  Mittal | Member |
| BBA-3 Continent | Ms Snigdha Malhotra | Prof (Dr)  Gurinder Singh | Chair |
| Dr Meghna  Sharma | Member |
| Ms Alka  Maurya | Member |
| Dr  Kshamta Chauhan | Member |
| Dr Ajit  Mittal | Member |
| 3 | Amity  Institute of | Cmde  Rajan | BBA (BD) |  | Cmde  Rajan | Chair |

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|  | competitive Intelligence and Strategic Management | Bhandari |  |  | Bhandari |  |
| Samarth  Sharma | Member |
| Dhanya Anna  Kurian | Member |
| Saakshi  Singh | Member |
| Mr. Aryakumar Vikramadit  ya | Member |
|  |  |
| 4 | Amity School of Insurance Banking and Actuarial Science | Mr.A.P. Singh | B.A.(Honors) Insurance & Banking |  | Mr.A.P. Singh | Chair |
| Mr.Deepak Godbole | Member |
| Mr.Mahasen Kunapuli | Member |
| Mr.Rakesh Bhatia | Member |
|  |  |
| B.Sc Actuarial Science |  | Mr.A.P. Singh | Chair |
| Mr.Deepak Godbole | Member |
| Mr.Mahasen Kunapuli | Member |
|  |  |  |  | Mr.Rakesh Bhatia | Member |
|  | Amity College of Commerce & Finance | Dr. Sujata Khandai | Bachelors in Commerce (Honours) | Dr. Dipti Ranjan | Dr. Sujata Khandai | Chair |
|  |  |  | Bachelors in Commerce (Honours) -Evening | Ms. Puneeta Goel | Dr. Harsh Kumar | Co-Ordinator |
|  |  |  |  | Dr. Atul Kumar | Dr. Seema Gupta | Member |
|  |  |  |  | Dr. Nandita Mishra | Dr. Seshanwita Das | Member |
|  |  |  |  | Dr. Shweta Goel | Dr. Geeta Mishra | Member |
|  |  |  |  | Dr. Nidhi Bhatt Pant | Dr. Bhawna Agarwal | Member |
|  |  |  |  |  | Dr. Seema Gupta | Member |
|  |  |  | Bachelors in Commerce (Financial & Investment Analysis) | Dr. Preeti Garg | Dr. Joity Tomar | Member |
|  |  |  |  |  | Dr. Renuka Bakshi | Member |
|  |  |  |  |  | Ms. Neha Puri | Member |
|  |  |  |  |  | Ms. Preeti Garg | Member |
|  |  |  |  |  | Dr. Vinod Kumar | Member |
|  |  |  |  |  | Dr. Adarsh Arora | Member |
|  |  |  |  |  | Ms. Rupali Misra | Member |
|  |  |  |  |  | Ms. Usha Sharma | Member |
|  |  |  |  |  | Ms. Lochan Sharma | Member |

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| **Management** | | | | | | | | | |
| **Assessment Leadership Team** | | | | | | | | | |
| S.  No | **Institutio n Name** | **Head of the Institution** | | **Institutional Assessment Team** | **Role** | | **Programme Title** | **Programme Assessment Team (PRC of 3-4 Members)** | |
| 1 | Amity | Dr J K Sharma | | Dr. J K Sharma | Chair - | | BBA | **Assessment** |  |
|  | School of |  | |  | Member | |  | **Team** | **Role** |
|  | Business |  | | Ms. Ruchi Khandelwal | s- | |  | Mr. Jitendra Tomar |  |
|  |  |  | |  |  | |  |  | Chair |
|  |  |  | | Mr. Jitendra Tomar |  | |  | Mr. Arpan Sinha | Member |
|  |  |  | |  |  | |  |  |  |
|  |  |  | | Dr. Priya  Solomon Dr. Ruchi Jain |  | |  |  |  |
|  |  |  | | BBA (M&S) | Ms. Deepali A. Chopra | Chair |
|  |  |  | |  |  | |  | Dr. Nishant Kumar |  |
|  |  |  | |  |  | |  |  | Member |
|  |  |  | |  |  | | BBA (F&A) | Mr. Rajeev Pathak | Chair |
|  |  |  | |  |  | |  |  |  |
|  |  |  | |  |  | |  | Mr. Gaurav |  |
|  |  |  | |  |  | | Shreekant | Member |
|  |  |  | |  |  | | BBA (FBE) | Dr. Vishal Kamra | Chair |
|  |  |  | |  |  | |  |  |  |
|  |  |  | |  |  | |  | Dr. Mamta Sharma | Member |
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| 2 | Amity International Business School  (AIBS) | | Prof (Dr) Gurinder Singh, Amity | Col Sharad Khattar  Dr Meghna Sharma | | Chair - Members  - | BBA-  International Business | **Assessment Team** | **Role** |
| Prof (Dr)  Gurinder Singh | Chair |

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|  |  | Group Additional Vice Chancellor  & Director General , AIBS | Dr.Kshamta Chauhan |  |  | Dr Meghna  Sharma | Member 1 |
| Ms Alka  Maurya | Member 2 |
| Mr Amrish K  Choubey | Member 3 |
| Ms Aastha  Gupta | Member 4 |
| BBA-3 Continent | Prof (Dr)  Gurinder Singh | Chair |
| Dr Meghna  Sharma | Member |
| Ms Alka  Maurya | Member |
| Ms Snigdha  Malhotra | Member |
| Dr Kshamta  Chauhan | Member |
| 3 | Amity Institute of competitive Intelligence and Strategic Management | Cmde Rajan Bhandari |  |  | BBA (BD) | Cmde Rajan  Bhandari | Chair |
| Assistant Professor.  Samarth Sharma | Member |
| Assistant Professor. Dhanya Anna  Kurian | Member |
| Assistant Professor.  Saakshi Singh | Member |
| Mr. Aryakumar  Vikramaditya | Member |
|  |  |
| 4 | Amity School of Insurance Banking and Actuarial Science | Mr.A.P. Singh |  |  | B.A. (Insurance and Banking) | Mr.A.P. Singh | Chair |
| Mr.Deepak Godbole | Member |
| Mr.Mahasen Kunapuli | Member |
| Mr.Rakesh Bhatia | Member |
| BSc. (Actuarial Science) | Mr.A.P. Singh | Chair |

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|  |  |  |  |  |  | Mr.Deepak Godbole | Member |
| Mr.Mahasen Kunapuli | Member |
| Mr.Rakesh Bhatia | Member |
| 5 | Amity College of Commerce & Finance | Dr. Sujata Khandai | Team of 3-4 Members | Chair - Members- | Bachelors in Commerce (Honours) | **Assessment Team** | **Role** |
| Dr. Sujata  Khandai | Chair |
| Dr. Bhawna Agarwal | Member |
| Dr. Puneeta Goel | Member |
| Bachelors in Commerce (Financial & Investment Analysis) | Ms. Puneeta  Goel | Co-ordinator |
| Dr. Harsh  Kumar | Member |
| Dr. Seshanwita  Das | Member |
| Dr. Adarsh  Arora | Member |
| Dr. Geeta  Mishra | Member |
|  |  |  |  |  | Ms. Neha Puri | Member |
|  |  |  |  |  | Dr. Renuka  Bakshi | Member |
|  |  |  |  |  | Dr. Vinod  Kumar | Member |
|  |  |  |  |  |  | Ms. Preeti Garg | Member |
| Dr. Joity Tomar | Member |
| Ms. Rupali  Misra | Member |
| Ms. Usha  Sharma | Member |
| Ms. Lochan  Sharma | Member |
| Ms. Usha  Sharma | Member |

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|  |  |  |  |  |  | Ms. Lochan  Sharma | Member |
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