

PROGRAMME HANDBOOK

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

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

**PROGRAMME GROUP: TWO YEARS MASTERS PROGRAMME IN MANAGEMENT**

**: TWO YEARS MASTERS PROGRAMME IN COMMERCE**

# 2019-2020

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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 **Master Academic 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 their 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 timetable 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 timetable and each student in a class may have a different timetable of his / her own.

### Domain/ Faculty of Studies - Business Management /Commerce/ / 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.”

* 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 | Two Years Masters Programmes in Management | | | | |
| 1.1 | Master of Business Administration  (MBA) | ABS | ABS - AUGN | ABSL | MD |
| 1.2 | MBA-Human Resource | ABS |  | ABSL |  |
| 1.3 | MBA-Marketing & Sales | ABS |  | ABSL |  |
| 1.4 | MBA-Entrepreneurship | ABS |  | ABSL | MD |
| 1.5 | MBA-Retail Management | ABS |  |  | MD |
| 1.6 | MBA- Transport & Logistics | ABS |  |  | MD |
| 1.7 | MBA – Finance | ABS |  |  |  |
| 1.8 | MBA-International Business | AIBS |  | ABSL |  |
| 1.9 | 3C MBA | AIBS | ABS - AUGN | ABSL | MD |
| 1.10 | MBA - International Business (Evening) | AIBS |  |  |  |
| 1.11 | MBA - Insurance & Banking | ASIBAS |  |  | MD |
| 1.12 | MBA – Insurance & Financial Planning | ASIBAS |  |  |  |
| 1.13 | MSc. – Actuarial Science | ASIBAS |  |  |  |
| 1.14 | MBA (Competitive Intelligence &  Strategic Management) | AICISM |  |  |  |
| 1.15 | MBA (Business Analytics) | AICISM |  |  |  |
| 2 | Two Years Masters Programmes in Commerce | | | | |
| 2.1 | Master of Commerce | ACCF |  | ABSL |  |
| 2.2 | Master of Commerce (FM) | 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 recognize 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 synthesize 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.

### Broad-Based Goals and Outcomes

**Broad-Based Goals -** The broad-based goals 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 theory and practice, as well as expertise across functional areas in  making effective decisions by understanding the relationship of business to global environment |

|  |  |
| --- | --- |
| **Broad-Based Student Learning Goals:** | |
| 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 and aim 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

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.

### 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 well for 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 teamwork.
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 or to 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 Management knowledge to comprehend, analyze and deal with real life situations.
4. ***Professionalism****:* To inculcate in the students professional/ethical attitude, effective teamwork skills, multidisciplinary approach and to relate Management issues to a broader context.
5. ***Learning Environment:*** To provide the students with academic environment of excellence, 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.

**The Programme 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 Masters programme of the domain for designing the programme structure is given as under:

### Model Framework for Two Years Full-Time Masters Programme in Management

(MBA - Semester-Wise Course ‘Credit distribution)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Duration: 2 Years Semesters: 4** | | | | | |
| **Courses** | **Sem-I** | **Sem-II** | **Summer Break** | **Sem-III** | **Sem-IV** |
| Core Courses (CC) | 9-12 | 9-12 | 3 | 3-6 | 3-4 |
| Specialization Core  (functional / sectoral) | 6-12 | 6-12 | 0-0 | 0-0 |
| Specialization Elective | - | - | 15-18 | 9-12 |
| Value Addition Course (VAC) | 4 | 4 | 4 | 4 |
| SAP Courses |  | 0-16 | 0-16 | 0-16 |
| Domain Electives (DE) | - | - | 0-3 | 0-3 |
| Open Electives (OE) | - | - | 0-5 | - |
| Skill Enhancement Courses | - | - | 0-2 | 0-2 |
| NTCC | 0-3 | 0-3 | 3 | 7 |
| Outdoor Activity Based  Courses | 0-1 | 0-1 | 0-1 | 0 |
| Industry Specific Courses | 0-6 | 0-6 | 0-6 | 0-6 |
| Total | 25 | 25 | 29 | 27 |
| **Minimum Credit Unit prescribed for the Programme – 106 CU** | | | | | |

**Model Framework for Two Years Full-Time Masters Programme in Commerce**

Course ‘Credit distribution (Semester-Wise)

# M.Com, M. Com (FM)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Duration: 2 Years**  **Semester: 4** | | | | | |
| **Courses** | **Sem-1** | **Sem-2** | **Summer Break** | **Sem-3** | **Sem-4** |
| Core Courses (CC) | 21-18 | 21-18 | 4 | 6-9 | 3-6 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Allied Courses (AC) | - | - |  | - | - |
| Value Addition Course  (VAC) | 4 | 4 | 4 | 4 |
| Specialization Electives  (SEC) | - | - | 9-12 | 9-12 |
| Domain Electives (DEC) | 0-2 | 0-2 | 0-3 | - |
| Open Electives (OEC) | 0-2 | 0-2 | 0-2 | - |
| Skill Enhancement Courses  (SKE) |  | 0-2 | 0-2 |  |
| SAP Courses |  | 0-9 | 0-16 |  |
| Mandatory Courses (MC) |  |  | 2 |  |
| NTCC | 0-2 (TP) | 0-2(S) | 4(e) | 8(D) |
| Outdoor Activity Based  Courses (OABC) | 0-1 | 0-1 | 0-1 |  |
| Total | 27 | 27 | 27 | 27 |
| **Total Minimum Credit Unit prescribed for the Programme: 108** | | | | | |

## Model Framework for Two Years Full-Time Masters Programme in Science

Course ‘Credit distribution (Semester-Wise)

# M.Sc. (Actuarial Science)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Courses** | **Sem-1** | **Sem-2** | **SB** | **Sem-3** | **Sem-4** |
| Core Courses | 18-22 | 15-18 | 3 | 6-9 | 0-6 |
| Allied Courses | 0-4 | - | - | - |
| Specialization Electives | - | 4-7 | 7-10 | 0-8 |
| VAC | 4 | 4 | 4 | - |
| Domain Electives | 0-1 | 0-1 | 3-5 | - |
| Open Electives | 0-1 | 0-1 | 0-2 | - |
| NTCC |  |  | 3(e) | 9-19 |
| Skill Enhancement Courses |  | 0-2 | 0-2 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| SAP Courses | - | 0-12 |  | 0-12 |  |
| Outdoor Activity Based Courses | 0-1 | 0-1 | 0-1 |  |
| **Total** | **27** | **27** |  | **28** | **19** |
| **Total Minimum Credit Unit for the Programme - 101** | | | | | |

### 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 focuses 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**

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 Specilalisation 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.

### 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 articulate 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**

### 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 | Students make observations, collect, analyze, and synthesize |

|  |  |  |
| --- | --- | --- |
|  | Based Learning | 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 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.**

### 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 Equipment’s.

### 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 campus, 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 at least 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 Masters programme of faculty of Management studies, mentioned as under:

|  |  |  |  |
| --- | --- | --- | --- |
| **#** | **PLO** | **Direct** | **Indirect** |
| 1 | Student shall be able to define, summarize concepts in Management and apply it in multi-disciplinary context, able to describe and critically analyze management problems in volatile business environment | \*Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| 2 | Student shall ability to acquire and evaluate new knowledge through Business research methods, Ability to identify, define, investigate, and solve critical business issues, analyze data/information and interpret results for driving optimum solutions. | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| 3 | Student shall be able to use various IT tools and technologies for data processing and analysis. | \*Comprehensive Exam | Student Exit Survey |
| 4 | Student shall be able to critically think and apply range of strategies for solving a problem and decision making. | \*Business Simulation (Rubrics) | Student Exit Survey |
| \*Comprehensive Exam |
| 5 | Student shall be able to communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession in global /cross cultural environment. | \*Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | \*Comprehensive Exam |  |
| 6 | Student shall develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations. | \* Behavioural Science Course Result analysis of all semesters, Journal of Success | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive Exam |
| 7 | Student shall be able to understand global issues from different perspectives, Recognize the opportunities that the wider world offers, Learning from and respecting different cultures, Apply different forms of communication in different cultural settings. | \*Foreign Business Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive Exam |
| 8 | Student shall be able to understand and practice the highest standards of ethical behaviour associated with their management profession | \*Plagiarism Checking of Dissertation | Feedback of Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| 9 | Student shall be able to find opportunities to improve the business value chain as an entrepreneur. Shall develop and display basic business acumen & business skills. | \*Scoring Rubrics | Student Exit Survey |
| \*Comprehensive Exam | Alumni Survey |
| 10 | Student shall be competent to acquire knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination 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 | 5 | 70 | 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:

|  |  |
| --- | --- |
| **Sl.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:

|  |  |  |
| --- | --- | --- |
| **Sl.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:

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.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 Approval | 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 time | 1 | 1 |
| 6 | 2nd Draft on time | 1 | 1 |
| 7 | Final Report (Report with <10% Plagiarism) | 1 | 1 |
| 8 | Final Report timely submission | 1 | 1 |
| 9 | Final Report Assessment | 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 two academic years duration, the maximum permissible period shall be n+1 academic

years, where “n” represents the minimum duration of the programme.

1. On request from the student and recommendation of HoI/Dean, Vice Chancellor may grant extension of one more year (1) i.e. n+1+(1) for 2 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+1+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.
    2. Minimum Credits earned in each semester should be as per Model Framework of PG Programmes.
    3. The students must meet the minimum credit units, SGPA (5.00 in each semester) and final CGPA (6.00) 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

a. 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 | - |

* 1. **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 40% 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+1) 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 5.0 for PG 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 and so on provided he has minimum SGPA and CGPA as under:

|  |  |
| --- | --- |
|  | **PG programme** |
| **SGPA (First Year)** | **4.5** |
| **CGPA** | **5.0** |

1. Promotion from 1st year to 2nd year: – 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. 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.
3. 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.

All students who are promoted to next year under PAP 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 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 Academic Break of one year to the students of two 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+1 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.
    3. 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., 5.0 for PG 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 areheld 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 will be 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 any examination 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 anything (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 favorably 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

1. 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.
2. 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 honor 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 indulge in any kind of ragging activities. Following comes under ragging and accounts to disciplinary action
3. 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.
4. Indulging in rowdy or indiscipline 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.
5. 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.
6. Any act by a senior student that prevents, disrupts, or disturbs the regular academic activity of any other student or a fresher.
7. Exploiting the services of a fresher or any other student for completing the academic tasks assigned to an individual or a group of students.
8. Any act of financial extortion or forceful expenditure burden put on a fresher or any other student by students.
9. 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.
10. 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.
11. 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.
  2. 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 Timetable / 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 weekends 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, timetable, 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 maximize 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 –

1. 100% Scholarship – International Players\*
2. 50% Scholarship – National Medal Winners\*
3. 25% Scholarship – National Participation\*
4. 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).
5. 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.

1. 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.
2. 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), Indraprastha 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.

### Industry Interaction, Career Counseling& 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.

The suggestion / grievances by students/parents can also be sent on-line through Amizone.

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)

Pursuant to regulation of UGC on promotion 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 Extracurricular 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.

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

### Definition and Descriptions

**Appendix**

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 academic years (=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 credit being 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 a widely 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 proper assessment like, study tour, club Committee activities and guest lectures not to carry *Credits.*

* 1. ***Credit Representation:*** *Credit* values for different academic activities to be represented 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,* with the total number of their *Credits* being limited by considering the permissible *weekly Credit hours load: 30/Week*. This is meant to enable the students to engage in homework 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 *Course Flexibility 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, homework, 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 from each module, with choice if any, to be confined to module concerned only. The questions to be comprehensive emphasizing analysis, synthesis, design, problems & numerical quantities.
  5. ***Grading:*** To be normally done using *Letter Grades* as qualitative measure of achievement 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.*
  6. ***Grade Point(GP):***Students to earn *GP* for a *Course* based on its *Letter Grade ;*e.g., on a 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(Cr P)= GP X Credits* for the *Course;* Student passing a *Course* only when getting *C+ Grade.* Minimum passing marks in a course shall be 40%
  7. ***Grade Point Average (GPA):*** Computation of *Semester GPA (SGPA)*to be done by dividing the sum of *Cr P* 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 %;
  8. ***Passing Standards:*** Both *SGPA & CGPA* serving as useful performance measures in the *Semester System;* Student to be declared successful at the *Semester-end or Programme-end* only when getting *SGPA >=5 and CGPA >=6.00 for Master’s Degree.*
  9. ***Credits Required for Degree Award:*** Number of *Credits* to be earned by a student for 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.
  10. **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 on 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.
      + **Textbooks & 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
  11. **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
  12. **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

|  |  |  |
| --- | --- | --- |
| **#** | **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 |
| **3** | Specilalisation 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 | Course work on peripheral subjects in a programme, wherein |

|  |  |  |
| --- | --- | --- |
|  | Courses | 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 cannot 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, Specilalisation 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 Business School Programme Title: MBA**

**Level – PG**

**Duration of the program (in yrs): 2 No. of Semesters: 4**

**Programme Mission:**

To develop the overall personality of Masters in Business Administration students by making them not only excellent management professionals with specializations in areas of Finance, Operations, Information Technology, Marketing, International Business, Human Resource, Retail Management and Entrepreneurship 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.

### Programme Description:

The two-year full time Masters in Business Administration programme is to educate and prepare students with the knowledge, analytical ability, and management perspectives and skills needed to lead, to motivate and to manage diversified workforce, rapid technological change and competitive marketplace while considering the principles of ethical, legal and corporate governance fundamentals

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| **Sr No.** | **Institution Graduate Attributes** | **Programme Graduate Attributes** | **Indicators** |
| 1 | Management Knowledge and Critical thinking | Management Knowledge | To define, summarize concepts in Management and apply it in multi- disciplinary context, able to describe and critically analyze management problems in volatile  business environment |
| 2 | Research Literacy and Collaborative Enquiry | Research Literacy and Enquiry | Ability to acquire and evaluate new knowledge through Business research methods, Ability to identify, define, investigate, and solve critical business issues, analyze data/information and interpret results for driving  optimum solutions. |
| 3 | Information and Technology Literate | Information & Digital Literacy | Able to identify potential  sources of Business environment information |

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|  |  |  | using technologies, Synthesize and define an idea from multiple  information sources. |
| 4 | Problem Solving | Problem Solving | Able to pay attention to details, challenging conventional ways of thinking, Applying a range of strategies to problem  solving |
| 5 | Business Communication Skills | Business Communication Skills | Communicate proficiently, in oral, written, presentation, information searching and listening skills in the management  profession |
| 6 | Leadership and Behaviour skills | Teamwork, Leadership and Behaviour skills | To demonstrate excellent interpersonal, mentoring and decision-making skills, including an awareness of personal strengths and limitations. Promote self- awareness, empathy, cultural awareness and mutual respect while  working in teams. |
| 7 | Global Manager | Global Citizen | Able to Understand global issues from different perspectives, Recognize the opportunities that the wider world offers, learning from and respecting different cultures, Apply different forms of communication in  different cultural settings. |
| 8 | Ethics and professional conduct | Ethical conduct | Understand and practice the highest standards of ethical behaviour associated with  their management profession |
| 9 | Employability and Entrepreneurship | Professionalism and Entrepreneurship | Able to find opportunities to improve the business value chain as an intrapreneur. Develop business acumen and  display basic business skills. |
| 10 | Lifelong learning | Lifelong learning | Able to critically evaluate and reflect upon their personal development  during the work experience |

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|  |  |  | and future learning needs to support their career  aspirations in future |
| 11 | Decision Making | Decision Making | Ability to apply decision making methodologies to evaluate solutions for  efficiency, effectiveness and sustainability |
| 12 | Business Networking skills | Networking and negotiation skills | Demonstrate and possess the skills to influence, negotiate and lead business  deals. |

### Programme Educational Objectives/Goals:

1. Students of the Management Programme will have theoretical knowledge and demonstrate application of management principles in a professional work setting
2. Students of the Management Programme will think independently, analytically through the process of research and inquiry while making effective decisions in global environment
3. The Programme Cultivates in the students the values and attitudes that make them agents of social change
4. Students of the programme will strategically think when and how to use assertiveness and influential skills
5. Students will be able to demonstrate communication skills that support and enhance managerial effectiveness
6. Students will have the positive perspectives and skills that create productive managerial leaders and business networks
7. Students of the Management Programme will be able to review and critique organizational efforts to act ethically and responsibly
8. Students of the Management Programme will be prepared for continued learning throughout their career and represent themselves in various professional bodies

### Programme Operational Objective s

1. The MBA programme will facilitate environment for innovation and research excellence for the intellectual growth of students
2. The MBA programme provides an academic environment for holistic development of students
3. The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA students
4. The programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students
5. The Management programme will provide ample opportunities for international exposure to students
6. The Management programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies
7. The Management programme will facilitate employment opportunities and also support students to start their own ventures
8. The MBA students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
9. The programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession
10. The Management programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment

### Programme Structure as per prescribed programme model Framework

**Semester I**

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| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses ( 9-12 Cu’s)** |  |  |  |
| HR601 | Organizational Behavior(PG) | Core Courses | 2 0 0 0 | 2.00 |
| ACCT602 | Accounting for Managers(PG) | Core Courses | 3 0 0 0 | 3.00 |
| MKTG601 | Marketing Management(PG) | Core Courses | 2 0 0 0 | 2.00 |
| CSIT602 | Information Technology for Managers(PG) | Core Courses | 2 0 0 0 | 2.00 |
| QAM601 | Statistics for Management(PG) | Core Courses | 3 0 0 0 | 3.00 |

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|  | **Specialisation Core**  **( Functional/sectoral) (6-12 Cu’s)** |  |  |  |
| ECON605 | Managerial Economics (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| MKTG603 | Sales Management (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| ENTR601 | Entrepreneurship and New Venture Creation (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| IB602 | International Business and Practice (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| MNT601 | Seminar Management Studies (PG) | Non-Teaching Credit Courses | 0 0 0 0 | 4.00 |
| MNT602 | Term Paper Management Studies (PG) | Non-Teaching Credit Courses | 0 0 0 0 | 5.00 |

**Semester II**

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| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses (9-12 Cu’s)** |  |  |  |
| HR612 | Human Resource Management (PG) | Core Courses | 2 1 0 0 | 3.00 |
| FIBA601 | Financial Management (PG) | Core Courses | 3 0 0 0 | 3.00 |
| MGMT603 | Business Research Methods (PG) | Core Courses | 3 0 0 0 | 3.00 |
| POM602 | Operations Management (PG) | Core Courses | 3 0 0 0 | 3.00 |

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|  | **Specialisation Core**  **(Functional/sectoral) (6-12 Cu’s)** |  |  | | | |  |
| LAW670 | Legal Aspects of Business (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| QAM602 | Decision Science (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| MKTG604 | Consumer Behaviour (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| CSIT613 | IS and DSS in Business (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| RETL601 | Principles of Retailing (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| MSCR600 | Company Report (PG) | Non-Teaching Credit Courses | 0 | 0 | 0 | 0 | 3.00 |

**Semester III**

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| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses (3-6 Cu’s)** |  |  |  |
| STRA701 | Strategic Management (PG) | Core Courses | 4 0 0 0 | 4.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (6-9 Cu’s)** |  |  |  |
| FIBA713 | International Finance and Forex Management (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| FIBA732 | Security Analysis and Portfolio Management (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |

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| LAW651 | Industrial Relations and Labour Laws (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| HR611 | Organization Change and Development (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| IB712 | International Currency Management (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| IB703 | International Trade Documentation and Logistics (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| MKTG711 | Product and Brand Management (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| MKTG715 | Direct Marketing (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| POM702 | Supply Chain Management (PG) | Specialisation core Courses | 2 1 0 0 | 3.00 |
| POM701 | Technology Management and Innovation (PG) | Specialisation core Courses | 2 1 0 0 | 3.00 |
| RETL605 | Merchandising and Category Management (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| RETL711 | Mall Management (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| ENTR702 | Family Business Management (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| ENTR711 | Social Entrepreneurship (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1338201561471425.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| RUR703 | Rural Industrialization (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
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|  | Administration(PG) | core Courses |  |  |
| CSIT705 | I.T. Project Management(PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| CSIT723 | E - Business and Trade(PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| TRAN711 | Exim Documentation and Logistics (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
|  | **Specialization Electives (9-**  **12 Cu’s)** |  |  |  |
| FIBA724 | Project Planning Appraisal and Control (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| FIBA721 | Management of Financial Services (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ACCT611 | Cost and Management Accounting for Decision Making (PG) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| ACCT801 | Corporate Tax Planning and Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR714 | Strategic Human Resource Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR725 | Emotional Intelligence for Managers (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR703 | Recruitment Selection and Retention (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |

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| HR712 | Compensation and Reward Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR711 | International Human Resource Management (PG) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| HR735 | Measurement in Human Resource (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| FIBA714 | International Trade Finance (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| IB714 | Global Commodity Trade (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| IB713 | Wto and International Regulatory Environment (PG) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| IB744 | Global Marketing Research (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| IB723 | International Business Negotiation (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| CSIT731 | Business Process Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| CSIT714 | Business Intelligence and Data Analytics (PG) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| CSIT703 | Service Oriented Architecture and ITIL Library (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |

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| CSIT733 | Web Enabled Business Process (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| TRAN701 | Distribution and Logistics Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MKTG705 | Advanced Sales Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RUR712 | Rural Marketing (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| POM704 | Capacity Planning and Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| POM706 | Theory of Constraints Linked Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| POM705 | Operations Planning, Scheduling and Control (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| POM703 | Product-service System Design (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| POM711 | Service Operations Management (PG) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| RETL703 | Sourcing and Vendor Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RETL714 | Retail Supply Chain and Logistics Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |

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| RETL722 | Business Opportunities in Retailing and Franchising (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RETL602 | Retail Selling (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR701 | Enterprise Planning Appraisal and Financing (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR705 | Enterprise Growth and Succession (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR703 | Entrepreneurial Marketing (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR714 | Creativity and Innovation in Business and Entrepreneurship (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR712 | Building Entrepreneurial Culture and Team (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR713 | Creating and Managing New Businesses in Emerging Markets (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RUR701 | CSR Practices in Rural Areas (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RUR702 | Rural Micro Finance Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RUR601 | Rural Poverty and Livelihoods Promotion (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |

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| TRAN713 | Logistical Risks and Insurance (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| TRAN705 | Logistics Infrastructure (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| TRAN703 | Multi-modal Transportation (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MSSI600 | Summer Internship (PG) | Non-Teaching Credit Courses | 0 0 0 0 | 5.00 |

**Semester IV**

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| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses (3-4 Cu’s)** |  |  |  |
| MGMT705 | Management in Action - Social Economic and Ethical Issues (PG) | Core Courses | 4 0 0 0 | 4.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (0-4 Cu’s)** |  |  |  |
| FIBA733 | Strategic Financial Management (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| MKTG733 | Digital Marketing (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1654201471883136.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| IB742 | Foreign Trade Policy (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1623201472518411.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| CSIT752 | Information Security and Risk Management (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| POM721 | Project Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/15312014101763716.pdf) | Specialisation core Courses | 2 1 0 0 | 3.00 |

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| RETL723 | Luxury Retail (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/155201473065415.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| ENTR723 | Corporate Entrepreneurship (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/141201561476302.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| RUR611 | Rural Entrepreneurship and Development (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/153201471894218.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| TRAN721 | Logistics Service Businesses (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/2021201472332093.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| HR715 | Training and Development (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/955201471915489.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
|  | **Specialization Electives (9-12 Cu’s)** |  |  |  |
| INS723 | Principles and Practices of Banking (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1322201561812904.doc) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| FIBA704 | Financial Engineering (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1121201472827301.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ACCT612 | Advanced Corporate Accounting (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1131201472528828.pdf) | Specialisation Elective Courses | 3 1 0 0 | 4.00 |
| FIBA703 | Corporate Restructuring, Mergers and Acquisitions (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1120201472865657.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR733 | Leadership and Motivation in Organization (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/16920157358311.doc) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR723 | Managerial Counselling (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/13522014111928639.docx) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR734 | Managing Business Process Outsourcing (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/959201471969486.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR731 | Organization Design and Structural Processes (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |

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| HR724 | Corporate Image Building (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/957201471960895.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| IB734 | Global Outsourcing (PG) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| IB715 | International Trade Risk Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| IB721 | Managing Business in Emerging Markets (PG) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| IB722 | Doing Business in China (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| CSIT744 | Enterprise Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1520201472255771.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MKTG702 | Marketing of It Solutions (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1643201471850789.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| CSIT742 | Software Quality Assurance (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1516201472215050.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| CSIT755 | Systems Analysis and Design (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1522201472283817.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MKTG713 | Advertising and Sales Promotion (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1651201471886604.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MKTG721 | Customer Relationship Management (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MKTG714 | Industrial Marketing (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1652201471870629.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MKTG722 | Marketing of Services (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1658201471843436.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| POM724 | Operations Strategy (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/132320146551341.docx) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |

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| POM723 | Green Operations Management (PG)  [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/155820146986930.docx) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| POM725 | Manufacturing and Service Competitiveness (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/15572014101762387.pdf) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| TRAN722 | Fluid, Food and Pharma Logistics (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/2024201472321542.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RETL604 | Visual Merchandising and Space Planning (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1450201473090609.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RETL712 | Retail Branding and CRM (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1455201473042657.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RETL715 | E-retailing (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1459201473002583.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RETL701 | Retail Store Operations (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1442201473035438.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR715 | Managing Innovation Process (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1342201561435770.pdf) | Specialisation Elective Courses | 2 0 0 5 | 3.00 |
| ENTR722 | Managing a Growing Business (PG)  [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1342201561464044.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR725 | Leading Change in Family Business (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1344201561487671.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR731 | Managing Creativity and Building Learning Organizations (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1345201561423755.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR733 | Venture Capital and Private Equity (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1346201561444456.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR734 | Corporate Crisis and Strategic Restructuring (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1346201561481122.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR735 | Managing Innovation: Emerging Trends (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1347201561433069.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |

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| ENTR604 | Small Business Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1337201561459971.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RUR711 | Cooperative Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1458201471832920.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RUR705 | Rural Social Services (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1458201471896162.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| NGOM704 | Management and Governance of NGOs (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1450201471864042.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| NRSD711 | Watershed Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1224201482689062.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| TRAN723 | Port Economics and Logistics (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/2026201472362614.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| TRAN725 | Transportation and Logistical Competitiveness (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/2028201472345182.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| POM731 | Lean Sigma (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/121620146584700.docx) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| IB741 | Environment and Global Competitiveness (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/182520151893068.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MSDS600 | Dissertation (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 0 0 0 | 7.00 |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level - 25**

**(b) Programme Level - 106**

**Programme Learning Outcomes (PLOs):**

1. To define, summarize concepts in Management and apply it in multi-disciplinary context, able to describe and critically analyze management problems in volatile business environment
2. Ability to acquire and evaluate new knowledge through Business research methods, Ability to identify, define, investigate, and solve critical business issues, analyze data/information and interpret results for driving optimum solutions.
3. Able to identify potential sources of Business environment information using technologies, Synthesize and define an idea from multiple information sources.
4. Able to pay attention to details, challenging conventional ways of thinking, applying a range of strategies to problem solving
5. Communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession
6. To demonstrate excellent interpersonal, mentoring and decision-making skills, including an awareness of personal strengths and limitations. Promote self-awareness, empathy, cultural awareness and mutual respect while working in teams.
7. Able to Understand global issues from different perspectives, Recognize the opportunities that the wider world offers, Learning from and respecting different cultures, Apply different forms of communication in different cultural settings.
8. Understand and practice the highest standards of ethical behaviour associated with their management profession
9. Able to find opportunities to improve the business value chain as an intrapreneur. Develop business acumen and display basic business skills.
10. Able to critically evaluate and reflect upon their personal development during the work experience and future learning needs to support their career aspirations in future
11. Ability to apply decision making methodologies to evaluate solutions for efficiency, effectiveness and sustainability
12. Demonstrate and possess the skills to influence, negotiate and lead business deals.

### 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 Outcome |  |  |  | **√** |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4 |  |  |  |  |  |  |  |  |
| Programme  Learning Outcome 5 |  |  |  |  | **√** |  |  |  |
| Programme  Learning Outcome 6 |  |  |  |  |  | **√** |  |  |
| Programme  Learning Outcome 7 |  |  |  |  | **√** |  |  |  |
| Programme  Learning Outcome 8 |  |  |  |  |  |  | **√** |  |
| Programme  Learning Outcome 9 |  |  |  |  |  |  | **√** |  |
| Programme  Learning Outcome 10 |  |  |  |  |  |  |  | **√** |
| Programme  Learning Outcome 11 | **√** | **√** |  |  |  |  |  |  |
| Programme  Learning Outcome 12 |  |  |  | **√** |  |  |  |  |

**Annual Outcome Assessment Plan:**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **PLO** | **Direct** | **Indirect** |
| **a.1** | To define, summarize concepts in Management and apply it in multi-disciplinary context, able to describe and critically analyse management  problems in volatile business environment | \*Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Ability to acquire and evaluate new knowledge through Business research methods, Ability to identify, define, investigate, and solve critical business issues, analyze data/information and interpret results for driving optimum solutions. | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.3** | Able to identify potential sources of Business environment information using technologies, Synthesize and define an idea from multiple  information sources. | \*Comprehensive Exam | Student Exit Survey |
| **a.4** | Able to pay attention to details, challenging conventional ways of thinking, Applying a range | \*Business Simulation (Rubrics) | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | of strategies to problem solving | \*Comprehensive Exam |  |
| **a.5** | Communicate proficiently, in oral, written,  presentation, information searching and listening skills in the management profession | \*Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| **a.6** | To demonstrate excellent interpersonal, mentoring  and decision-making skills, including an awareness of personal strengths and limitations. Promote self-awareness, empathy, cultural awareness and mutual respect while working in teams. | \* Behavioural Science Course Result analysis of all semesters, Journal of Success | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive Exam |
| **a.7** | Able to Understand global issues from different  perspectives, Recognize the opportunities that the wider world offers, Learning from and respecting different cultures, Apply different forms of communication in different cultural settings. | \*Foreign Business Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive Exam |
| **a.8** | Understand and practice the highest standards of  ethical behaviour associated with their management profession | \*Plagiarism Checking of Dissertation | Feedback of Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| **a.9** | Able to find opportunities to improve the business value chain as an intrapreneur. Develop business acumen and display basic business skills. | \*Scoring Rubrics | Student Exit Survey |
| \*Comprehensive Exam | Alumni Survey |

|  |  |  |  |
| --- | --- | --- | --- |
| **a.10** | Able to critically evaluate and reflect upon their  personal development during the work experience and future learning needs to support their career aspirations in future | \*Quiz (Rubrics) | Student Exit Survey |
| \*Comprehensive Exam |
| **a.11** | Ability to apply decision making methodologies to  evaluate solutions for efficiency, effectiveness and sustainability | \*Comprehensive Exam | Student Exit Survey |
| **a.12** | Demonstrate and possess the skills to influence, negotiate and lead business deals. | \*Comprehensive Exam | Student Exit Survey |

**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 | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Course- embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Practicum /  Internship evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Thesis or Dissertation  Projects |  | **√** |  |  |  |  |  |  |  |  |  |  |
| **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** |
| 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** | **Management Trainee – IT / Operations / Finance** | **Research Analyst** | **Project Management Trainee** | **Tax consultant** |
| **Management**  **Knowledge** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Research Literacy and Enquiry** | Intermediate | Advanced | Intermediate | Intermediate |
| **Information and**  **Digital Literacy** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Problem Solving** | Intermediate | Advanced | Intermediate | Intermediate |
| **Business Communication**  **Skills** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Teamwork ,**  **Leadership and** | Intermediate | Intermediate | Intermediate | Intermediate |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Behavioral Skills** |  |  |  |  |
| **Global Citizen** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Ethical conduct** | Advanced | Advanced | Advanced | Advanced |
| **Professionalism**  **and Entrepreneurship** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Lifelong learning** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Decision Making** | Intermediate | Advanced | Intermediate | Intermediate |
| **Networking and**  **negotiation skills** | Intermediate | Intermediate | Intermediate | Intermediate |

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Manageme nt Trainee**  **– IT / Operations**  **/ Finance** | **Research Analyst** | **Project Management Trainee** | **Tax consultant** | **Asst Relations hip manager** | **HR**  **Generalist or specialist** |
| **Automobiles** | **√** |  |  |  | **√** | **√** |
| **Beverages** | **√** |  |  |  | **√** | **√** |
| **Business Process Outsourcing** | **√** | **√** |  | **√** | **√** | **√** |
| **Consultancy firms** | **√** | **√** | **√** | **√** | **√** | **√** |
| **Event Management** | **√** |  |  | **√** | **√** | **√** |
| **Exports & Imports** | **√** | **√** |  |  | **√** | **√** |
| **Fast Moving Consumer Goods (FMCG)** | **√** | **√** |  |  | **√** | **√** |
| **HR, Recruitment, Training & Placement Consultant** | **√** | **√** | **√** |  | **√** | **√** |
| **Healthcare** | **√** | **√** |  |  | **√** | **√** |
| **Media & Entertainment** | **√** | **√** | **√** |  | **√** | **√** |
| **Telecom** | **√** | **√** |  |  | **√** | **√** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Textiles** | **√** |  |  |  | **√** | **√** |
| **Hospitality** | **√** |  |  |  | **√** | **√** |
| **Tourism** | **√** |  |  |  | **√** | **√** |
| **Retail** | **√** |  |  |  | **√** | **√** |
| **Transport & Logistics** | **√** |  |  |  | **√** | **√** |
| **Real Estate & Urban Development** | **√** |  |  |  | **√** | **√** |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA.

### Appendix – b.2

**Institution: Amity Business School Programme Title: MBA (Human Resource) Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4 Programme Mission:**

To develop the overall personality of Masters in Business Administration students by making them not only excellent management professionals in the area of Human Resource 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.

### Programme Description:

The two-year Full Time Master in Business Administration (MBA – Human Resource) is designed for current and future leaders to develop skills to best leverage the Human Resources in an Organization. The programme will equip the students with the knowledge to look at their organizations from a system-wide perspective and apply strategic thinking and critical analysis. The programme facilitates learning modern concepts, techniques and practices in the management of human resources to enhance the effectiveness in managerial decision making and organization building.

|  |  |  |  |
| --- | --- | --- | --- |
| Sl.No | Institution Graduate Attributes | Programme Graduate  Attributes | Indicators |
| 1 | Management Knowledge and Critical thinking | Management Knowledge with expertise in Human Resource | To be intellectually curious, open to new ideas in the area of HRM and able to sustain intellectual interest. To  understand the  linkage of HR  Strategy, HR activities, programs and policies |
| 2 | Research Literacy and Collaborative Enquiry | Research and Enquiry | Able to acquire and evaluate knowledge in HR Discipline through independent research. Able to identify the cause- effect variables in defining work related behaviours. Able to interpret findings and provide solutions to increase employee  performance and productivity. |

|  |  |  |  |
| --- | --- | --- | --- |
| 3 | Information and Technology Literate | Digitally Literate | Recognize pertinent  Human Capital and business information needs, use appropriate technologies and  methodologies to locate access and use information. |
| 4 | Problem Solving | Problem Solving | Respond effectively  to unfamiliar problems in unfamiliar Business contexts |
| 5 | Business Communication Skills | communication and  personal relations | Possess a high  standard of oral, visual and written communication skills, demonstrate skills in drafting letters/ emails, be polite and  sensible in listening to others. |
| 6 | Leadership and Behaviour skills | Behavioral Skills,  Teamwork and Leadership | Demonstrate  confidence in work, imitativeness, be reliable, enthusiastic, pro-active and a team player |
| 7 | Global Manager | Global HR Manager | Able to work  effectively in diverse communities.  Evaluate Cultural diversity to benefit business |
| 8 | Ethics and professional conduct | Ethics and  professional conduct | To Strive for justice,  equality, honesty, and integrity in all  personal and professional pursuits. Able to understand how businesses and professionals work, and conduct in a manner that is  socially responsible and respectful. |
| 9 | Employability and Entrepreneurship | Employability and  Entrepreneurship | Ability to innovate,  plan and organize HR Practices that  contributes to productive outcomes. Demonstrate self- |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | management skills  that contribute to employee satisfaction and growth. |
| 10 | Lifelong learning | Lifelong learning | To be independent  learners who take responsibility for their own learning; set appropriate goals for ongoing  intellectual and professional development, and evaluate their own performance effectively |
| 11 | Decision Making | Decision Making | Being initiative and acting resilient in meeting challenging business discussions, able to encourage  participatory decision making. |
| 12 | Business Networking skills | Social Networking  skills | Explain and argue  clearly and concisely in the business negotiations, demonstrate skills to influence employees. |

### Programme Educational Objectives/Goals:

* 1. Students will have an excellent Human Resource Management knowledge with an exclusively business vocabulary, research and analytical skills
  2. Students will know to develop overall leadership and team building skills to become a more effective change agent and achieve desired business outcomes
  3. Students will critically understand and evaluate the current issues with research skills, ICT trends, and limitations of human resource management
  4. Students will know to communicate effectively and realize the importance of information packaging in presentation skills to manage relationships with various stakeholders
  5. Students will learn to analyze the challenges in recruitment, training employees for skills, examine the components of pay models, analyze the variety of employment benefits, the legalities associated with each, and their impact on the employee recruiting, retention, and satisfaction
  6. Students will be able to evaluate the challenges of global workforce to include expatriate employees, culture, training, and development
  7. Students will understand the role of ethical values and practices within a business organization
  8. Students will be prepared for continued learning throughout their career

### Programme Operational Objectives

1. The MBA (HR) programme will facilitate environment for innovation and research excellence for the intellectual growth of students
2. The MBA (HR) programme provides an academic environment for holistic development of students
3. The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA (HR) students
4. The MBA (HR) programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students
5. The MBA (HR) programme will provide ample opportunities for international exposure to students
6. The MBA (HR) programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies
7. The MBA (HR) programme will facilitate employment opportunities and also support students to start their own ventures
8. The MBA (HR) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
9. The MBA (HR) programme aims to help students understand and practise the highest standards of ethical behaviour associated with their management profession
10. The MBA (HR) programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment

**Programme Structure as per prescribed programme model Framework**

**Semester I**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  |  | **Core courses ( 9-12 Cu’s)** |  |  |  |
| 1 | HR601 | Organizational Behavior(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/948201471911389.pdf) | Core Courses | 2 0 0 0 | 2.00 |
| 2 | MKTG601 | Marketing Management(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1522201471818722.pdf) | Core Courses | 2 0 0 0 | 2.00 |
| 3 | CSIT602 | Information Technology for Managers(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1348201472285759.pdf) | Core Courses | 2 0 0 0 | 2.00 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 4 | QAM601 | Statistics for Management(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/546201472104150.pdf) | Core Courses | 3 0 0 0 | 3.00 |
| 5 | ACCT602 | Accounting for Managers(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1120201472571040.pdf) | Core Courses | 3 0 0 0 | 3.00 |
|  |  | **Specialisation Core**  **( Functional/sectoral) 6-12 Cu’s)** |  |  |  |
| 6 | ECON605 | Managerial Economics(PG)  [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1532201472899159.pdf) | Specialisation Core Courses | 3 0 0 0 | 3.00 |
| 7 | HR605 | Neuro Linguistic Programming(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1045201461328324.docx) | Specialisation Core Courses | 3 0 0 0 | 3.00 |
| 8 | LAW651 | Industrial Relations and Labour Laws(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1455201462725593.docx) | Specialisation Core Courses | 3 0 0 0 | 3.00 |
| 9 | PSYC654 | Psychology At Work Place(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/910201461108218.docx) | Specialisation Core Courses | 3 0 0 0 | 3.00 |
| 10 | HR704 | Negotiation and Conflict Management(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/950201471926593.pdf) | Specialisation Core Courses | 3 0 0 0 | 3.00 |
| 11 | MNT602 | Term Paper Management Studies(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non Teaching Credit Courses | 0 0 0 0 | 5.00 |
| 1  2 | MNT601 | Seminar Management Studies(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non Teaching Credit Courses | 0 0 0 0 | 4.00 |

**Semester II**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  |  | **Core courses ( 9-12 Cu’s)** |  |  |  |
| 1 | HR612 | Human Resource Management(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/162020157399924.doc) | Core Courses | 2 1 0 0 | 3.00 |
| 2 | FIBA601 | Financial Management(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1710201472553670.pdf) | Core Courses | 3 0 0 0 | 3.00 |
| 3 | MGMT603 | Business Research | Core Courses | 3 0 0 0 | 3.00 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Methods(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/539201472191440.pdf) |  |  | | | |  |
| 4 | POM602 | Operations Management(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/155520146579284.docx) | Core Courses | 3 | 0 | 0 | 0 | 3.00 |
|  |  | **Specialisation Core**  **( Functional/sectoral) 6-12 Cu’s)** |  |  | | | |  |
| 5 | LAW670 | Legal Aspects of Business(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/15162014111750392.doc) | Specialisation Core Courses | 3 | 0 | 0 | 0 | 3.00 |
| 6 | HR702 | Performance Management System(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/949201471987834.pdf) | Specialisation Core Courses | 3 | 0 | 0 | 0 | 3.00 |
| 7 | HR611 | Organization Change and Development(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/529201461175309.doc) | Specialisation Core Courses | 3 | 0 | 0 | 0 | 3.00 |
| 8 | PSYC681 | Social and Industrial Psychology(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/915201461100308.docx) | Specialisation Core Courses | 3 | 0 | 0 | 0 | 3.00 |
| 9 | MSCR600 | Company Report(PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 3.00 |

**Semester III**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core course ( 3-6 Cu’s)** |  |  |  |
| STRA701 | Strategic Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1636201472544639.pdf) | Core Courses | 4 0 0 0 | 4.00 |
|  | **Specialisation Core**  **( Functional/sectoral) 6-9 Cu’s)** |  |  |  |
| HR713 | Training and Development - Systems Strategies and | Specialisation core Courses | 3 0 0 0 | 3.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Practices (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/953201471937887.pdf) |  |  |  |
| HR714 | Strategic Human Resource Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/954201471991403.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| HR721 | Leading Change in Organizations (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/955201471909114.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
|  | **Specialization Electives ( 9-12 Cu’s)** |  |  |  |
| HR705 | Strategic Compensation Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1249201562630548.docx) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR735 | Measurement in Human Resource (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/101201471919952.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR725 | Emotional Intelligence for Managers (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/957201471937756.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR703 | Recruitment Selection and Retention (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/950201471963448.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR701 | Competency Mapping and Assessment (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/948201471989524.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| HR711 | International Human Resource Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/171320158521283.docx) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| PSYC794 | Psychological Testing for HR Professionals (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1523201482133377.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MSSI600 | Summer Internship (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non Teaching Credit Courses | 0 0 0 0 | 5.00 |

**Semester IV**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses ( 3-4 cu’s)** |  |  |  |
| MGMT705 | Management in Action - Social Economic and Ethical | Core Courses | 4 0 0 0 | 4.00 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Issues (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/118201472541899.pdf) |  |  | | | |  |
|  | **Specialisation Core**  **( Functional/sectoral) 0-4 Cu’s)** |  |  | | | |  |
| HR731 | Organization Design and Structural Processes (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/958201471981981.pdf) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| HR723 | Managerial Counselling (PG)  [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/13522014111928639.docx) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
|  | **Specialization Electives ( 9- 12 Cu’s)** |  |  | | | |  |
| HR734 | Managing Business Process Outsourcing (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/959201471969486.pdf) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| HR732 | Dynamics of Transactional Analysis and Emotional Intelligence (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/958201471920920.pdf) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| HR741 | Resource Based Strategy (PG)  [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/102201471992985.pdf) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| HR722 | Organizational Development and Effectiveness (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/956201471943546.pdf) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| HR724 | Corporate Image Building (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/957201471960895.pdf) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| HR733 | Leadership and Motivation in Organization (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/16920157358311.doc) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| MSDS600 | Dissertation (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 7.00 |
| MSDS601 | Dissertation – I (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 10.00 |

75

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 106**

### Programme Learning Outcomes (PLOs):

* 1. To be intellectually curious, open to new ideas in the area of HRM and able to sustain intellectual interest. To understand the linkage of HR Strategy, HR activities, programs and policies.
  2. Able to acquire and evaluate knowledge in HR Discipline through independent research. Able to identify the cause-effect variables in defining work related behaviours. Able to interpret findings and provide solutions to increase employee performance and productivity.
  3. Recognize pertinent Human Capital and business information needs, use appropriate technologies and methodologies to locate access and use information.
  4. Respond effectively to unfamiliar problems in unfamiliar Business contexts
  5. Possess a high standard of oral, visual and written communication skills, demonstrate skills in drafting letters/ emails, be polite and sensible in listening to others.
  6. Demonstrate confidence in work, imitativeness, be reliable, enthusiastic, pro-active and a team player
  7. Able to work effectively in diverse communities. Evaluate Cultural diversity to benefit business growth. Formulate multiple HR strategies for diverse employee groups.
  8. To Strive for justice, equality, honesty, and integrity in all personal and professional pursuits. Able to understand how businesses and professionals work and conduct in a manner that is socially responsible and respectful.
  9. Ability to innovate, plan and organize HR Practices that contributes to productive outcomes. Demonstrate self-management skills that contribute to employee satisfaction and growth.
  10. To be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development, and evaluate their own performance effectively
  11. Being initiative and acting resilient in meeting challenging business discussions, able to encourage participatory decision making.
  12. Explain and argue clearly and concisely in the business negotiations, demonstrate skills to influence employees.

### 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** |  |  |
| **a.1** | To be intellectually curious, open to new ideas in the area of HRM and able to sustain intellectual interest. To understand the linkage of HR Strategy, HR activities,  programs and policies | Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Able to acquire and evaluate knowledge in HR Discipline through independent research. Able to identify the cause-effect variables in defining work related behaviours. Able to interpret findings and provide solutions to increase employee performance and productivity. | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.3** | Recognize pertinent Human Capital and  business information needs, use appropriate | \*Comprehensive  Exam | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | technologies and methodologies to locate  access and use information |  |  |
| **a.4** | Respond effectively to unfamiliar problems in unfamiliar Business contexts | \*Business  Simulation (Rubrics) | Student Exit Survey |
| \*Comprehensive Exam |
| **a.5** | Possess a high standard of oral, visual and written communication skills, demonstrate skills in drafting letters/ emails, be polite and sensible in listening to others | Business  Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive  Exam |
| **a.6** | Demonstrate confidence in work, imitativeness , be reliable, enthusiastic, pro- active and a team player | \* Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student Exit Survey |
| \* Rubrics |
| \*Comprehensive Exam |
| **a.7** | Able to work effectively in diverse communities. Evaluate Cultural diversity to benefit business growth. Formulate multiple HR strategies for diverse employee groups. | \*Foreign Business  Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive Exam |
| **a.8** | To Strive for justice, equality, honesty, and integrity in all personal and professional pursuits. Able to understand how businesses and professionals work, and conduct in a manner that is socially responsible and respectful. | \*Plagiarism  Checking of Dissertation | Feedback of Industry  Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |

|  |  |  |  |
| --- | --- | --- | --- |
| **a.9** | Ability to innovate, plan and organize HR  Practices that contributes to productive outcomes. Demonstrate self management skills that contribute to employee satisfaction and growth. | \*Scoring Rubrics | Student Exit Survey |
| \*Comprehensive Exam | Alumni Survey |
| **a.10** | To be independent learners who take  responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development, and evaluate their own performance effectively | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| **a.11** | Being initiative and acting resilient in  meeting challenging business discussions, able to encourage participatory decision making. | \* Comprehensive Exam | Student Exit Survey |
| **a.12** | Explain and argue clearly and concisely in the business negotiations, Demonstrate skills to influence employees. | \* Comprehensive Exam | Student Exit Survey |

**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 | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Practicum /  Internship evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Thesis or  Dissertation Projects |  | **√** |  |  |  |  |  |  |  |  |  |  |
| **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** |
| 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** | **Executive – HR / IR** | **Management Trainee – HR**  **/Recruitment**  **/ Talent Acquisition** | **Associate Consultant- HR** | **HR**  **Administrator** |
| **Management Knowledge**  **with expertise in Human Resource** | Intermediate | Intermediate | Intermediate | Advanced |
| **Research and Enquiry** | Intermediate | Intermediate | Advanced | Intermediate |
| **Digitally Literate** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Problem Solving** | Intermediate | Intermediate | Advanced | Advanced |
| **communication and personal relations** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Behavioral Skills, Teamwork and**  **Leadership** | Intermediate | Intermediate | Intermediate | Advanced |
| **Global HR Manager** | Intermediate | Intermediate | Intermediate | Advanced |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ethics and professional**  **conduct** | Advanced | Advanced | Advanced | Advanced |
| **Employability and**  **Entrepreneurship** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Lifelong learning** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Decision Making** | Intermediate | Intermediate | Intermediate | Advanced |
| **Social 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**  **Administrator** | **HR**  **Analyst/Research h Analyst** |
| Consultancy firms |  | **√** | **√** | **√** | **√** |
| Drugs & Pharmaceuticals | **√** | **√** | **√** | **√** | **√** |
| Fast Moving Consumer Goods (FMCG) | **√** | **√** | **√** | **√** |  |
| Manufacturing | **√** | **√** | **√** | **√** |  |
| Media & Entertainment | **√** | **√** |  | **√** |  |
| Retail | **√** | **√** |  | **√** |  |
| Telecom | **√** | **√** |  | **√** | **√** |
| HR, Recruitment,  Training & Placement Consultant | **√** | **√** | **√** | **√** | **√** |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA.

### Appendix – b.3

**Institution: Amity Business School Programme Title: MBA (Marketing and Sales) Level – PG**

**Duration of the program (in yrs): 2 No. of Semesters: 4 Programme Mission:**

To develop the overall personality of Masters in Business Administration students by making them not only excellent management professionals in the area of Marketing & sales 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.

### Programme Description:

The Two-Year Full Time Master in Business Administration (Marketing & Sales) has been designed to enable the student to explore and understand the dynamic realities of the domestic and international markets, to understand the consumer behaviour for influencing customers, in- depth understanding of marketing research, advertising landscape and other aspects of Marketing & Sales Management.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr No.** | **Institution Graduate Attributes** | **Programme Graduate Attributes** | **Indicators** |
| 1 | Management Knowledge and Critical thinking | Management Knowledge with expertise in Marketing & Sales | Able to demonstrate marketing & selling skills. To acquire sound knowledge of Marketing strategies and consumer behaviour, apply conceptual knowledge in finding practical solutions for  competing and increasing market sales |
| 2 | Research Literacy and Collaborative Enquiry | Market Research and Enquiry | Effectively conduct primary research to evaluate a potential market opportunity and articulate marketing and branding strategies. Ability to collect, analyze and interpret marketing data and information for driving optimum solutions related to consumer trends,  advertising etc. |
| 3 | Information and Technology  Literate | Information and  Technology Literate | Ability to retrieve important  demographic/psychographic |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | information from web, to use information in critical and creative thinking, Proficiency in the appropriate use of  contemporary technologies. |
| 4 | Problem Solving | Problem solving | Ability to apply existing skills and knowledge to identify and formulate new problems.  Ability to develop inventive and creative solutions useful for marketing, branding and advertising, demonstrating flexibility and resourcefulness; Ability to identify and take serendipitous advantage of  market opportunities. |
| 5 | Business Communication Skills | Persuasion & Communication Skills | Communicate proficiently, in oral, written, presentation, information searching and listening skills to increase the brand value in the market. Be assertive and articulate, be able to negotiate responsibly and persuade  customers effectively. |
| 6 | Leadership and Behaviour skills | Behavioral Skills, Teamwork and Leadership | Ability to maintain assertiveness, Capacity to interact and collaborate with customers and marketing teams effectively, and demonstrate business development skills in  culturally diverse contexts. |
| 7 | Global Manager | Global Marketing Manager | Understand different cultures and sustainability while developing marketing  / branding strategies. Embrace business opportunities offered across globe and accept different ways of working. |
| 8 | Ethics and professional conduct | Ethics and professional conduct | To understand how their actions can enhance the wellbeing of theirs and will be equipped to make a  valuable contribution to |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | society by practicing code  of ethics |
| 9 | Employability and Entrepreneurship | Employability, Enterprise & Entrepreneurship | To be motivated to draw upon existing knowledge, generating new ideas and create competitiveness to business through better marketing strategies. To  identify professional employment opportunities |
| 10 | Lifelong learning | Lifelong learning | Act with integrity, set themselves high standards and have skills that are  essential to their future lives |
| 11 | Decision Making | Decision Making | Ability to apply decision making methodologies, Display Commitment to professional development and a willingness to listen and respond to constructive feedback for enhancing participatory decision making among marketing  teams. |
| 12 | Business Networking skills | Business Networking skills | Ability to build customer relationships, networks and trust with potential and actual co-workers and  stakeholders. |

### Programme Educational Objectives/Goals:

1. Students of MBA (Marketing and Sales) programme will gain the ability to influence customer through understanding, predicting, and shaping the customers’ preferences and behaviour with their Marketing knowledge and Market research skills
2. Students will learn to review traditional marketing topics, such as customer behaviour, segmentation, pricing, partnerships, branding and negotiation, but transposes them to the competitive B2B environment
3. Students will gain a balanced overview of the rapidly changing advertising landscape
4. Students will learn to communicate effectively, logically, clearly, and persuasively in spoken, written, and visual form
5. Students will recognize the importance of team working skills, relationship management, networking and leadership skills needed by successful marketing managers in a competitive global, multicultural environment
6. Students shall learn to research and analyze the competitive environment of an industry, recommend the best combination of basic 4 p’s marketing for strategic positioning of products and services within the industry and develop associated strategic plans such as logistics & supply chain management
7. Students will be prepared for continued learning throughout their career
8. Students will understand the role of ethical values and practices within a business organization

### Programme Operational Objectives

1. The MBA (Marketing and Sales) programme will facilitate environment for innovation and market research excellence for the intellectual growth of students
2. The MBA (Marketing and Sales) programme provides an academic environment for holistic development of students
3. The Programme aims to facilitate opportunities for innovation and environment of market research excellence providing intellectual growth of MBA (Marketing and Sales) students
4. The MBA (Marketing and Sales) programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students
5. The MBA (Marketing and Sales) programme will provide ample opportunities for international exposure to students
6. The MBA (Marketing and Sales) programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies
7. The MBA (Marketing and Sales) programme will facilitate employment opportunities and also support students to start their own ventures
8. The MBA (Marketing and Sales) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
9. The MBA (Marketing and Sales) programme aims to help students understand and practise the highest standards of ethical behaviour associated with their management profession
10. The MBA (Marketing and Sales) programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment

**Programme Structure as per prescribed programme model Framework**

**Semester I**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses (9-12 Cu’s)** |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| HR601 | Organizational Behavior (PG) | Core Courses | 2 0 0 0 | 2.00 |
| ACCT602 | Accounting for Managers (PG) | Core Courses | 3 0 0 0 | 3.00 |
| MKTG601 | Marketing Management (PG) | Core Courses | 2 0 0 0 | 2.00 |
| CSIT602 | Information Technology for Managers (PG) | Core Courses | 2 0 0 0 | 2.00 |
| QAM601 | Statistics for Management (PG) | Core Courses | 3 0 0 0 | 3.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (6-**  **12 Cu’s)** |  |  |  |
| ECON605 | Managerial Economics (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| MKTG603 | Sales Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1645201471853010.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| MKTG604 | Consumer Behaviour (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1646201471866576.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| RETL711 | Mall Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1452201473069165.pdf) | Specialisation core Courses | 3 0 0 0 | 3 |
| MNT601 | Seminar Management Studies (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 0 0 0 | 4.00 |
| MNT602 | Term Paper Management Studies (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 0 0 0 | 5.00 |

**Semester II**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses ( 9-12 Cu’s)** |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| HR612 | Human Resource Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/162020157399924.doc) | Core Courses | 2 | 1 | 0 | 0 | 3.00 |
| FIBA601 | Financial Management (PG)  [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1710201472553670.pdf) | Core Courses | 3 | 0 | 0 | 0 | 3.00 |
| MGMT603 | Business Research Methods (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/539201472191440.pdf) | Core Courses | 3 | 0 | 0 | 0 | 3.00 |
| POM602 | Operations Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/155520146579284.docx) | Core Courses | 3 | 0 | 0 | 0 | 3.00 |
|  | **Specialisation Core**  **(Functional /sectoral) (6-**  **12 Cu’s)** |  |  | | | |  |
| LAW670 | Legal Aspects of Business (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/15162014111750392.doc) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| MKTG713 | Advertising and Sales Promotion (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1651201471886604.pdf) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| MKTG715 | Direct marketing (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| MKTG722 | Marketing of Services (PG)  [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1658201471843436.pdf) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| MKTG723 | Pricing strategies (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| MSCR600 | Company Report (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 | 0 | 0 | 0 | 3.00 |

**Semester III**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses (3-6 cu’s)** |  |  |  |
| STRA701 | Strategic Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1636201472544639.pdf) | Core Courses | 4 0 0 0 | 4.00 |
|  | **Specialisation Core**  **(Functional/sectoral) 6-9** |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Cu’s)** |  |  |  |
| RETL601 | Principles of Retailing (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1440201473039098.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| MKTG711 | Product and Brand Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1649201471820200.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| TRAN701 | Distribution and Logistics Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/201201472381987.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
|  | **Specialization Electives (9- 12 Cu’s)** |  |  |  |
| MKTG705 | Advanced Sales Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1648201471815357.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MKTG721 | Customer Relationship Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/17320149288410.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| RUR712 | Rural Marketing (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/153201471891177.pdf) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| POM702 | Supply Chain Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/14572014101749383.pdf) | Specialisation Elective Courses | 2 1 0 0 | 3.00 |
| MSSI600 | Summer Internship (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 0 0 0 | 5.00 |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level: 25**

**(b) Programme Level: 106**

### Programme Learning Outcomes (PLOs):

1. Able to demonstrate marketing & selling skills. To acquire sound knowledge of Marketing strategies and consumer behaviour, apply conceptual knowledge in finding practical solutions for competing and increasing market sales
2. Effectively conduct primary research to evaluate a potential market opportunity and articulate marketing and branding strategies. Ability to collect, analyze and interpret marketing data and information for driving optimum solutions related to consumer trends, advertising etc.
3. Ability to retrieve important demographic/psychographic information from web, to use information in critical and creative thinking, Proficiency in the appropriate use of contemporary technologies.
4. Ability to apply existing skills and knowledge to identify and formulate new problems; Ability to develop inventive and creative solutions useful for marketing, branding and advertising, demonstrating flexibility and resourcefulness; Ability to identify and take serendipitous advantage of market opportunities.
5. Communicate proficiently, in oral, written, presentation, information searching and listening skills to increase the brand value in the market. Be assertive and articulate, be able to negotiate responsibly and persuade customers effectively.
6. Ability to maintain assertiveness, Capacity to interact and collaborate with customers and marketing teams effectively and demonstrate business development skills in culturally diverse contexts.
7. Understand different cultures and sustainability while developing marketing / branding strategies. Embrace business opportunities offered across globe and accept different ways of working.
8. To understand how their actions can enhance the wellbeing of theirs and will be equipped to make a valuable contribution to society by practicing code of ethics
9. To be motivated to draw upon existing knowledge, generating new ideas and create competitiveness to business through better marketing strategies. To identify professional employment opportunities
10. Act with integrity, set themselves high standards and have skills that are essential to their future lives
11. Ability to apply decision making methodologies, Display Commitment to professional development and a willingness to listen and respond to constructive feedback for enhancing participatory decision making among marketing teams.
12. Ability to build customer relationships, networks and trust with potential and actual co-workers and stakeholders.

### 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 Outcome  4 | **√** | **√** | **√** |  |  | **√** |  |  |
| Programme Learning Outcome  5 |  |  |  | **√** | **√** |  |  |  |
| Programme  Learning Outcome 6 |  |  |  | **√** | **√** |  |  |  |
| Programme Learning Outcome  7 |  | **√** |  |  | **√** | **√** |  |  |
| Programme  Learning Outcome 8 |  |  |  |  |  |  |  | **√** |
| Programme Learning Outcome  9 |  |  |  |  |  | **√** |  |  |
| Programme Learning Outcome  10 |  |  |  |  |  |  | **√** | **√** |
| Programme Learning Outcome  11 |  |  |  |  | **√** |  |  |  |
| Programme  Learning Outcome 12 | **√** |  |  | **√** |  |  |  |  |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | **Direct** | **Indirect** | |
| **A** | **Programme Learning Outcome** |  |  | |
| **a.1** | Able to demonstrate marketing & selling skills. To acquire sound knowledge of Marketing strategies and consumer behaviour, apply conceptual knowledge in finding practical solutions for competing and increasing market sales | \*Comprehensive Exam/Viva on annual basis | Student Survey | Exit |
| **a.2** | Effectively conduct primary research to evaluate a potential market opportunity and articulate marketing and branding strategies. Ability to collect, analyze and interpret marketing data and information for driving optimum solutions related to consumer trends, advertising etc. | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide | |
| Comprehensive Exam |
| **a.3** | Ability to retrieve important demographic/psychographic information from web, to use information in critical and creative thinking, Proficiency in the appropriate use of contemporary technologies. | \*Comprehensive Exam | Student Survey | Exit |
| **a.4** | Ability to apply existing skills and knowledge to identify and formulate new problems; Ability to develop inventive and creative solutions useful for marketing, branding and advertising, demonstrating flexibility and resourcefulness; Ability to identify and take serendipitous advantage of market opportunities. | \*Business Simulation (Rubrics) | Student Survey | Exit |
| \*Comprehensive Exam |
| **a.5** | Communicate proficiently, in oral, written, presentation, information searching and listening skills to increase the brand value in the market. Be assertive and articulate, be able to negotiate responsibly and persuade customers effectively. | \*Business Communication Course Result analysis of all semesters | Student Survey | Exit |
| \*Rubrics |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | \*Comprehensive  Exam |  | |
| **a.6** | Ability to maintain assertiveness, Capacity to interact and collaborate with customers and marketing teams effectively and demonstrate business development skills in culturally diverse contexts. | \* Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student  Survey | Exit |
| \* Rubrics |
| \* Comprehensive  Exam |
| **a.7** | Understand different cultures and sustainability while developing marketing / branding strategies. Embrace business opportunities offered across globe and accept different ways of working. | \*Foreign Business  Language Result Analysis of all semesters | Student  Survey | Exit |
| \* Rubrics |
| \*Comprehensive Exam |
| **a.8** | To understand how their actions can enhance the wellbeing of theirs and will be equipped to make a valuable contribution to society by practicing code of ethics | \*Plagiarism  Checking of Dissertation | Feedback of  Industry Internship Guide | |
| \*Comprehensive Exam | Indiscipline Cases | |
| **a.9** | To be motivated to draw upon existing knowledge, generating new ideas and create competitiveness to business through better marketing strategies. To identify professional employment opportunities | \*Scoring Rubrics | Student  Survey | Exit |
| \*Comprehensive Exam | Alumni Survey | |
| **a.10** | Act with integrity, set themselves high standards and have skills that are essential to their future lives | \*Quiz (Rubrics) | Student  Survey | Exit |
| \*Comprehensive Exam |
| **a.11** | Ability to apply decision making methodologies, Display Commitment to  professional development and a willingness to listen and respond to constructive | \*Comprehensive Exam | Student Survey | Exit |

|  |  |  |  |
| --- | --- | --- | --- |
|  | feedback for enhancing participatory  decision making among marketing teams. |  |  |
| **a.12** | Ability to build customer relationships,  networks and trust with potential and actual co-workers and stakeholders. | \*Comprehensive Exam | Student Exit  Survey |

**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 | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term  Paper , Presentations) | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Practicum / Internship  evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Thesis or  Dissertation Projects |  | **√** |  |  |  |  |  |  |  |  |  |  |
| **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** |
| 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** | **Executive – Marketing/ Sales / Business Developmen**  **t** | **Management Trainee – Digital/online Marketing** | **Client Specialist/Relat ionship Manager** | **Public Relations Executive/Promoti ons Executive** |
| **Management Knowledge with expertise in Retail Management** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Market Research and Enquiry** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Information and**  **Technology Literate** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Problem Solving** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Persuasion & Communication Skills** | Intermediate | Intermediate | Intermediate | Advanced |
| **Behavioral Skills,**  **Teamwork and Leadership** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Global Marketing**  **Manager** | Intermediate | Intermediate | Advanced | Intermediate |
| **Ethics and professional conduct** | Advanced | Advanced | Advanced | Advanced |
| **Employability, Enterprise & Entrepreneurship** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Lifelong learning** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Decision Making** | Intermediate | Intermediate | Intermediate | Advanced |
| **Business Networking**  **skills** | Intermediate | Intermediate | Intermediate | Advanced |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Executive – Marketing/Sales**  **/ Business Development** | **Management Trainee – Digital/online Marketing** | **Client Specialist/ Relationship Manager** | **Public Relations Executive/ Promotions Executive** |
| Beverages | **√** | **√** |  | **√** |
| Business Process Outsourcing | **√** | **√** | **√** | **√** |
| Consultancy firms | **√** |  | **√** | **√** |
| Drugs & Pharmaceuticals | **√** | **√** |  | **√** |
| Education | **√** | **√** | **√** | **√** |
| Event Management | **√** | **√** | **√** | **√** |
| Exports & Imports | **√** | **√** | **√** | **√** |
| Fast Moving Consumer Goods (FMCG) | **√** | **√** |  | **√** |
| Healthcare | **√** | **√** | **√** | **√** |
| Manufacturing | **√** | **√** |  | **√** |
| Media & Entertainment | **√** | **√** | **√** | **√** |
| Real Estate & Urban Development | **√** | **√** | **√** | **√** |
| Retail | **√** | **√** | **√** | **√** |
| Transport & Logistics | **√** | **√** | **√** | **√** |
| Telecom | **√** | **√** | **√** | **√** |
| Tourism | **√** | **√** | **√** | **√** |
| Hospitality | **√** | **√** | **√** | **√** |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA.

### Appendix – b.4

**Institution: Amity Business School Programme Title: MBA (Entrepreneurship) Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4 Programme Mission:**

To develop the overall personality of Masters in Business Administration students by making them not only excellent management professionals in the area of Entrepreneurship 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. The programme also aims to articulate an entrepreneurial mindset among students who can identify entrepreneurial opportunities of untapped markets and become job creators and establish enterprises for fulfilling the aspirations of job seekers.

### Programme Description:

The two-year MBA Entrepreneurship programme will empower students to develop their skills and knowledge to incubate new ventures. The curriculum of the programme is the combination of classroom teaching and knowledge sharing with experienced and successful entrepreneurs and academicians to correlate theory to practice for creating economic and social value everywhere. The program integrates course curriculum in a systemic process that includes the clear reflection of the current business world with concentrations to technology and innovations.

|  |  |  |  |
| --- | --- | --- | --- |
| Sl. No | Institution Graduate Attributes | Programme Graduate  Attributes | Indicators |
| 1 | Management Knowledge and Critical thinking | Management Knowledge with expertise in  Entrepreneurship | Able to demonstrate enterprising skills identify and discuss the impact of entrepreneurial business context in economy and society. Analyze and appraise  business plan and its implementation. |
| 2 | Research Literacy and Collaborative Enquiry | Research and Enquiry | Effectively conduct primary research to evaluate a potential market for an entrepreneurial opportunity and articulate business  propositions. |
| 3 | Information and Technology Literate | Digitally Literate | Ability to retrieve important information  from web, to use information in critical |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | and creative thinking  for avoiding business threats, Proficiency in the appropriate use of  contemporary technologies. |
| 4 | Problem Solving | Strategic thinking and  problem solving | Able to identify  opportunities from any business context/ problems, develop new ideas and create innovative solutions, critically evaluate  situations and generate propositions |
| 5 | Business Communication Skills | Effective  communicator | Capable to effectively  communicate orally and written. Ability to present information in a highly coherent manner across different contexts to attract VC-Angel investors. |
| 6 | Leadership and Behaviour skills | Creativity, Team  work and Leadership | Ability to maintain  level-headedness in behavior in contrast to arrogance, despite achievement of high performance & Success.  Capacity to interact and collaborate with others effectively, including in teams, in organizations, and in culturally diverse contexts. |
| 7 | Global Manager | Global outlook | Understand different  cultures and sustainability.  Embrace business opportunities offered across globe and accept different ways of working. |
| 8 | Ethics and professional conduct | Ethics and  professional conduct | To understand how  their actions can enhance the wellbeing of theirs and will be equipped to make a valuable |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | contribution to  society by practicing code of ethics in building enterprises. |
| 9 | Employability and Entrepreneurship | Enterprise &  Entrepreneurship | To be able to identify  business opportunities and create  employment. Promote change and  innovation, Initiate innovative solutions. Optimize available resources in a constraint environment. |
| 10 | Lifelong learning | Lifelong learning | Able to apply the  innovative and creative skills to shape their future. Act with integrity, set themselves high standards and have skills that are essential to their future lives |
| 11 | Decision Making | Decision Making | Generate and  critically analyze a novel idea through a reasoned decision- making process, present a critical analysis of the benefits and risks of developing an idea or  a project |
| 12 | Business Networking skills | Building relationship  with stakeholders | To demonstrate the  ability to build relationships, networks, and trust with potential and actual co-workers and  stakeholders. |

### Programme Educational Objectives/Goals

1. Students will know to create, identify, assess, shape, and act on entrepreneurial opportunities through the invention, development and exploitation of entirely new ideas, products and services in a variety of contexts and organizations
2. Students will have the research ability to identify entrepreneurial opportunities present in untapped markets and underserved markets, and those that can be created by applying existing technologies to new fields and new markets
3. Students will have functional knowledge and multiple functional skills and perspectives to analyze the business challenges and opportunities
4. Students will demonstrate an understanding of the characteristics of effective leadership
5. Students will know to communicate logically, clearly, and persuasively in spoken, written, and visual form. They will understand the importance of good communication in the world of business and apply accepted norms and forms in business writing
6. Students will be able to identify and strategically analyze complex business problems both in local and global environment
7. Students will be prepared to recognize and respond to ethical questions encountered in creating responsible businesses

### Programme Operational Objective Action

1. The MBA (Entrepreneurship) programme will facilitate environment for innovation and research excellence for the intellectual growth of students
2. The MBA (Entrepreneurship) programme provides an academic environment for holistic development of students
3. The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA (Entrepreneurship) students
4. The MBA (Entrepreneurship) programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students
5. The MBA (Entrepreneurship) programme will provide ample opportunities for international exposure to students
6. The MBA (Entrepreneurship) programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies
7. The MBA (Entrepreneurship) programme will facilitate employment opportunities and also support students to start their own ventures
8. The MBA (Entrepreneurship) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
9. The MBA (Entrepreneurship) programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession
10. The MBA (Entrepreneurship) programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment

### Programme Structure as per prescribed programme model Framework

Semester I

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses ( 9-12 Cu’s)** |  |  |  |
| HR601 | Organizational Behavior (PG) | Core Courses | 2 0 0 0 | 2.00 |
| ACCT602 | Accounting for Managers (PG) | Core Courses | 3 0 0 0 | 3.00 |
| MKTG601 | Marketing Management (PG) | Core Courses | 2 0 0 0 | 2.00 |
| CSIT602 | Information Technology for Managers (PG) | Core Courses | 2 0 0 0 | 2.00 |
| QAM601 | Statistics for Management (PG) | Core Courses | 3 0 0 0 | 3.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (6-12 Cu’s)** |  |  |  |
| ECON605 | Managerial Economics (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| ENTR601 | Entrepreneurship and New Venture Creation (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/103720158682036.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| ENTR602 | Business Incubation (PG)  [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1331201561416816.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| ENTR603 | Creating and Leading | Specialisation | 3 0 0 0 | 3.00 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Entrepreneurial Organization (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1333201561477681.pdf) | core Courses |  | | | |  |
| MNT602 | Term Paper Management Studies (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 | 0 | 0 | 0 | 5.00 |
| MNT601 | Seminar Management Studies (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 | 0 | 0 | 0 | 4.00 |
| ENTR702 | Family Business Management (PG[) .](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1331201561400706.pdf) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |

### Semester II

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses ( 9-12 Cu’s)** |  |  |  |
| HR612 | Human Resource Management (PG) | Core Courses | 2 1 0 0 | 3.00 |
| FIBA601 | Financial Management (PG) | Core Courses | 3 0 0 0 | 3.00 |
| MGMT603 | Business Research Methods (PG) | Core Courses | 3 0 0 0 | 3.00 |
| POM602 | Operations Management (PG) | Core Courses | 3 0 0 0 | 3.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (6-**  **12 Cu’s)** |  |  |  |
| LAW670 | Legal Aspects of Business (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/15162014111750392.doc) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| ENTR604 | Small Business Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1337201561459971.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ENTR605 | Financing New Ventures and Businesses (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1338201561439640.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| ENTR611 | Mentored Study in Entrepreneurship (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1339201561473846.pdf) | Specialisation core Courses | 2 0 0 5 | 3.00 |
| ENTR731 | Managing Creativity and Building Learning Organizations (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1345201561423755.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| MSCR600 | Company Report (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 0 0 0 | 3.00 |

Semester III

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | | | | **Credit Units** |
|  | **Core courses (3-6 Cu’s)** |  |  | | | |  |
| STRA701 | Strategic Management (PG)  [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1636201472544639.pdf) | Core Courses | 4 | 0 | 0 | 0 | 4.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (6-9 Cu’s)** |  |  | | | |  |
| ENTR702 | Family Business Management (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| ENTR701 | Enterprise Planning Appraisal and Financing (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| ENTR711 | Social Entrepreneurship (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
|  | **Specialisation Elective Courses (9-12 Cu’s)** |  |  | | | |  |
| ENTR703 | Entrepreneurial Marketing (PG) | Specialisation Elective | 3 | 0 | 0 | 0 | 3.00 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Courses |  | | | |  |
| ENTR705 | Enterprise Growth and Succession (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| ENTR712 | Building Entrepreneurial Culture and Team (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| ENTR713 | Creating and Managing New Businesses in Emerging Markets (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| ENTR714 | Creativity and Innovation in Business and Entrepreneurship (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| MSSI600 | Summer Internship (PG) | Non-Teaching Credit Courses | 0 | 0 | 0 | 0 | 5.00 |

Semester IV

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses (3-4Cu’s)** |  |  |  |
| MGMT705 | Management in Action - Social Economic and Ethical Issues (PG) | Core Courses | 4 0 0 0 | 4.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (0-**  **4 Cu’s)** |  |  |  |
| ENTR723 | Corporate Entrepreneurship (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| ENTR734 | Corporate Crisis and Strategic Restructuring (PG) | Specialisation Elective Courses | 3 0 0 0 | 3.00 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Specialisation Elective Courses (9-12 Cu’s)** |  |  | | | |  |
| ENTR715 | Managing Innovation Process (PG) | Specialisation Elective Courses | 2 | 0 | 0 | 5 | 3.00 |
| ENTR722 | Managing a Growing Business (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| ENTR731 | Managing Creativity and Building Learning Organizations (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| ENTR724 | Legal Aspects of Entrepreneurship (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| ENTR725 | Leading Change in Family Business (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| ENTR733 | Venture Capital and Private Equity (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| ENTR735 | Managing Innovation: Emerging Trends (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| MSDS600 | Dissertation (PG) | Non-Teaching Credit Courses | 0 | 0 | 0 | 0 | 7.00 |
| MSDS601 | Dissertation - I(PG) | Non-Teaching Credit Courses | 0 | 0 | 0 | 0 | 10.00 |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 106**

### Programme Learning Outcomes (PLOs):

* 1. Able to demonstrate enterprising skills identify and discuss the impact of entrepreneurial business context in economy and society. Analyze and appraise business plan and its implementation.
  2. Effectively conduct primary research to evaluate a potential market for an entrepreneurial opportunity and articulate business propositions
  3. Ability to retrieve important information from web, to use information in critical and creative thinking for avoiding business threats, Proficiency in the appropriate use of contemporary technologies.
  4. Able to identify opportunities from any business context/ problems, develop new ideas and create innovative solutions, critically evaluate situations and generate propositions
  5. Capable to effectively communicate orally and written. Ability to present information in a highly coherent manner across different contexts to attract VC-Angel investors
  6. Ability to maintain level-headedness in behavior in contrast to arrogance, despite achievement of high performance & Success. Capacity to interact and collaborate with others effectively, including in teams, in organizations, and in culturally diverse contexts.
  7. Understand different cultures and sustainability. Embrace business opportunities offered across globe and accept different ways of working.
  8. To understand how their actions can enhance the wellbeing of theirs and will be equipped to make a valuable contribution to society by practicing code of ethics in building enterprises.
  9. To be able to identify business opportunities and create employment. Promote change and innovation, Initiate innovative solutions. Optimize available resources in a constraint environment.
  10. Able to apply the innovative and creative skills to shape their future. Act with integrity, set themselves high standards and have skills that are essential to their future lives
  11. Generate and critically analyze a novel idea through a reasoned decision-making process, Present a critical analysis of the benefits and risks of developing an idea or a project
  12. To demonstrate the ability to build relationships, networks and trust with potential and actual co-workers and stakeholders.

### Linkage of PEO & PLOs:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **PEOs**  **PLOs** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** | **PEO 6** | **PEO 7** |
| 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** |  |  |
| **a.1** | Able to demonstrate enterprising skills identify and discuss the impact of entrepreneurial business context in economy and society. Analyze and appraise business plan and its implementation. | \*Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Effectively conduct primary research to evaluate a potential market for an entrepreneurial opportunity and articulate business propositions | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.3** | Ability to retrieve important information  from web, to use information in critical and | Comprehensive  Exam | Student Exit  Survey |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | creative thinking for avoiding business  threats, Proficiency in the appropriate use of contemporary technologies. |  |  | |
| **a.4** | Able to identify opportunities from any business context/ problems, develop new ideas and create innovative solutions, critically evaluate situations and generate propositions. | \*Business  Simulation (Rubrics) | Student  Survey | Exit |
| \*Comprehensive  Exam |
| **a.5** | Capable to effectively communicate orally and written. Ability to present information in a highly coherent manner across different contexts to attract VC-Angel investors. | \*Business  Communication Course Result analysis of all semesters | Student  Survey | Exit |
| \*Rubrics |
| Comprehensive  Exam |
| **a.6** | Ability to maintain level-headedness in behavior in contrast to arrogance, despite achievement of high performance & Success. Capacity to interact and collaborate with others effectively, including in teams, in organizations, and in culturally diverse contexts. | \* Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student  Survey | Exit |
| \* Rubrics |
| Comprehensive Exam |
| **a.7** | Understand different cultures and sustainability. Embrace business opportunities offered across globe and accept different ways of working. | \*Foreign Business  Language Result Analysis of all semesters | Student  Survey | Exit |
| \* Rubrics |
| \* Comprehensive  Exam |
| **a.8** | To understand how their actions can  enhance the wellbeing of theirs and will be equipped to make a valuable contribution  to society by practicing code of ethics in | \*Plagiarism  Checking of Dissertation | Feedback of  Industry Internship Guide | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | building enterprises | | | \* Comprehensive Exam | Indiscipline  Cases | |
| **a.9** | To be able to identify business opportunities and create employment. Promote change and innovation, Initiate innovative solutions. Optimize available resources in a constraint environment | | | \*Scoring Rubrics | Student Survey | Exit |
| \*Comprehensive Exam | Alumni Survey | |
| **a.10** | Able to apply the innovative and creative skills to shape their future. Act with integrity, set themselves high standards and have skills that are essential to their future lives | | | \*Quiz (Rubrics) | Student Survey | Exit |
| \*Comprehensive Exam |
| **a.11** | Generate and critically analyze a novel idea  through a reasoned decision-making process, Present a critical analysis of the benefits and risks of developing an idea or a project | | | \*Comprehensive Exam | Student  Survey | Exit |
| **a.12** | To demonstrate the relationships, networks potential and actual stakeholders. | ability to  and trust co-workers | build with and | \*Comprehensive Exam | Student  Survey | Exit |

**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 | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term  Paper , Presentations) | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Practicum / Internship  evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Thesis or  Dissertation Projects |  | **√** |  |  |  |  |  |  |  |  | **√** |  |
| **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** |
| 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** | **Entrepreneur/ Founder/Director/Partner/Proprietor** | **Manager – Operations/ Administration** | **Project Management t Trainee** | **Associate Consultant/ Business**  **Analyst** |
| Management Knowledge with expertise in  Entrepreneurship | Advanced | Advanced | Intermediate | Advanced |
| Research and Enquiry | Advanced | Advanced | Intermediate | Advanced |
| Digitally Literate | Advanced | Advanced | Intermediate | Advanced |
| Strategic thinking and  problem solving | Advanced | Advanced | Intermediate | Advanced |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Effective communicator | Advanced | Advanced | Intermediate | Intermediate |
| Creativity, Team work and  Leadership | Advanced | Advanced | Intermediate | Intermediate |
| Global outlook | Advanced | Advanced | Intermediate | Intermediate |
| Ethics and professional  conduct | Advanced | Advanced | Advanced | Advanced |
| Enterprise &  Entrepreneurship | Advanced | Intermediate | Intermediate | Intermediate |
| Lifelong learning | Advanced | Intermediate | Intermediate | Intermediate |
| Decision Making | Advanced | Intermediate | Intermediate | Intermediate |
| Building relationship with  stakeholders | Advanced | Advanced | Intermediate | Intermediate |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Entrepreneur/ Founder/Direct or/Partner/Proprietor** | **Manager – Operation s/ Administration** | **Project Management Trainee** | **Associate Consultant/ Business Analyst** |
| Agriculture | **√** |  |  |  |
| Auto Components | **√** | **√** | **√** | **√** |
| Capital Goods | **√** | **√** |  | **√** |
| Chemicals & fertilizers | **√** | **√** |  |  |
| Drugs & Pharmaceuticals | **√** | **√** | **√** | **√** |
| Exports & Imports | **√** | **√** | **√** | **√** |
| Fast Moving Consumer Goods (FMCG) | **√** | **√** |  |  |
| Food Processing | **√** | **√** | **√** |  |
| Manufacturing | **√** | **√** | **√** |  |
| Real Estate & Urban Development | **√** |  |  |  |
| Textiles | **√** | **√** |  |  |
| Tourism | **√** |  |  | **√** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Hospitality | **√** |  |  | **√** |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA.

### Appendix b.5

**Institution: Amity Business School Programme Title: MBA (Retail Management) Level – PG**

**Duration of the program (in yrs): 2 No. of Semesters: 4**

**Programme Mission:**

To develop the overall personality of Masters in Business Administration students by making them not only excellent management professionals in the area of Retail Management 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. The programme aims to create talent to meet the current and future needs of the retail industry with hands on experience in retailing.

### Programme Description:

Two year Masters in Retail Management programme is designed to create talent to meet the dearth of professionals in retail industry. It focuses on building a strong foundation in Retail Management for entry-level to mid-level professionals.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr**  **No.** | **Institution Graduate**  **Attributes** | **Programme**  **Graduate Attributes** | **Indicators** |
| 1 | Management Knowledge and Critical thinking | Management Knowledge with expertise in Retail Management | To be Competent in applying the knowledge in Retail Management and skills to manage retail stores and operations in the  international environment |
| 2 | Research Literacy and Collaborative Enquiry | Research and Enquiry | Ability to engage effectively in the market research enquiry and discourses, to formulate research questions and critically analyze the date to  provide interpretations |
| 3 | Information and Technology Literate | Information and Technology Literate | Recognize pertinent market, customer, and business information needs, use appropriate technologies and methodologies to locate  access and use information. |
| 4 | Problem Solving | Approaching problems | Respond effectively to  unfamiliar problems in unfamiliar Business |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | contexts. Ability to develop  inventive and creative solutions useful for marketing, branding and  advertising, merchandising, store operations etc. |
| 5 | Business Communication  Skills | Persuasion &  Communication Skills | Capacity to communicate  effectively with others using ICTs, multimedia, visual, musical and other forms appropriate to persuade the customers B2C/B2B. |
| 6 | Leadership and Behaviour  skills | Behavioral Skills,  Teamwork and Leadership | Able to work in  Collaborative teams, Capable of initiating as well as embracing change, to stay calm in crisis  situations, to motivate others |
| 7 | Global Manager | Global Citizen | Able to work effectively in  diverse communities. Evaluate Cultural diversity to benefit Retail business growth. Appreciate local, national and global issues and the social and philosophical contexts relating to marketing, retail  selling and retail operations. |
| 8 | Ethics and professional  conduct | Ethics and  professional conduct | A clear understanding and  demonstration of ethical, legal, social, and civic responsibility as a retail manager and member of the discipline. |
| 9 | Employability and  Entrepreneurship | Employability,  Enterprise & Entrepreneurship | Ability to innovate, plan  and organize retail management activities that contributes to productive outcomes. Demonstrate people management skills in coordinating with retail  outlet management. |
| 10 | Lifelong learning | Lifelong learning | To display spirit of  curiosity and a desire to learn, and seeking out learning opportunities |
| 11 | Decision Making | Decision Making | Utilize real world problems  to build marketing knowledge, develop |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | structural knowledge of  problems appropriate to interdisciplinary inquiry for better retail management &  operations |
| 12 | Business Networking skills | Business Networking  skills | Ability to build customer  relationships, networks, franchises and trust with potential and actual co- workers and stakeholders. |

### Programme Educational Objectives/Goals:

1. Students will learn the fundamentals of retail business and develop management skills to work in managerial positions in the retail industry
2. Students will learn scientific approach with insight into practical implementations by applying their functional, technical and ICT capabilities
3. Students will learn to understand and appreciate the inter-relationships between the diverse and complex tasks of retail store operations
4. Students will learn to communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession
5. Students will be able to work effectively in diverse communities.
6. Students while decision making will evaluate Cultural diversity to benefit Retail business growth
7. Students will gain confidence and trust to practice ethical behaviour in their profession
8. Students will seek learning opportunities all through their professional career

### Programme Operational Objectives

1. The MBA (Retail Management) programme will facilitate environment for innovation and research excellence for the intellectual growth of students
2. The MBA (Retail Management) programme provides an academic environment for holistic development of students
3. The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA (Retail Management) students
4. The MBA (Retail Management) programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students
5. The MBA (Retail Management) programme will provide ample opportunities for international exposure to students
6. The MBA (Retail Management) programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies
7. The MBA (Retail Management) programme will facilitate employment opportunities and also support students to start their own ventures
8. The MBA (Retail Management) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
9. The MBA (Retail Management) programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession
10. The MBA (Retail Management) programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment

### Programme Structure as per prescribed programme model Framework

Semester I

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses (9-12 Cu’s)** |  |  |  |
| HR601 | Organizational Behavior (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/948201471911389.pdf) | Core Courses | 2 0 0 0 | 2.00 |
| MKTG601 | Marketing Management (PG) | Core Courses | 2 0 0 0 | 2.00 |
| CSIT602 | Information Technology for Managers (PG) | Core Courses | 2 0 0 0 | 2.00 |
| QAM601 | Statistics for Management (PG) | Core Courses | 3 0 0 0 | 3.00 |
| ACCT602 | Accounting for Managers (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1120201472571040.pdf) | Core Courses | 3 0 0 0 | 3.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (6-12 Cu’s)** |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ECON605 | Managerial Economics (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1532201472899159.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| RETL601 | Principles of Retailing (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1440201473039098.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| RETL602 | Retail Selling (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1446201473013305.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| RETL603 | Shoppers Behavior (PG)  [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1447201473034358.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| RETL711 | Mall Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1452201473069165.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| MNT602 | Term Paper Management Studies (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 0 0 0 | 5.00 |
| MNT601 | Seminar Management Studies (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 0 0 0 | 4.00 |
|  |  |  |  |  |

### Semester II

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses (9-12 Cu’s)** |  |  |  |
| HR612 | Human Resource Management (PG) | Core Courses | 2 1 0 0 | 3.00 |
| FIBA601 | Financial Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1710201472553670.pdf) | Core Courses | 3 0 0 0 | 3.00 |
| MGMT603 | Business Research Methods (PG) | Core Courses | 3 0 0 0 | 3.00 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| POM602 | Operations Management (PG) | Core Courses | 3 | 0 | 0 | 0 | 3.00 |
|  | **Specialisation Core**  **(Functional /sectoral) (6-12 Cu’s)** |  |  | | | |  |
| LAW670 | Legal Aspects of Business (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| RETL605 | Merchandising and Category Management (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| RETL604 | Visual Merchandising and Space Planning (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| MKTG713 | Advertising and Sales Promotion (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| MKTG733 | Digital Marketing (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| MSCR600 | Company Report (PG) | Non-Teaching Credit Courses | 0 | 0 | 0 | 0 | 3.00 |

Semester III

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses (3-6 Cu’s)** |  |  |  |
| STRA701 | Strategic Management (PG) | Core Courses | 4 0 0 0 | 4.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (6-**  **9 Cu’s)** |  |  |  |
| RETL703 | Sourcing and Vendor Management (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| RETL712 | Retail Branding and CRM (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| RETL704 | International Retailing (PG) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
|  | **Specialisation Elective Courses (9-12 Cu’s)** |  |  | | | |  |
| RETL713 | Marketing of Retail Services (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| RETL714 | Retail Supply Chain and Logistics Management (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| RETL702 | Technology in Retailing (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| RETL701 | Retail Store Operations (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| MSSI600 | Summer Internship (PG) | Non-Teaching Credit Courses | 0 | 0 | 0 | 0 | 3.00 |

Semester IV

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses ( 3-4 Cu’s)** |  |  |  |
| MGMT705 | Management in Action - Social Economic and Ethical Issues (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/118201472541899.pdf) | Core Courses | 4 0 0 0 | 4.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (0-4 Cu’s)** |  |  |  |
| RETL721 | Franchising in Retailing (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/150201473063512.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| RETL715 | E-retailing (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1459201473002583.pdf) | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
|  | **Specialisation Elective Courses (9-12 Cu’s)** |  |  | | | |  |
| RETL724 | Rural Retail (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/156201473092572.pdf) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| RETL723 | Luxury Retail (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/155201473065415.pdf) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| MKTG732 | International Strategic Marketing (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| MKTG704 | Data Analysis for Marketing Decision (PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| MSDS600 | Dissertation (PG) | Non-Teaching Credit Courses | 0 | 0 | 0 | 0 | 7.00 |
| MSDS601 | Dissertation - I(PG) | Non-Teaching Credit Courses | 0 | 0 | 0 | 0 | 10.00 |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level: 25 (b) Programme Level: 106**

### Programme Learning Outcomes (PLOs):

* 1. To be Competent in applying the knowledge in Retail Management and skills to manage retail stores and operations in the international environment
  2. Ability to engage effectively in the market research enquiry and discourses, to formulate research questions and critically analyze the date to provide interpretations
  3. Recognize pertinent market, customer and business information needs, use appropriate technologies and methodologies to locate access and use information.
  4. Respond effectively to unfamiliar problems in unfamiliar Business contexts. Ability to develop inventive and creative solutions useful for marketing, branding and advertising, merchandising, store operations etc.
  5. Capacity to communicate effectively with others using ICTs, multimedia, visual, musical and other forms appropriate to persuade the customers B2C/B2B
  6. Able to work in Collaborative teams, Capable of initiating as well as embracing change, To stay calm in crisis situations, To motivate others
  7. Able to work effectively in diverse communities. Evaluate Cultural diversity to benefit Retail business growth. Appreciate local, national and global issues and the social and philosophical contexts relating to marketing, retail selling and retail operations.
  8. A clear understanding and demonstration of ethical, legal, social and civic responsibility as a retail manager and member of the discipline.
  9. Ability to innovate, plan and organize retail management activities that contributes to productive outcomes. Demonstrate people management skills in coordinating with retail outlet management.
  10. To display spirit of curiosity and a desire to learn, and seeking out learning opportunities
  11. Utilise real world problems to build marketing knowledge, develop structural knowledge of problems appropriate to interdisciplinary inquiry for better retail management & operations
  12. Ability to build customer relationships, networks, franchises and trust with potential and actual co-workers and stakeholders.

### 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 Outcome 4 | **√** | **√** |  |  |  |  |  |  |
| Programme Learning Outcome  5 |  |  |  | **√** |  |  |  |  |
| Programme Learning Outcome  6 |  |  | **√** | **√** | **√** |  |  |  |
| Programme  Learning Outcome |  |  | **√** |  | **√** | **√** |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 7 |  |  |  |  |  |  |  |  |
| Programme  Learning Outcome 8 |  |  |  |  |  |  | **√** |  |
| Programme  Learning Outcome 9 | **√** |  | **√** | **√** | **√** |  |  |  |
| Programme  Learning Outcome 10 |  |  |  |  |  |  |  | **√** |
| Programme  Learning Outcome 11 | **√** | **√** |  |  |  |  |  |  |
| Programme  Learning Outcome 12 |  |  | **√** | **√** | **√** |  |  |  |

**Annual Outcome Assessment Plan:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | **Direct** | **Indirect** |
| **A** | **Programme Learning Outcome** |  |  |
| **a.1** | To be Competent in applying the knowledge in Retail Management and skills to manage retail stores and operations in the international environment | \*Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Ability to engage effectively in the market research enquiry and discourses, to formulate research questions and critically analyse the date to provide interpretations | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.3** | Recognize pertinent market, customer and business information needs, use appropriate technologies and methodologies to locate access and use information. | \*Comprehensive Exam | Student Exit Survey |
| **a.4** | Respond effectively to unfamiliar problems in unfamiliar Business contexts. Ability to develop inventive and creative solutions useful for marketing, branding and advertising, merchandising, store operations etc. Utilise real world problems to build | \*Business Simulation (Rubrics) | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | marketing knowledge, develop structural  knowledge of problems appropriate to interdisciplinary inquiry for better retail management & operations | \*Comprehensive Exam |  |
| **a.5** | Capacity to communicate effectively with others using ICTs, multimedia, visual, musical and other forms appropriate to persuade the customers B2C/B2B. | \*Business  Communication Course Result analysis of all semesters | Student Exit  Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| **a.6** | Able to work in Collaborative teams, Capable of initiating as well as embracing change, To stay calm in crisis situations, To motivate others | \* Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student Exit  Survey |
| \* Rubrics |
| \* Comprehensive Exam |
| **a.7** | Able to work effectively in diverse communities. Evaluate Cultural diversity to benefit Retail business growth. Appreciate local, national and global issues and the social and philosophical contexts relating to marketing, retail selling and retail operations. | \*Foreign Business Language Result Analysis of all semesters | Student Exit  Survey |
| \* Rubrics |
| \* Comprehensive  Exam |
| **a.8** | A clear understanding and demonstration of ethical, legal, social and civic responsibility as a retail manager and member of the discipline | \*Plagiarism  Checking of Dissertation | Feedback of  Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| **a.9** | Ability to innovate, plan and organize retail  management activities that contribute to productive outcomes. Demonstrate people | \*Scoring Rubrics | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | management skills in coordinating with  retail outlet management. | \*Comprehensive  Exam | Alumni Survey |
| **a.10** | To display spirit of curiosity and a desire to learn and seeking out learning opportunities. | \*Quiz (Rubrics) | Student Exit  Survey |
| \*Comprehensive Exam |
| **a.11** | Utilize real world problems to build  marketing knowledge, develop structural knowledge of problems appropriate to interdisciplinary inquiry for better retail management & operations | \*Comprehensive Exam | Student Exit  Survey |
| **a.12** | Ability to build customer relationships,  networks, franchises and trust with potential and actual co-workers and stakeholders. | \*Comprehensive Exam | Student Exit  Survey |

**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 | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Practicum /  Internship evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Thesis or  Dissertation Projects |  | **√** |  |  |  |  |  |  |  |  | **√** |  |
| **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** |
| 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** | **Retail Management Trainee** | **Product Manager / Associate Product**  **Manager** | **Store Manager/ Store Supervisor** | **Account Manager** |
| **Management Knowledge with expertise in Retail**  **Management** | Intermediate | Advanced | Advanced | Advanced |
| **Research and Enquiry** | Intermediate | Intermediate | Advanced | Intermediate |
| **Information and Technology Literate** | Intermediate | Intermediate | Advanced | Intermediate |
| **Approaching problems** | Intermediate | Intermediate | Advanced | Intermediate |
| **Persuasion &**  **Communication Skills** | Intermediate | Intermediate | Advanced | Advanced |
| **Behavioral Skills, Teamwork and Leadership** | Intermediate | Intermediate | Advanced | Intermediate |
| **Global Citizen** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Ethics and professional**  **conduct** | Advanced | Advanced | Advanced | Advanced |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Employability, Enterprise**  **& Entrepreneurship** | Intermediate | Intermediate | Advanced | Intermediate |
| **Lifelong learning** | Intermediate | Intermediate | Advanced | Intermediate |
| **Decision Making** | Intermediate | Intermediate | Advanced | Intermediate |
| **Business Networking**  **skills** | Intermediate | Intermediate | Advanced | Intermediate |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Retail Management Trainee** | **Product Manager / Associate**  **Product Manager** | **Store Manager/ Store Supervisor** | **Account Manager** | **Management Trainee - Merchandising** |
| **Retail** | **√** | **√** | **√** | **√** | **√** |
| **Textiles** | **√** |  | **√** |  | **√** |
| **Fast Moving Consumer Goods (FMCG)** | **√** | **√** | **√** |  |  |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA.

### Appendix – b.6

**Institution: Amity Business School**

**Programme Title: MBA (Transport & Logistics) Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4**

**Programme Mission:**

To develop the overall personality of Masters in Business Administration students by making them not only excellent management professionals in the area of Transport and Logistics Management 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.

### Programme Description:

The two-year full-time Master of Business Administration Programme in Transportation & Logistics provides learning opportunities to students who desire to a managerial position in an organization Transportation & Logistics Industry. This Programme enables the students to capture the dynamic realities of the Market place, while emphasis on client behaviour, and other aspects of Transportation & Logistics business field.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.No** | **Institution Graduate Attributes** | **Programme Graduate Attributes** | **Indicators** |
| 1 | Leadership and Behaviour skills | Team work, Leadership and Behaviour skills | Able to demonstrate excellent interpersonal, team working, mentoring and decision-making skills, including an awareness of personal  strengths and limitations. |
| 2 | Global Manager | Global Citizen | To be capable of applying their discipline in local, national and international contexts, ability to be culturally  aware and capable of respecting diversity |

|  |  |  |  |
| --- | --- | --- | --- |
| 3 | Ethics and professional conduct | Ethics and  professional conduct | To be aware of the  standards, ethics and values of their discipline, in both the  local and global context. |
| 4 | Employability and Entrepreneurship | Employability and  Entrepreneurship | Be entrepreneurial,  industrious and be able to recognize opportunities; turn them into ideas for enterprises. |
| 5 | Lifelong learning | Lifelong Learning | Capabilities to create  learn environments that require active learning, engaged in  self-directed practice |
| 6 | Decision Making | Decision Making | Ability to apply  decision making methodologies to evaluate solutions for efficiency, effectiveness and  sustainability for better supply and distribution of products and services |
| 7 | Business Networking skills | Business Networking  skills | To know the  importance of personal impact and how it can contribute most effectively in the building professional  relationships at workplace |
| 8 | Management Knowledge and Critical  thinking | Management  Knowledge with expertise in  Transportation & Logistics Management | To define, summarize  concepts in  Transportation & Logistics Management and apply them to create competitive operations strategies and enhancing logistics services for businesses in various  sectors. |
| 9 | Research Literacy and Collaborative  Enquiry | Research Literacy and  Enquiry | Ability to collect,  analyze and interpret data and information, synthesize and |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | organize information  related to on time and cost problems, transport demands, green service operations etc., capacity to interpret results for driving  optimum solutions. |
| 10 | Information and Technology Literate | Information & Digital  Literacy | Able to identify  potential sources of Business environment information using technologies, Synthesize and define an idea from multiple  information sources. |
| 11 | Problem Solving | Problem Solving | Demonstrate the  ability to apply theoretical knowledge that will lead to development of new ideas, methods, techniques, practices, products and services in a variety of contexts (technology, commerce, social systems) in  operations and logistics management. |
| 12 | Business Communication Skills | Business  Communication Skills | Communicate  proficiently, in oral, written, presentation, information searching and listening skills in the management profession, Be assertive and articulate, be able to negotiate responsibly  and persuade others effectively. |

### Programme Educational Objectives/Goals

* + 1. Students will gain opportunity to acquire knowledge and understanding of multiple facets of supply chain business including purchasing, material management, custom regulation, green operations management, and six sigma
    2. Students will know to analyze and evaluate problems and issues within supply chains and to monitor logistics systems. Students learn to techniques of reasoning and analysis, in order to derive an appropriate course of action
    3. Students will learn to capture relevant data from multiple information sources to make optimal decisions
    4. Students will learn to appreciate and practice team working, mentoring and decision-making skills
    5. Students will gain the ability to build relationships, networks and trust with potential and actual co-workers and stakeholders

### Programme Operational Objective

1. The MBA (Transport and Logistics) Programme will facilitate environment for innovation and research excellence for the intellectual growth of students
2. The MBA (Transport & Logistics) Programme provides an academic environment for holistic development of students
3. The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA (Transport & Logistics) students
4. The MBA (Transport & Logistics) Programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students
5. The MBA (Transport & Logistics) Programme will provide ample opportunities for international exposure to students
6. The MBA (Transport & Logistics) Programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies
7. The MBA (Transport & Logistics) Programme will facilitate employment opportunities and also support students to start their own ventures
8. The MBA (Transport & Logistics) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
9. The MBA (Transport & Logistics) Programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession
10. The MBA (Transport & Logistics) Programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment

### Programme Structure as per prescribed programme model Framework

Semester I

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses (9-12 Cu’s)** |  |  |  |
| HR601 | Organizational Behavior (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/948201471911389.pdf) | Core Courses | 2 0 0 0 | 2.00 |
| MKTG601 | Marketing Management (PG) | Core Courses | 2 0 0 0 | 2.00 |
| CSIT602 | Information Technology for Managers (PG) | Core Courses | 2 0 0 0 | 2.00 |
| QAM601 | Statistics for Management (PG[)](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/546201472104150.pdf) | Core Courses | 3 0 0 0 | 3.00 |
| ACCT602 | Accounting for Managers (PG) | Core Courses | 3 0 0 0 | 3.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (6-12 Cu’s)** |  |  |  |
| ECON605 | Managerial Economics (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1532201472899159.pdf) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| TRAN602 | Global Trade and Treaties | Specialisation core Courses | 3 0 0 0 | 3.00 |
| TRAN601 | Packaging and Material Handling | Specialisation core Courses | 3 0 0 0 | 3.00 |
| LAW651 | Industrial Relations and Labour Laws | Specialisation core Courses | 3 0 0 0 | 3.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| MNT602 | Term Paper Management Studies (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 0 0 0 | 5.00 |
| MNT601 | Seminar Management Studies (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/) | Non-Teaching Credit Courses | 0 0 0 0 | 4.00 |
|  |  |  |  |  |

### Semester II

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | **Credit Units** |
|  | **Core courses ( 9-12 Cu’s)** |  |  |  |
| HR612 | Human Resource Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/162020157399924.doc) | Core Courses | 2 1 0 0 | 3.00 |
| FIBA601 | Financial Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/1710201472553670.pdf) | Core Courses | 3 0 0 0 | 3.00 |
| MGMT603 | Business Research Methods (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/539201472191440.pdf) | Core Courses | 3 0 0 0 | 3.00 |
| POM602 | Operations Management (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/155520146579284.docx) | Core Courses | 3 0 0 0 | 3.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (6-12 Cu’s)** |  |  |  |
| LAW670 | Legal Aspects of Business (PG) | Specialisation core Courses | 3 0 0 0 | 3.00 |
| IB602 | International Business and Practice | Specialisation core Courses | 3 0 0 0 | 3.00 |
| QAM602 | Decision Science | Specialisation core Courses | 3 0 0 0 | 3.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CSIT613 | IS and DSS in Business | Specialisation core Courses | 3 0 0 0 | 3.00 |
| MSCR600 | Company Report (PG) | Non-Teaching Credit Courses | 0 0 0 0 | 3.00 |

Semester III

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | | | | **Credit Units** |
|  | **Core courses (3-6 Cu’s)** |  |  | | | |  |
| STRA701 | Strategic Management (PG) | Core Courses | 4 | 0 | 0 | 0 | 4.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (6-9 Cu’s)** |  |  | | | |  |
| POM702 | Supply Chain Management | Specialisation core Courses | 2 | 1 | 0 | 0 | 3.00 |
| TRAN713 | Logistical Risks and Insurance | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| TRAN705 | Logistics Infrastructure | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
|  | **Specialisation Elective Courses (9-12 Cu’s)** |  |  | | | |  |
| TRAN711 | EXIM Documentation and Logistics | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| TRAN703 | Multi-modal Transportation | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| POM706 | Theory of Constraints Linked Management | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| TRAN712 | Reverse Logistics | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MSSI600 | Summer Internship (PG) | Non-Teaching Credit Courses | 0 0 0 0 | 3.00 |

Semester IV

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Course Type** | Credit  L T PS FW | | | | **Credit Units** |
|  | **Core courses (3-4 Cu’s)** |  |  | | | |  |
| MGMT705 | Management in Action - Social Economic and Ethical Issues (PG) [.](https://amizone.net/AdminAmizone/WebForms/Academics/NewSyllabus/118201472541899.pdf) | Core Courses | 4 | 0 | 0 | 0 | 4.00 |
|  | **Specialisation Core**  **(Functional/sectoral) (0-4 Cu’s)** |  |  | | | |  |
| POM722 | Warehousing & Physical Distribution Management | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
| TRAN723 | Port Economics and Logistics | Specialisation core Courses | 3 | 0 | 0 | 0 | 3.00 |
|  | **Specialisation Elective Courses (9-12 Cu’s)** |  |  | | | |  |
| TRAN721 | Logistics Service Businesses | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |
| TRAN722 | Fluid, Food & Pharma Logistics | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 3.00 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| TRAN725 | Transportation & Logistical Competitiveness | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| TRAN715 | Green Supply Chain Management | Specialisation Elective Courses | 3 0 0 0 | 3.00 |
| MSDS600 | Dissertation (PG) | Non-Teaching Credit Courses | 0 0 0 0 | 7.00 |

**Total Credits for the Programme: 106**

**Minimum Credits Prescribed by the University:**

**(a) Semester Level**

**25**

**(b) Programme Level 106**

### Programme Learning Outcomes (PLOs):

1. Able to demonstrate excellent interpersonal, team working, mentoring and decision-making skills, including an awareness of personal strengths and limitations.
2. To be capable of applying their discipline in local, national and international contexts, ability to be culturally aware and capable of respecting diversity
3. To be aware of the standards, ethics and values of their discipline, in both the local and global context.
4. Be entrepreneurial, industrious and be able to recognize opportunities; turn them into ideas for enterprises.
5. Capabilities to create learn environments that require active learning, engaged in self-directed practice
6. Ability to apply decision making methodologies to evaluate solutions for efficiency, effectiveness and sustainability for better supply and distribution of products and services
7. To know the importance of personal impact and how it can contribute most effectively in the building professional relationships at workplace
8. To define, summarize concepts in Transportation & Logistics Management and apply them to create competitive operations strategies and enhancing logistics services for businesses in various sectors.
9. Ability to collect, analyze and interpret data and information, synthesize and organize information related to on time and cost problems, transport demands, green service operations etc., capacity to interpret results for driving optimum solutions.
10. Able to identify potential sources of Business environment information using technologies, Synthesize and define an idea from multiple information sources.
11. Demonstrate the ability to apply theoretical knowledge that will lead to development of new ideas, methods, techniques, practices, products and services in a variety of contexts (technology, commerce, social systems) in operations and logistics management.
12. Communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession, Be assertive and articulate, be able to negotiate responsibly and persuade others effectively

### Linkage of PEO & PLOs:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PEOs**  **PLOs** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO4** | **PEO5** |
| 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** |  |  | |
| **a.1** | To define, summarize concepts in Transportation & Logistics Management and apply them to create competitive operations strategies and enhancing logistics services for businesses in various sectors. | \*Comprehensive Exam/Viva on annual basis | Student Survey | Exit |
| **a.2** | Ability to collect, analyze and interpret data and information, synthesize and organize information related to on time and cost problems, transport demands, green service operations etc., capacity to interpret results for driving optimum solutions. | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide | |
| Comprehensive Exam |
| **a.3** | Able to identify potential sources of Business environment information using technologies, Synthesize and define an idea from multiple information sources. | \*Comprehensive Exam | Student Survey | Exit |
| **a.4** | Ability to apply decision making methodologies to evaluate solutions for efficiency, effectiveness and sustainability for better supply and distribution of products and services. | \*Business Simulation (Rubrics) | Student Survey | Exit |
| \*Comprehensive Exam |
| **a.5** | Communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession , Be assertive and articulate, be able to negotiate responsibly and persuade others effectively. | \*Business Communication Course Result analysis of all semesters | Student Survey | Exit |
| \*Rubrics |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | \*Comprehensive  Exam |  | |
| **a.6** | To know the importance of personal impact and how it can contribute most effectively in the building professional relationships at workplace | Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student  Survey | Exit |
| \*Rubrics |
| \*Comprehensive  Exam |
| **a.7** | To be capable of applying their discipline in local, national and international contexts, ability to be culturally aware and capable of respecting diversity | \*Foreign Business Language Result Analysis of all semesters | Student Survey | Exit |
| \* Rubrics |
| \* Comprehensive  Exam |
| **a.8** | To be aware of the standards, ethics and values of their discipline, in both the local and global context. | \*Plagiarism  Checking of Dissertation | Feedback of  Industry Internship Guide | |
| \* Comprehensive  Exam | Indiscipline  Cases | |
| **a.9** | Be entrepreneurial, industrious and be able to recognize opportunities; turn them into ideas for enterprises. | \*Scoring Rubrics | Student  Survey | Exit |
| \*Comprehensive  Exam | Alumni Survey | |
| **a.10** | Capabilities to create learn environments that require active learning, engaged in self- directed practice. | \*Quiz (Rubrics) | Student  Survey | Exit |
| \*Comprehensive Exam |

|  |  |  |  |
| --- | --- | --- | --- |
| **a.11** | Demonstrate the ability to apply theoretical  knowledge that will lead to development of new ideas, methods, techniques, practices, products and services in a variety of contexts (technology, commerce, social  systems) in operations and logistics management. | \*Comprehensive Exam | Student Exit  Survey |
| **a.12** | Able to demonstrate excellent interpersonal, team working, mentoring and decision- making skills, including an awareness of personal strengths and limitations. | \*Comprehensive Exam | Student Exit  Survey |

**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 | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Practicum / Internship  evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Thesis or  Dissertation Projects |  | **√** |  |  |  |  |  |  |  |  | **√** |  |
| **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** |
| 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** | **Management trainee – Warehouse** | **Purchase**  **/Procurement- Asst Manager** | **Logistics Specialist/ Logistics Manager/**  **Logistics** | **Supply Chain Operations Coordinator** |
| Team work, Leadership  and Behaviour skills | Intermediate | Intermediate | Intermediate | Intermediate |
| Global Citizen | Intermediate | Intermediate | Intermediate | Intermediate |
| Ethics and professional  conduct | Advanced | Advance | Advance | Advance |
| Employability and  Entrepreneurship | Intermediate | Intermediate | Intermediate | Intermediate |
| Lifelong Learning | Intermediate | Intermediate | Intermediate | Intermediate |
| Decision Making | Intermediate | Advance | Advance | Advance |
| Business Networking skills | Intermediate | Advance | Advance | Advance |
| Management Knowledge with expertise in  Transportation & Logistics Management | Intermediate | Advance | Advance | Advance |
| Research Literacy and  Enquiry | Intermediate | Intermediate | Intermediate | Intermediate |
| Information & Digital  Literacy | Intermediate | Advance | Advance | Advance |
| Problem Solving | Expert | Expert | Expert | Expert |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Business Communication  Skills | Intermediate | Advance | Advance | Advance |

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Job**  **position/ Roles**  **Industry / Sector** | **Manageme nt trainee – Warehouse** | **Purchase**  **/Procure ment-Asst Manager** | **Logistics Specialis t/ Logistics Manager**  **/ Logistics** | **Supply Chain Operatio ns Coordin ator** | **Executiv e – Transpo rtation** | **Fleet Manager** |
| Transport & Logistics | **√** | **√** | **√** | **√** | **√** | **√** |
| Manufacturing |  | **√** | **√** | **√** |  |  |
| Fast Moving Consumer Goods  (FMCG) | **√** | **√** | **√** | **√** |  |  |
| Automobiles |  | **√** | **√** | **√** |  |  |
| Exports & Imports |  | **√** | **√** |  | **√** |  |
| Food Processing | **√** | **√** | **√** | **√** | **√** |  |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA.

### Appendix – b.7

**Institution: Amity Business School**

**Programme Title: MBA (Rural Management) Level – UG/PG : PG**

**Duration of the program (in yrs): 2 Years No. of Semester: IV Programme Mission:**

To develop the overall personality of Masters in Business Administration students by making them not only excellent management professionals in the area of Rural Management 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. The objective of the programme is to develop among students a strong conceptual and analytical framework on rural management issues. The programme aims to create professional rural managers having appropriate skills and competencies for delivering socio-economic sustainable projects for inclusive growth of rural areas.

### Programme Description:

MBA (Rural Management) programme is a well-designed industry-oriented program to nurture Future Rural Managers who will be able to handle different management and administrative responsibilities available in Rural Economy. Rural management is relatively a new subject and has been introduced in response to the need to make the development of India's rural sector more professional. The demand for professionally trained Rural Managers comes mainly from industry, government development agencies, co-operatives, government organizations, international development organizations and funding agencies.

|  |  |  |  |
| --- | --- | --- | --- |
| Sl. No | Institution Graduate Attributes | Programme Graduate  Attributes | Indicators |
| 1 | Management Knowledge and Critical thinking | Management Knowledge with expertise in Rural Management | To demonstrate conceptual knowledge in dealing with issues related to rural development interventions. To develop awareness related to schemes, Programmes and government initiatives in improving the quality of rural life. To understand the linkage of welfare strategy and  implementation. |
| 2 | Research Literacy and Collaborative Enquiry | Developmental Research and Enquiry | Ability to use  knowledge and skills to devise solutions to |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | unfamiliar socio  economic problems, ability to analyze and critically evaluate arguments related to poverty, social  security and imbalances in social development. Ability to synthesize and organize information related rural problems and capacity to interpret findings for rural development and empowerment |
| 3 | Information and Technology Literate | Digitally Literate | Ability to retrieve important information from web related to assistance from various agencies and developmental Programmes, Proficiency in the appropriate use of contemporary  technologies. |
| 4 | Problem Solving | Problem Solving | Able to identify  opportunities from rural areas in business context, develop new ideas and create innovative solutions, critically evaluate  situations and generate propositions like better  enforcement of land reforms, credit access, marketing of rural products etc. |
| 5 | Business Communication Skills | Effective communicator | Capable to effectively communicate orally and written to the rural community in outreach activities. Ability to present information in a highly coherent  manner across different contexts to attract developmental |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | projects related to  sanitation, health,  water supply, watershed  management. |
| 6 | Leadership and Behaviour skills | Teamwork and  Leadership | Demonstrate  confidence in work, initiativeness, be reliable, enthusiastic, pro-active and a team player to engage in community development |
| 7 | Global Manager | Global outlook | To be aware of  ethical, social and cultural issues within a global context and their importance in exercising professional skills and responsibilities in  developing the rural communities. |
| 8 | Ethics and professional conduct | Ethics and  professional conduct | To understand how  their ethical actions can enhance the wellbeing of theirs and will be equipped to make a valuable contribution to society. To Strive for justice, equality, honesty, and integrity in all personal and  professional pursuits. |
| 9 | Employability and Entrepreneurship | Employability and  Rural Entrepreneurship | To be able to identify  opportunities to create social enterprise in rural areas financially valuable and create employment  opportunities for self & others |
| 10 | Lifelong learning | Lifelong learning | To be independent  learners who take responsibility for their own learning and have skills that are essential to their future lives |
| 11 | Decision Making | Decision Making | Generate and |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | critically analyze a  novel idea through a reasoned decision- making process, present a critical analysis of the benefits and risks of developing an idea or  a project |
| 12 | Business Networking skills | Building relationship  with Communities | To demonstrate the  ability to build relationships with rural communities/ networks and trust with field workers and stakeholders. |

### Programme Educational Objectives/Goals:

1. Students will learn the concepts and techniques of modern management and their application in rural management
2. Students will develop skills in diagnosing and solving management problems in rural management
3. Students will gain research and analytical skills for developing framework on rural management issues
4. Students will learn consultancy skills in rural management
5. Students will know to communicate orally and written to the rural community in outreach activities
6. Students will develop appropriate attitudes, leadership skills, networking skills, participatory decision-making styles and technical/ IT know how required for a professional rural manager
7. Students will learn to be an interface between the corporate sector and social development
8. Students will gain confidence to present issues related non-practice ethics, injustice, inequality, dishonesty, and lack integrity that thwart the development of rural community

### Programme Operational Objectives

1. The MBA (Rural Management) Programme will facilitate environment for innovation and research excellence for the intellectual growth of students
2. The MBA (Rural Management) Programme provides an academic environment for holistic development of students
3. The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA (Rural Management) students
4. The MBA (Rural Management) Programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students
5. The MBA (Rural Management) Programme will provide ample opportunities for international exposure to students
6. The MBA (Rural Management) Programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies
7. The MBA (Rural Management) Programme will facilitate employment opportunities and also support students to start their own ventures
8. The MBA (Rural Management) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
9. The MBA (Rural Management) Programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession
10. The MBA (Rural Management) Programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment

### Programme Structure as per prescribed programme framework

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester I** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit**  **Units** |
|  |  |  | L | T | P/S/FW |  |
| HR601 | Organizational  Behavior | Core Courses | 2 | 0 | 0 | 2 |
| ECON605 | Managerial  Economics | Core Courses | 3 | 0 | 0 | 3 |
| MKTG601 | Marketing  Management | Core Courses | 2 | 0 | 0 | 2 |
| CSIT602 | Information  Technology for Managers | Core Courses | 2 | 0 | 0 | 2 |
| QAM601 | Statistics for  Management | Core Courses | 3 | 0 | 0 | 3 |
| ACCT602 | Accounting for  Managers | Core Courses | 3 | 0 | 0 | 3 |
| RUR601 | Rural Poverty & Livelihoods  Promotion | Specialisation Elective  Courses | 3 | 0 | 0 | 3 |
| RUR602 | Panchayati Raj & Local  Development | Specialisation Elective  Courses | 3 | 0 | 0 | 3 |
| RUR603 | Rural Society & Polity | Specialisation Elective  Courses | 3 | 0 | 0 | 3 |
| MSTP601 | Term Paper I | Non-Teaching | 0 | 0 | 6 | 3 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Credit  Courses |  |  |  |  |
| MSSM601 | Seminar I | Non-Teaching Credit  Courses | 0 | 0 | 6 | 3 |
| BS601 | Self-Development and Interpersonal Skills | Value Addition Courses | 1 | 0 | 0 | 1 |
| BC601 | Business Communication for Managers | Value Addition Courses | 1 | 0 | 0 | 1 |
| ARAB116 | Introduction to Arabic Culture &  Language | Value Addition  Courses | 2 | 0 | 0 | 2 |
| CHIN116 | Introduction to  Chinese Culture & language | Value  Addition Courses | 2 | 0 | 0 | 2 |
| FREN145 | Introduction to  French Culture & Language | Value  Addition Courses | 2 | 0 | 0 | 2 |
| GRMN136 | Introduction to German Culture &  Language | Value Addition  Courses | 2 | 0 | 0 | 2 |
| JPAN116 | Introduction to  Japanese Culture & Language | Value  Addition Courses | 2 | 0 | 0 | 2 |
| RUSS116 | Introduction to  Russian Culture & Language | Value  Addition Courses | 2 | 0 | 0 | 2 |
| SANS116 | Introduction to  Vedic Culture & Language | Value  Addition Courses | 2 | 0 | 0 | 2 |
| SPAN144 | Introduction to Hispanic Culture & Language | Value Addition Courses | 2 | 0 | 0 | 2 |
| **TOTAL CREDITS UNITS FOR SEMESTER -I** | | | | | | **25** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER -II** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit**  **Units** |
|  |  |  | L | T | P/S/FW |  |
| HR612 | Human Resource  Management | Core Courses | 2 | 1 | 0 | 3 |
| FIBA601 | Financial  Management | Core Courses | 3 | 0 | 0 | 3 |
| MGMT603 | Business Research  Methods | Core Courses | 3 | 0 | 0 | 3 |
| POM602 | Operations  Management | Core Courses | 3 | 0 | 0 | 3 |
| LAW670 | Legal Aspects of  Business | Core Courses | 3 | 0 | 0 | 3 |
| RUR604 | Rural Project  Planning & Management | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| RUR611 | Rural  Entrepreneurship & Development | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| INS725 | Rural Banking & Micro Finance | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| MSCR601 | Company Report I | Non-Teaching  Credit Courses | 0 | 0 | 6 | 3 |
| MSMN601 | Minor Project I | Non-Teaching  Credit Courses | 0 | 0 | 6 | 3 |
| BS602 | Conflict Resolution  and Management | Value Addition  Courses | 1 | 0 | 0 | 1 |
| BC603 | Business  Correspondence | Value Addition  Courses | 1 | 0 | 0 | 1 |
| ARAB102 | Arabic Grammar – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| CHIN102 | Chinese Grammar –  I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| FREN104 | French Grammar – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| GRMN104 | German Grammar –  I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| JPAN102 | Japanese 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 |
| SPAN103 | Spanish Grammar –  I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| **TOTAL CREDITS UNITS FOR SEMESTER -I** | | | | | | **25** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester III** | | | | | | |
| **Course**  **Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | P/S/FW |  |
| STRA701 | Strategic  Management | Core Course | 4 | 0 | 0 | 4 |
| ENTR711 | Social  Entrepreneurship | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| RUR701 | CSR Practices in Rural Areas | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| RUR702 | Rural Micro Finance  Management | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| RUR703 | Rural  Industrialization | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| RUR704 | Rural Development  & Administration | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| POM702 | Supply Chain  Management | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| RUR712 | Rural Marketing | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| MSSI600 | Summer Internship | Non-Teaching  Credit Course | 0 | 0 | 6 | 3 |
| BS701 | Professional Competencies and  Career Development | Value Addition Courses | 1 | 0 | 0 | 1 |
| BC702 | Business  Communication for Managerial Competence | Value Addition  Courses | 1 | 0 | 0 | 1 |
| ARAB119 | Written Expression  & Comprehension in Arabic- I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| CHIN118 | Written Expression  & Comprehension in Chinese- I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| FREN147 | Written Expression  & Comprehension in French-I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| GRMN138 | Written Expression  & Comprehension in German – I | Value Addition  Courses | 2 | 0 | 0 | 2 |

**TOTA**

**L CREDIT UNI**

**T FOR SEMESTER**

**25**

**-II**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| JPAN118 | Written Expression  & Comprehension in Japanese- I | | Value Addition  Courses | 2 | 0 | 0 | | 2 | |
| RUSS118 | Written Expression  & Comprehension in Russian- I | | Value Addition  Courses | 2 | 0 | 0 | | 2 | |
| SANS118 | Written Expression  & Comprehension in Sanskrit- I | | Value Addition  Courses | 2 | 0 | 0 | | 2 | |
| SPAN146 | Written Expression  & Comprehension in Spanish - I | | Value Addition  Courses | 2 | 0 | 0 | | 2 | |
| **TOTAL CREDIT UNITS FOR SEMESTER -III** | | | | | | | | **29** | |
| **Semester IV** | | | | | | | | | |
| **Course**  **Code** | | **Course Title** | **Course Type** | **Credit** | | | | | **Credit**  **Units** |
|  | |  |  | L | | T | P/S/FW | |  |
| MGMT705 | | Management in  Action - Social Economic and Ethical Issues | Core Courses | 4 | | 0 | 0 | | 4 |
| NRSD711 | | Watershed  Management | Specialisation  Elective Courses | 3 | | 0 | 0 | | 3 |
| RUR711 | | Cooperative  Management | Specialisation  Elective Courses | 3 | | 0 | 0 | | 3 |
| NGOM704 | | Management &  Governance of NGOs | Specialisation  Elective Courses | 3 | | 0 | 0 | | 3 |
| RUR705 | | Rural Social Services | Specialisation Elective  Courses | 3 | | 0 | 0 | | 3 |
| MSDS600 | | Dissertation | Non-Teaching Credit Courses | 0 | | 0 | 14 | | 7 |
| MSDS601 | | Dissertation -I | Non-Teaching Credit Courses | 0 | | 0 | 20 | | 10 |
| BS702 | | Leadership and  Managing Excellence | Value Addition Courses | 1 | | 0 | 0 | | 1 |
| BC703 | | Business Etiquette  and Protocol | Value Addition Courses | 1 | | 0 | 0 | | 1 |
| ARAB104 | | Communicative Arabic – I | Value Addition  Courses | 2 | | 0 | 0 | | 2 |
| CHIN104 | | Communicative Chinese – I | Value Addition  Courses | 2 | | 0 | 0 | | 2 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| FREN144 | French Through  Communicative Approach | Value Addition  Courses | 2 | 0 | 0 | 2 |
| GRMN112 | Communicative German – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| JPAN104 | Communicative Japanese – 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 |
| SPAN112 | Communicative Spanish – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| **TOTAL CREDIT UNITS FOR SEMESTER- IV** | | | | | | **27** |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 106**

**Programme Learning Outcomes (PLOs):**

1. To demonstrate conceptual knowledge in dealing with issues related to rural development interventions. To develop awareness related to schemes, Programmes and government initiatives in improving the quality of rural life. To understand the linkage of welfare strategy and implementation.
2. Ability to use knowledge and skills to devise solutions to unfamiliar socio-economic problems, ability to analyze and critically evaluate arguments related to poverty, social security and imbalances in social development. Ability to synthesize and organize information related rural problems and capacity to interpret findings for rural development and empowerment.
3. Ability to retrieve important information from web related to assistance from various agencies and developmental Programmes, Proficiency in the appropriate use of contemporary technologies.
4. Able to identify opportunities from rural areas in business context, develop new ideas and create innovative solutions, critically evaluate situations and generate propositions like better enforcement of land reforms, credit access, marketing of rural products etc.
5. Capable to effectively communicate orally and written to the rural community in outreach activities. Ability to present information in a highly coherent manner across different contexts to attract developmental projects related to sanitation, health, water supply, watershed management.
6. Demonstrate confidence in work, initiativeness , be reliable, enthusiastic, pro-active and a team player to engage in community development
7. To be aware of ethical, social and cultural issues within a global context and their importance in exercising professional skills and responsibilities in developing the rural communities.
8. To understand how their ethical actions can enhance the wellbeing of theirs and will be equipped to make a valuable contribution to society. To Strive for justice, equality, honesty, and integrity in all personal and professional pursuits.
9. To be able to identify opportunities to create social enterprise in rural areas financially valuable and create employment opportunities for self & others
10. To be independent learners who take responsibility for their own learning and have skills that are essential to their future lives
11. Generate and critically analyze a novel idea through a reasoned decision-making process, present a critical analysis of the benefits and risks of developing an idea or a project
12. To demonstrate the ability to build relationships with rural communities/ networks and trust with field workers and stakeholders.

### 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** |  |  | |
| **a.1** | To demonstrate conceptual knowledge in dealing with issues related to rural development interventions. To develop awareness related to schemes, Programmes and government initiatives in improving the quality of rural life. To understand the linkage of welfare strategy and implementation. | Comprehensive Exam/Viva on annual basis | Student Survey | Exit |
| **a.2** | Ability to use knowledge and skills to devise solutions to unfamiliar socio-economic problems, ability to analyze and critically evaluate arguments related to poverty, social security and imbalances in social development. Ability to synthesize and organize information related rural problems and capacity to interpret findings for rural development and empowerment. | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide | |
| Comprehensive Exam |
| **a.3** | Ability to retrieve important information from web related to assistance from various agencies and developmental Programmes, Proficiency in the appropriate use of contemporary technologies. | \*Comprehensive Exam | Student Survey | Exit |
| **a.4** | Able to identify opportunities from rural areas in business context, develop new ideas and create innovative solutions, critically evaluate situations and generate propositions like better enforcement of land reforms, credit access, marketing of rural products etc. | \*Business Simulation (Rubrics) | Student Survey | Exit |
| \*Comprehensive Exam |

|  |  |  |  |
| --- | --- | --- | --- |
| **a.5** | Capable to effectively communicate orally and written to the rural community in outreach activities. Ability to present information in a highly coherent manner across different contexts to attract developmental projects related to sanitation, health, water supply, watershed management. | Business  Communication Course Result analysis of all semesters | Student Exit  Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| **a.6** | Demonstrate confidence in work, initiativeness, be reliable, enthusiastic, pro- active and a team player to engage in community development | \* Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student Exit  Survey |
| \* Rubrics |
| \*Comprehensive  Exam |
| **a.7** | To be aware of ethical, social, and cultural issues within a global context and their importance in exercising professional skills and responsibilities in developing the rural communities. | \*Foreign Business Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive Exam |
| **a.8** | To understand how their ethical actions can enhance the wellbeing of theirs and will be equipped to make a valuable contribution to society. To Strive for justice, equality, honesty, and integrity in all personal and professional pursuits. | \*Plagiarism Checking of Dissertation | Feedback of  Industry Internship Guide |
| \*Comprehensive Exam | Indiscipline  Cases |
| **a.9** | To be able to identify opportunities to create social enterprise in rural areas financially valuable and create employment opportunities for self & others | \*Scoring Rubrics | Student Exit  Survey |
| \*Comprehensive Exam | Alumni Survey |

|  |  |  |  |
| --- | --- | --- | --- |
| **a.10** | To be independent learners who take responsibility for their own learning and have skills that are essential to their future lives | \*Quiz (Rubrics) | Student Exit  Survey |
| \*Comprehensive Exam |
| **a.11** | Generate and critically analyze a novel idea  through a reasoned decision-making process, Present a critical analysis of the benefits and risks of developing an idea or a project | \*Comprehensive Exam | Student Exit  Survey |
| **a.12** | To demonstrate the ability to build relationships with rural communities/ networks and trust with field workers and stakeholders. | \*Comprehensive Exam | Student Exit Survey |

**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 | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Practicum / Internship  evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Thesis or  Dissertation Projects |  | **√** |  |  |  |  |  |  |  |  |  |  |
| **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** |
| 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** | **Project Manager/ Program Officer/ Project Consultant** | **Executive Sales – Rural** | **Executive Credit Operations – Rural lending/ Area** | **Operations Manager- Project Implementation** |
| Management Knowledge  with expertise in Rural Management | Advanced | Intermediate | Intermediate | Intermediate |
| Developmental Research  and Enquiry | Intermediate | Advanced | Intermediate | Advanced |
| Digitally Literate | Intermediate | Intermediate | Intermediate | Intermediate |
| Problem Solving | Intermediate | Intermediate | Advanced | Intermediate |
| Effective communicator | Intermediate | Advanced | Intermediate | Advanced |
| Team work and Leadership | Intermediate | Intermediate | Advanced | Advanced |
| Global outlook | Intermediate | Intermediate | Intermediate | Intermediate |
| Ethics and professional  conduct | Advanced | Advanced | Intermediate | Expert |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Employability and Rural  Entrepreneurship | Advanced | Advanced | Intermediate | Intermediate |
| Lifelong learning | Intermediate | Intermediate | Intermediate | Intermediate |
| Decision Making | Intermediate | Intermediate | Advanced | Expert |
| Building relationship with  Communities | Advanced | Advanced | Expert | Expert |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Project Manager/ Program Officer/ Project**  **Consulta** | **Executive Sales – Rural** | **Executive Credit Operation s – Rural lending/**  **Area** | **Operations Manager- Project Implementations** |
| Education | **√** |  |  | **√** |
| Agriculture | **√** | **√** | **√** | **√** |
| Consultancy firms | **√** |  |  | **√** |
| Healthcare | **√** | **√** |  | **√** |
| Public Policy | **√** |  |  | **√** |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA.

### Appendix – b.8

**Institution: Amity Business School**

**Programme Title: MBA (NGO Management) Level –: PG**

**Duration of the program (in yrs.): 2 Years No. of Semesters: IV Programme Mission:**

To develop the overall personality of Masters in Business Administration students by making them not only excellent management professionals in the area of NGO Management 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. The Programme is designed to introduce students to the planning, control and decision-making functions found in Non-Profit-Organizations.

### Programme Description:

Non-governmental organizations have become important components of developmental strategy through increase in number and scope of activities. They have become partners of international, national, regional, and local governance mechanism in bettering the world. Managing and leading an NGO is becoming increasingly complex. NGOs are realizing that a wide range of knowledge, skills and strategies are necessary to achieve results, to enhance their impact and to remain effective and efficient in the work they do. MBA (NGO Management) Programme will offer students the opportunity to meet the growing demand of skilled workforce for NGOs and to examine social development issues prevailing at grassroots level and to learn practical skills that will enable them to work in development sector.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.No** | **Institution Graduate Attributes** | **Programme**  **Graduate Attributes** | **Indicators** |
| 1 | Management Knowledge and Critical thinking | Management Knowledge with expertise in NGO Management | To demonstrate an advanced knowledge of trends and NGO drivers re-shaping the dynamics of the social economy. To recognize that the responsibility for social impact comes from the interaction of business, social enterprises,  government (and its public service agencies), philanthropic foundations and  individuals, and community-based |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | organizations. |
| 2 | Research Literacy and Collaborative  Enquiry | Research and Enquiry | Able to acquire and  evaluate knowledge in management of NGO through independent research. Apply coherent knowledge of a range of data analysis procedures that may be appropriate when  examining issues related to NGOs. |
| 3 | Information and Technology Literate | Digitally Literate | Ability to create new  knowledge and understanding through the process of research and inquiry and methodologies to locate access and use  information for  understanding the development related goals. |
| 4 | Problem Solving | Problem solving | Able to apply problem  solving methodologies to select appropriate public private partnerships, governance, management and value sets in each sector while working for the empowerment of communities. critically evaluate situations and generate propositions like better enforcement of land reforms, credit access, marketing of  rural products etc. |
| 5 | Business Communication Skills | Communication and  personal relations | Possess a high standard  of oral, visual and written communication skills, demonstrate skills in drafting letters/ emails, be polite and sensible in listening to others. Ability to present information in a highly coherent manner across different contexts to attract |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | developmental projects  and reach out to the local community. |
| 6 | Leadership and Behaviour skills | Behavioral Skills,  Teamwork and Leadership | Able to demonstrate  excellent interpersonal, mentoring and decision-making skills. Display confidence in work, emotional intelligence, initiativeness , pro- activeness and work in diverse teams. |
| 7 | Global Manager | Global Citizen | To be aware of ethical,  social and cultural issues within a global context and their importance in exercising professional skills and  responsibilities while involving in activities like human rights, environmental or development work. |
| 8 | Ethics and professional conduct | Ethics and  professional conduct | To 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 and Entrepreneurship | Employability and  Social Entrepreneurship | To be able to identify  and create  opportunities for socially /economically weaker section of society with financially valuable opportunities by building social enterprise/SHGs or  providing employment opportunities |
| 10 | Lifelong learning | Lifelong learning | To be independent  learners who take responsibility for their own learning.  set appropriate goals for ongoing intellectual and professional |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | development, and  evaluate their own performance effectively |
| 11 | Decision Making | Decision Making | Being initiative and  acting resilient in meeting challenging discussions, able to encourage participatory decision making. |
| 12 | Business Networking skills | Networking and  negotiation skills | Explain and argue  clearly and concisely in challenging social issues, demonstrate skills to influence agencies. |

### Programme Educational Objectives/Goals

1. Students will learn managerial concepts and its application to manage NGO’s professionally
2. Students will learn research and data analysis procedures that may be appropriate when examining issues related to NGOs
3. Students will learn to be excellent communicator both oral and written, with interpersonal, mentoring and decision-making skills
4. Students will be trained to start a NGO, create opportunities for socially /economically weaker section of society
5. Students will be able to act as professionals having appropriate values and ethics
6. Student will be learner who takes responsibility for their own learning

### Programme Operational Objective Action

1. The MBA (NGO Management) Programme will facilitate environment for innovation and research excellence for the intellectual growth of students
2. The MBA (NGO Management) Programme provides an academic environment for holistic development of students
3. The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA (NGO Management) students
4. The MBA (NGO Management) Programme will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students
5. The MBA (NGO Management) Programme will provide ample opportunities for international exposure to students
6. The MBA (NGO Management) Programme will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies
7. The MBA (NGO Management) Programme will facilitate employment opportunities and also support students to start their own ventures
8. The MBA (NGO Management) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
9. The MBA (NGO Management) Programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession
10. The MBA (NGO Management) Programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment

### Programme Structure as per prescribed programme framework

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester I** | | | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | **Credit Units** | |
|  |  |  | L | T | | P/S/FW | |  | |
| HR601 | Organizational  Behavior | Core Courses | 2 | | 0 | | 0 | | 2 |
| ECON605 | Managerial  Economics | Core Courses | 3 | | 0 | | 0 | | 3 |
| MKTG601 | Marketing  Management | Core Courses | 2 | | 0 | | 0 | | 2 |
| CSIT602 | Information Technology for  Managers | Core Courses | 2 | | 0 | | 0 | | 2 |
| QAM601 | Statistics for  Management | Core Courses | 3 | | 0 | | 0 | | 3 |
| ACCT602 | Accounting for  Managers | Core Courses | 3 | | 0 | | 0 | | 3 |
| NGOM601 | Development Administration  & Programmes | Specialisation Elective  Courses | 3 | | 0 | | 0 | | 3 |
| NGOM602 | History & Development of  Voluntary Organizations | Specialisation Elective Courses | 3 | | 0 | | 0 | | 3 |
| NGOM603 | Communication & Training for NGOs | Specialisation Elective Courses | 3 | | 0 | | 0 | | 3 |
| MSTP601 | Term Paper I | Non-Teaching  Credit Courses | 0 | | 0 | | 6 | | 3 |
| MSSM601 | Seminar I | Non-Teaching  Credit Courses | 0 | | 0 | | 6 | | 3 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| BS601 | Self- Development and Interpersonal  Skills | Value Addition Courses | 1 | 0 | 0 | | 1 |
| BC601 | Business Communication for Managers | Value Addition Courses | 1 | 0 | 0 | | 1 |
| ARAB116 | Introduction to Arabic Culture &  Language | Value Addition Courses | 2 | 0 | 0 | | 2 |
| CHIN116 | Introduction to  Chinese Culture & language | Value Addition Courses | 2 | 0 | 0 | | 2 |
| FREN145 | Introduction to  French Culture & Language | Value Addition Courses | 2 | 0 | 0 | | 2 |
| GRMN136 | Introduction to German Culture  & Language | Value Addition Courses | 2 | 0 | 0 | | 2 |
| JPAN116 | Introduction to  Japanese Culture & Language | Value Addition Courses | 2 | 0 | 0 | | 2 |
| RUSS116 | Introduction to Russian Culture  & Language | Value Addition Courses | 2 | 0 | 0 | | 2 |
| SANS116 | Introduction to Vedic Culture &  Language | Value Addition Courses | 2 | 0 | 0 | | 2 |
| SPAN144 | Introduction to  Hispanic Culture & Language | Value Addition Courses | 2 | 0 | 0 | | 2 |
| **TOTAL CREDIT UNITS FOR SEMESTER I-** | | | | | | **25** | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester II** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | P/S/FW |  |
| HR612 | Human Resource  Management | Core Courses | 2 | 1 | 0 | 3 |
| FIBA601 | Financial  Management | Core Courses | 3 | 0 | 0 | 3 |
| MGMT603 | Business  Research Methods | Core Courses | 3 | 0 | 0 | 3 |
| POM602 | Operations  Management | Core Courses | 3 | 0 | 0 | 3 |
| LAW670 | Legal Aspects  of Business | Core Courses | 3 | 0 | 0 | 3 |
| NGOM605 | Resource  Mobilization & Fund Raising | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| NGOM604 | NGO Business  Strategy & Organization | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| RUR604 | Rural Project  Planning & Management | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| MSCR601 | Company  Report I | Non-Teaching  Credit Courses | 0 | 0 | 6 | 3 |
| MSMN601 | Minor Project I | Non-Teaching  Credit Courses | 0 | 0 | 6 | 3 |
| BS602 | Conflict  Resolution and Management | Value Addition  Courses | 1 | 0 | 0 | 1 |
| BC603 | Business  Correspondence | Value Addition  Courses | 1 | 0 | 0 | 1 |
| ARAB102 | Arabic  Grammar – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| CHIN102 | Chinese  Grammar – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| FREN104 | French  Grammar – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| GRMN104 | German  Grammar – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| JPAN102 | Japanese  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 |
| SPAN103 | Spanish  Grammar – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| **TOTAL CREDIT UNITS FOR SEMESTER II-** | | | | | | **25** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester III** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | P/S/FW |  |
| STRA701 | Strategic  Management | Core Course | 4 | 0 | 0 | 4 |
| ENTR711 | Social Entrepreneurshi  p | Specialisation Elective  Courses | 3 | 0 | 0 | 3 |
| RUR701 | CSR Practices in Rural Areas | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| RUR702 | Rural Micro Finance  Management | Specialisation Elective  Courses | 3 | 0 | 0 | 3 |
| RUR703 | Rural | Specialisation | 3 | 0 | 0 | 3 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Industrialization | Elective  Courses |  |  |  |  |
| RUR704 | Rural  Development & Administration | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| NGOM701 | Sustainable  Development & Livelihoods | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| MSSI600 | Summer  Internship | Non-Teaching  Credit Course | 0 | 0 | 6 | 3 |
| BS701 | Professional  Competencies and Career Development | Value Addition  Courses | 1 | 0 | 0 | 1 |
| BC702 | Business  Communication  for Managerial Competence | Value Addition  Courses | 1 | 0 | 0 | 1 |
| ARAB119 | Written  Expression & Comprehension in Arabic- I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| CHIN118 | Written Expression & Comprehension  in Chinese- I | Value Addition Courses | 2 | 0 | 0 | 2 |
| FREN147 | Written  Expression &  Comprehension in French-I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| GRMN138 | Written  Expression & Comprehension in German – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| JPAN118 | Written  Expression & Comprehension in Japanese- I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| RUSS118 | Written  Expression & Comprehension  in Russian- I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| SANS118 | Written  Expression & Comprehension in Sanskrit- I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| SPAN146 | Written  Expression & Comprehension in Spanish - I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| **TOTAL CREDIT UNITS FOR SEMESTER III-** | | | | | | **29** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester IV** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | P/S/FW |  |
| MGMT705 | Management in Action - Social Economic and  Ethical Issues | Core Courses | 4 | 0 | 0 | 4 |
| SW605 | Community Work and social Action | Specialisation  n Elective Courses | 3 | 0 | 0 | 3 |
| NGOM703 | Technology  Interventions & Development | Specialization  n Elective Courses | 3 | 0 | 0 | 3 |
| RUR711 | Cooperative Management | Specialization  n Elective Courses | 3 | 0 | 0 | 3 |
| NGOM702 | Methodologies for Participatory  Assessment | Specialization n Elective  Courses | 3 | 0 | 0 | 3 |
| MSDS600 | Dissertation | Non- Teaching  Credit Courses | 0 | 0 | 14 | 7 |
| MSDS601 | Dissertation -I | Non- Teaching Credit  Courses | 0 | 0 | 20 | 10 |
| BS702 | Leadership and  Managing Excellence | Value  Addition Courses | 1 | 0 | 0 | 1 |
| BC703 | Business Etiquette and Protocol | Value  Addition Courses | 1 | 0 | 0 | 1 |
| ARAB104 | Communicative Arabic – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| CHIN104 | Communicative Chinese – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| FREN144 | French Through Communicative  Approach | Value Addition  Courses | 2 | 0 | 0 | 2 |
| GRMN112 | Communicative German – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| JPAN104 | Communicative Japanese – I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| RUSS104 | Communicative  Russian – I | Value  Addition | 2 | 0 | 0 | 2 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Courses |  |  |  |  |
| SANS104 | Communicative Sanskrit – I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| SPAN112 | Communicative Spanish – I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| **TOTAL CREDIT UNITS FOR SEMESTER IV=** | | | | | | **27** |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 106**

**Programme Learning Outcomes (PLOs):**

1. To demonstrate an advanced knowledge of trends and NGO drivers re-shaping the dynamics of the social economy. To recognize that the responsibility for social impact comes from the interaction of business, social enterprises, government (and its public service agencies), philanthropic foundations and individuals, and community-based organizations.
2. Able to acquire and evaluate knowledge in management of NGO through independent research. Apply coherent knowledge of a range of data analysis procedures that may be appropriate when examining issues related to NGOs.
3. Ability to create new knowledge and understanding through the process of research and inquiry and methodologies to locate access and use information for understanding the development related goals.
4. Able to apply problem solving methodologies to select appropriate public private partnerships, governance, management, and value sets in each sector while working for the empowerment of communities. Critically evaluate situations and generate propositions like better enforcement of land reforms, credit access, marketing of rural products etc.
5. Possess a high standard of oral, visual, and written communication skills, demonstrate skills in drafting letters/ emails, and be polite and sensible in listening to others. Ability to present information in a highly coherent manner across different contexts to attract developmental projects and reach out to the local community.
6. Able to demonstrate excellent interpersonal, mentoring, and decision-making skills. Display confidence in work, emotional intelligence, initiativeness, pro-activeness and work in diverse teams.
7. To be aware of ethical, social and cultural issues within a global context and their importance in exercising professional skills and responsibilities while involving in activities like human rights, environmental or development work.
8. To 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. To be able to identify and create opportunities for socially /economically weaker section of society with financially valuable opportunities by building social enterprise/SHGs or providing employment opportunities
10. To be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development, and evaluate their own performance effectively
11. Being initiative and acting resilient in meeting challenging discussions, able to encourage participatory decision making.
12. Explain and argue clearly and concisely in challenging social issues, demonstrate skills to influence agencies.

### Linkage of PEO & PLOs:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **PEOs**  **PLOs** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** | **PEO 6** |
| 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** |  |  |
| **a.1** | To demonstrate an advanced knowledge of trends and NGO drivers re-shaping the dynamics of the social economy. To recognize that the responsibility for social impact comes from the interaction of business, social enterprises, government (and its public service agencies), philanthropic foundations and individuals,  and community-based organizations. | \*Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Able to acquire and evaluate knowledge in management of NGO through independent research. Apply coherent knowledge of a range of data analysis procedures that may be appropriate when examining issues related to NGOs. | \*Comprehensive Exam | Student Exit Survey |
| **a.3** | Ability to create new knowledge and understanding through the process of research and inquiry and methodologies to locate access and use information for understanding the development related goals | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.4** | Able to apply problem solving methodologies to select appropriate public private partnerships, governance, management and value sets in each sector while working for the empowerment of communities. critically evaluate situations and generate propositions like better enforcement of land reforms, credit access, marketing of rural products etc. | \*Business Simulation (Rubrics) | Student Exit Survey |
| \*Comprehensive Exam |
| **a.5** | Possess a high standard of oral, visual and written communication skills, demonstrate  skills in drafting letters/ emails, be polite and sensible in listening to others. Ability to | \*Business Communication  Course Result analysis of all | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | present information in a highly coherent  manner across different contexts to attract developmental projects and reach out to the local community. | semesters |  |
| \*Rubrics |
| Comprehensive  Exam |
| **a.6** | Able to demonstrate excellent interpersonal, mentoring and decision-making skills. Display confidence in work, emotional intelligence, initativeness , pro-activeness and work in diverse teams.. | \* Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student Exit Survey |
| \* Rubrics |
| Comprehensive Exam |
| **a.7** | To be aware of ethical, social and cultural issues within a global context and their importance in exercising professional skills and responsibilities while involving in activities like human rights, environmental or development work. | \*Foreign Business Language Result Analysis of all semesters  \* Rubrics | Student Exit Survey |
| \* Comprehensive Exam |
| **a.8** | To 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. | \*Plagiarism Checking of Dissertation | Feedback of Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| **a.9** | To be able to identify and create opportunities for socially /economically weaker section of society with financially valuable opportunities by building social enterprise/SHGs or providing employment opportunities | \*Scoring Rubrics | Student Exit Survey |
| \*Comprehensive Exam | Alumni Survey |
| **a.10** | To be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development, and evaluate their own performance effectively | \*Quiz (Rubrics) | Student Exit Survey |
| \*Comprehensive  Exam |

|  |  |  |  |
| --- | --- | --- | --- |
| **a.11** | Being initiative and acting resilient in  meeting challenging discussions, able to encourage participatory decision making. | \*Comprehensive  Exam | Student Exit Survey |
| **a.12** | Explain and argue clearly and concisely in  challenging social issues, Demonstrate skills to influence agencies. | \*Comprehensive  Exam | Student Exit Survey |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Assessment/PLO** | **PL O1** | **PL O 2** | **PL O 3** | **PL O 4** | **PL O 5** | **PL O 6** | **PL O 7** | **PL O 8** | **PL O 9** | **PL O 10** | **PL O11** | **PL O 12** |
| **Direct** | Comprehensive  examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term  Paper , Presentations) | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Practicum /  Internship evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Thesis or  Dissertation Projects |  | **√** |  |  |  |  |  |  |  |  | **√** |  |
| **Indirec t** | 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** |
| 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** | Community Outreach Officer | Project Coordinator/ Manager – Program Development | Manager – Communication and Documentation | Field Officer/ Team Leader/ Manager -  Training |
| Management Knowledge with expertise in NGO  Management | Intermediate | Intermediate | Advanced | Advanced |
| Research and Enquiry | Intermediate | Intermediate | Advanced | Advanced |
| Digitally Literate | Intermediate | Advanced | Intermediate | Intermediate |
| Problem Solving | Intermediate | Intermediate | Intermediate | Intermediate |
| Communication and  personal relations | Intermediate | Intermediate | Intermediate | Advanced |
| Behavioral Skills,  Teamwork and Leadership | Advanced | Expert | Advanced | Intermediate |
| Global Citizen | Intermediate | Intermediate | Intermediate | Intermediate |
| Ethics and professional  conduct | Intermediate | Intermediate | Intermediate | Intermediate |
| Employability and Social  Entrepreneurship | Intermediate | Intermediate | Advanced | Advanced |
| Lifelong learning | Intermediate | Intermediate | Advanced | Advanced |
| Decision Making | Intermediate | Intermediate | Advanced | Expert |
| Networking and  negotiation skills | Intermediate | Advanced | Advanced | Advanced |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | Community Outreach Officer | Project Coordinator  / Manager – Program Development | Manager – Communication and Documentation | Field Officer/ Team Leader/ Manager - Training |
| Agriculture | √ | √ |  | √ |
| Education | √ | √ |  | √ |
| Healthcare | √ | √ |  | √ |
| Research & Innovation | √ | √ |  | √ |
| Chemicals & fertilizers | √ | √ | √ | √ |
| Fast Moving Consumer Goods (FMCG) | √ | √ | √ | √ |
| Agriculture | √ | √ | √ | √ |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA.

### Appendix – b.9

**Institution: Amity Business School**

**Programme Title: MBA (Finance) Level – PG**

**Duration of the program (in yrs): 2 No. of Semesters: 4 Programme Mission:**

To develop the overall personality of Masters in Business Administration (Finance) students by making them not only excellent Financial professionals with specializations in areas of Taxation, Banking, International Finance, Wealth Management, General Financial Rules, Investment Banking, Financial Consulting, Financial Analytics, Financial Markets 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.

### Programme Description:

The two-year full-time Management of Business Administration in Finance has been designed to educate and prepare students with the knowledge of financial analytical ability, management perspectives and skills needed to lead, to motivate and to manage diversified financial problems, rapid technological change and competitive marketplace while considering the principles of ethical, legal and corporate governance fundamentals through various financial techniques.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr**  **No.** | **Institution Graduate**  **Attributes** | **Programme**  **Graduate Attributes** | **Indicators** |
| 1 | Management Knowledge and Critical thinking | Management Knowledge with expertise in Finance | Able to demonstrate financial expertise. To acquire sound knowledge of Financial Analysis and, Financial Markets, apply conceptual knowledge in finding practical solutions for competing and  industrial requirements |
| 2 | Research Literacy and Collaborative Enquiry | Market Research and Enquiry | Effectively conduct primary research to evaluate a potential market scenario and articulate financial strategies. Ability to collect, analyze and interpret financial data and information for driving optimum solutions related to stock prices, market share and growth of the  company |
| 3 | Information and Technology | Information and | Ability to retrieve important |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Literate | Technology Literate | demographic/psychographic information from web, to use information in critical and creative thinking, Proficiency in the appropriate use of  contemporary technologies. |
| 4 | Problem Solving | Problem solving | Ability to apply existing skills and knowledge to identify and formulate new problems related to financial decision making. Ability to develop inventive and creative solutions useful for Wealth management, Financial Consulting and demonstrating flexibility and resourcefulness; Ability to identify and take unanticipated advantage of  financial opportunities. |
| 5 | Business Communication Skills | Persuasion & Communication Skills | Communicate proficiently, through financial reporting and presentation of general financial rules as and when required. Be assertive and articulate, financial data in  diplomatic manner |
| 6 | Leadership and Behaviour skills | Behavioral Skills, Teamwork and Leadership | Ability to maintain assertiveness, Capacity to interact and collaborate with financial institution and investment avenues effectively, and demonstrate revenue enhancement skills in  diverse context. |
| 7 | Global Manager | Global Financial Manager | Understand different cultures and sustainability while developing financial strategies. Embrace financial opportunities offered across globe and accept different ways of  working. |
| 8 | Ethics and professional conduct | Ethics and professional conduct | To understand the ethical practice in business finance and to make valuable contribution to society by  professional conduct and |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | code of ethics |
| 9 | Employability and Entrepreneurship | Employability, Enterprise & Entrepreneurship | To be motivated to draw upon existing financial expertise and generating new ideas through better financial strategies. To identify professional  employment opportunities |
| 10 | Lifelong learning | Lifelong learning | Act with integrity, set themselves high standards and have skills that are  essential to their future lives |
| 11 | Decision Making | Decision Making | Ability to apply financial decision-making methodologies, Display Commitment to professional development and a willingness to adapt and apply contemporary changes in financial system  and regulation. |
| 12 | Business Networking skills | Business Networking skills | Ability to build business relationships, networks, and trust with potential and actual investors and  stakeholders. |

### Programme Educational Objectives/Goals:

* 1. Students will have financial knowledge of the application of management principles in a professional work setting
  2. Students will know to integrate theory and practice, as well as expertise across functional areas in making effective financial decisions by understanding the relationship of business to global environment
  3. Students will know how to develop and sustain good individual and organizational performance by leveraging Financial Research skills, Information and Technological competencies in any management framework through financial modeling.
  4. Students will strategically think when and how to use assertiveness and influential skills.
  5. Students will be able to demonstrate effective communication skills that support and enhance managerial effectiveness
  6. Students will have the positive perspectives and skills that create productive managerial leaders and business financial models.
  7. Students will be able to review and critique organizational efforts to act ethically and responsibly
  8. Students will be prepared for continued learning throughout their career in the field of Finance and Taxation aspects.

### Programme Operational Objectives

1. The MBA (Finance) programme will facilitate environment for innovation and market research excellence for the intellectual growth of students
2. The MBA (Finance) programme provides an academic environment for holistic development of students
3. The Programme aims to facilitate opportunities for innovation and environment of market research excellence providing intellectual growth of MBA (Finance) students
4. The MBA (Finance) programme will encourage cultural diversity and a sense of social, ethical, and environmental responsibility among students
5. The MBA (Finance) programme will provide ample opportunities for international exposure to students
6. The MBA (Finance) programme will provide opportunities for students to continuously interact with area expert members of faculty, industry, and alumni to improve and demonstrate their skills and competencies
7. The MBA (Finance) programme will facilitate employment opportunities and support students to start their own ventures
8. The MBA (Finance) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
9. The MBA (Finance) programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession
10. The MBA ((Finance) programme will aim to attain national and international accreditations and university rankings to provide best in class academic environment

### Programme Structure as per prescribed programme framework

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credit Components** | | | **Credit Units** |
| L | T | P/S/FW |  |
| **Core Courses ( 9-12 Cu's)** | | | | | |
| HR601 | Organizational Behavior (PG) | 2 | 0 | 0 | 2 |
| MKTG601 | Marketing Management (PG) | 2 | 0 | 0 | 2 |
| CSIT602 | Information Technology for Managers (PG) | 2 | 0 | 0 | 2 |
| QAM601 | Statistics for Management (PG) | 3 | 0 | 0 | 3 |
| ACCT602 | Accounting for Managers (PG) | 3 | 0 | 0 | 3 |
| **Specialization Core Functional (6- 12 Cu's)** | | | | | |
| ECON605 | Managerial Economics (PG) | 3 | 0 | 0 | 3 |
| FIBA711 | Financial Statement Analysis | 3 | 0 | 0 | 3 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| FIBA721 | Management of Financial Services (PG) | 3 |  | 0 | 3 |
| IB602 | International Business and Practice (PG) | 3 | 0 | 0 | 3 |
| **NTCC** | **(0-3 Credits)** |  | | | |
| MSTP601 | Term Paper Management Studies (PG) | - | - | - | 3 |
| MSSM601 | Seminar Management Studies (PG) | - | - | - | 3 |
| **VAC (4CU's)** | |  | | | |
| BS601 | Self-Development and Interpersonal Skills | 1 | 0 | 0 | 1 |
| BC601 | Business Communication for Managers | 1 | 0 | 0 | 1 |
| ARAB116 | Introduction to Arabic Culture & Language | 2 | 0 | 0 | 2 |
| CHIN116 | Introduction to Chinese Culture & language | 2 | 0 | 0 | 2 |
| FREN145 | Introduction to French Culture & Language | 2 | 0 | 0 | 2 |
| GRMN136 | Introduction to German Culture & Language | 2 | 0 | 0 | 2 |
| JPAN116 | Introduction to Japanese Culture & Language | 2 | 0 | 0 | 2 |
| RUSS116 | Introduction to Russian Culture & Language | 2 | 0 | 0 | 2 |
| SANS116 | Introduction to Vedic Culture & Language | 2 | 0 | 0 | 2 |
| SPAN144 | Introduction to Hispanic Culture & Language | 2 | 0 | 0 | 2 |
|  | TOTAL CREDIT UNITS’ SEMESTER - I= | | | | **25** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Semester II** | | | | | |
| **Course Code** | **Course Title** | Credit |  |  | **Credit Units** |
|  |  | L | T | PS |  |
| **Core Courses (9- 12 Cu's)** | | | | | |
| HR612 | Human Resource Management (PG) | 3 | 0 | 0 | 3 |
| MGMT603 | Business Research Methods (PG) | 3 | 0 | 0 | 3 |
| POM602 | Operations Management (PG) | 3 | 0 | 0 | 3 |
| FIBA601 | Financial Management (PG) | 3 | 0 | 0 | 3 |
| **Specialisation core Functional (6- 12 Cu's)** | | | | | |
| LAW670 | Legal Aspects of Business (PG) | 3 | 0 | 0 | 3 |
| QAM602 | Decision Science | 3 | 0 | 0 | 3 |
| **NEW** | Goods & Service Tax Act 2017 | 2 | 1 | 0 | 3 |
| FIBA702 | Budgeting & Control | 3 | 0 | 0 | 3 |
| **NTCC** | **(0-3 Credits)** |  | | | |
| MSMN601 | Minor Project-management Studies (PG) | - | - | - | 3 |
| MSCR601 | Company Report-management Studies (PG) | - | - | - | 3 |
| **VAC (4CU's)** | |  | | | |
| BS602 | Conflict Resolution and Management | 1 | 0 | 0 | 1 |
| BC603 | Business Correspondence | 1 | 0 | 0 | 1 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ARAB102 | Arabic Grammar – I | 2 | 0 | 0 | 2 |
| CHIN102 | Chinese Grammar – I | 2 | 0 | 0 | 2 |
| FREN104 | French Grammar – I | 2 | 0 | 0 | 2 |
| GRMN104 | German Grammar – I | 2 | 0 | 0 | 2 |
| JPAN102 | Japanese Grammar – I | 2 | 0 | 0 | 2 |
| RUSS102 | Russian Grammar – I | 2 | 0 | 0 | 2 |
| SANS102 | Sanskrit Grammar – I | 2 | 0 | 0 | 2 |
| SPAN103 | Spanish Grammar – I | 2 | 0 | 0 | 2 |
|  |  | | | | **25** |
| TOTAL CREDIT UNITS’ SEMESTER - I= | | | |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Semester - III** | | | | | |
| **Course Code** | **Course Title** | **Credit components** | | | **Credit Units** |
| L | T | PS |  |
| **Core course (3-6 Cu's)** | | | | | |
| STRA701 | Strategic Management (PG) | 4 | 0 | 0 | 4 |
| **Functional Core Courses (6-9 Cu's)** | | | | | |
| FIBA732 | Security Analysis and Portfolio  Management (PG) | 3 | 0 | 0 | 3 |
| ACCT611 | Cost and Management Accounting for  Decision Making (PG) | 2 | 1 | 0 | 3 |
| FIBA713 | International Finance and Forex  Management (PG) | 3 | 0 | 0 | 3 |
| **Functional Elective Courses (9-12 Cu's)** | | | | | |
| FIBA724 | Project Planning Appraisal and Control (PG) | 3 | 0 | 0 | 3 |
| ACCT801 | Corporate Tax Planning and  Management (PG) | 3 | 0 | 0 | 3 |
|  |  |  |  |  |  |
| FIBA701 | Behavioural Finance | 3 | 0 | 0 | 3 |
| FIBA734 | Wealth Management | 3 | 0 | 0 | 3 |
| **NEW** | Financial Modeling Using Excel | 2 | 1 | 0 | 3 |
| FIBA705 | Financial Reporting and Decision Making | 3 | 0 | 0 | 3 |
| **Domain Electives (0-3 CU'S)** |  | 5 | | | |
| **Open Electives**  **(0-3 CU'S)** |  |  |  |  | 5 |
| **NTCC** |  |  |  |  |  |
| MSSI600 | Summer Internship Management Studies (PG) | - | - | - | 3 |
| **VAC (4CU's)** | |  | | | |
| BS701 | Professional Competencies and Career  Development | 1 | 0 | 0 | 1 |
| BC702 | Business Communication for Managerial  Competence | 1 | 0 | 0 | 1 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ARAB119 | Written Expression & Comprehension in Arabic- I | 2 | 0 | 0 | 2 |
| CHIN118 | Written Expression & Comprehension in Chinese- I | 2 | 0 | 0 | 2 |
| FREN147 | Written Expression & Comprehension in French-I | 2 | 0 | 0 | 2 |
| GRMN138 | Written Expression & Comprehension in German – I | 2 | 0 | 0 | 2 |
| JPAN118 | Written Expression & Comprehension in Japanese- I | 2 | 0 | 0 | 2 |
| RUSS118 | Written Expression & Comprehension in Russian- I | 2 | 0 | 0 | 2 |
| SANS118 | Written Expression & Comprehension in Sanskrit- I | 2 | 0 | 0 | 2 |
| SPAN146 | Written Expression & Comprehension in Spanish - I | 2 | 0 | 0 | 2 |
|  | TOTAL CREDIT UNITS’ SEMESTER - III= | | | | 29 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Semester - IV** | | | | | |
| **Course Code** | **Course Title** | **Credit components** | | | **Credit Units** |
| L | T | PS |
| **Core course (3- 4 Cu's)** | | | | | |
| MGMT705 | Management in Action - Social Economic and  Ethical Issues (PG) | 4 | 0 | 0 | 4 |
| **Functional Core Courses ( 0-4 Cu's)** |  |  | | | |
| FIBA733 | Strategic Financial Management (PG) | 3 | 0 | 0 | 3 |
| FIBA703 | Corporate Restructuring, Mergers and  Acquisitions (PG) | 3 | 0 | 0 | 3 |
| **Functional Elective Courses (9-12 Cu's)** | | | | | |
| INS723 | Principles and Practices of Banking (PG) | 3 | 0 | 0 | 3 |
| FIBA704 | Financial Engineering (PG) | 3 | 0 | 0 | 3 |
| FIBA733 | Strategic Financial Management (PG) | 3 | 0 | 0 | 3 |
| ACCT612 | Advanced Corporate Accounting (PG) | 3 | 1 | 0 | 4 |
| FIBA723 | Private Equity and Venture Capital | 3 | 0 | 0 | 3 |
| **NEW** | Financial Decision Making under Information  Asymmetries | 1 | 0 | 0 | 1.5 |
| **NEW** | Managing Private-Public Partnerships | 1 | 0 | 0 | 1.5 |
| **Domain Electives ( 0-5 CU'S)** |  | 5 | | | |
| **Open Electives (0-5 CU'S)** |  | 5 | | | |
| **NTCC** |  |  | | | |
| MSDS600 | Dissertation Management Studies (PG) | - | - | 14 | 7 |
| MSDS601 | Dissertation Management Studies – I (PG) | - | - | 20 | 10 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **VAC (4CU's)** | |  |  |  |  |
| BS702 | Leadership and Managing Excellence | 1 | 0 | 0 | 1 |
| BC703 | Business Etiquette and Protocol | 1 | 0 | 0 | 1 |
| ARAB104 | Communicative Arabic – I | 2 | 0 | 0 | 2 |
| CHIN104 | Communicative Chinese – I | 2 | 0 | 0 | 2 |
| FREN144 | French Through Communicative Approach | 2 | 0 | 0 | 2 |
| GRMN112 | Communicative German – I | 2 | 0 | 0 | 2 |
| JPAN104 | Communicative Japanese – I | 2 | 0 | 0 | 2 |
| RUSS104 | Communicative Russian – I | 2 | 0 | 0 | 2 |
| SANS104 | Communicative Sanskrit – I | 2 | 0 | 0 | 2 |
| SPAN112 | Communicative Spanish – I | 2 | 0 | 0 | 2 |
|  | TOTAL CREDIT UNITS’ SEMESTER - IV= | | | | **27** |

**TOTAL CREDIT UNITS = 106**

### Programme Learning Outcomes (PLOs):

1. To define, summarize concepts in Management and apply it in multi-disciplinary context, able to describe and critically analyze financial management problems in volatile business environment
2. Ability to acquire and evaluate new knowledge through financial research methods, Ability to identify, define, investigate, and solve critical business issues, analyze data/information and interpret results for driving optimum solutions.
3. Able to identify potential sources of Business environment information using technologies, Synthesize and define an idea from multiple information sources.
4. Able to pay attention to details, challenging conventional ways of thinking, applying a range of strategies to financial problem solving and decision making.
5. Communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession
6. To demonstrate excellent interpersonal, mentoring and financial decision-making skills, including an awareness of personal strengths and limitations. Promote self-awareness, empathy, cultural awareness and mutual respect while working in teams.
7. Able to Understand global issues from different perspectives, Recognize the opportunities that the wider world offers, learning from and respecting different cultures, Apply different forms of communication in different cultural settings.
8. Understand and practice the highest financial standards of ethical behaviour associated with their management profession
9. Able to find opportunities to improve the business value chain as an enterprise. Develop business acumen and display basic financial skills.
10. Able to critically evaluate and reflect upon their personal development during the work experience and future learning needs to support their career aspirations.
11. Ability to apply financial decision-making methodologies to evaluate solutions for efficiency, effectiveness and sustainability.
12. Demonstrate and possess the skills to influence, negotiate and lead business deals through financial skill set.

### 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 Outcome 4 | **√** | **√** | **√** |  |  | **√** |  | **√** |
| Programme  Learning Outcome 5 |  |  |  | **√** | **√** |  |  |  |
| Programme Learning Outcome  6 |  |  |  | **√** | **√** |  |  |  |
| Programme Learning Outcome  7 |  | **√** |  |  | **√** | **√** |  |  |
| Programme  Learning Outcome 8 |  |  |  |  |  |  | **√** |  |
| Programme Learning Outcome  9 | **√** | **√** | **√** |  |  | **√** |  | **√** |
| Programme  Learning Outcome 10 | **√** | **√** | **√** |  |  | **√** |  | **√** |
| Programme  Learning Outcome 11 | **√** | **√** | **√** |  | **√** | **√** |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Programme  Learning Outcome 12 |  | **√** | **√** | **√** | **√** |  |  |  |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | | **Direct** | | **Indirect** | |
| **A** | **Programme Learning Outcome** | |  | |  | |
| **a.1** | To define, summarize concepts in Management and apply it in multi-disciplinary context, able to describe and critically analyze financial management problems in volatile business  environment. | | \*Comprehensive Exam/Viva annual basis | on | Student Exit Survey | |
| **a.2** | Ability to acquire and evaluate new knowledge through financial research methods, Ability to identify, define, investigate, and solve critical business issues, analyze data/information and interpret results for driving optimum solutions. | | Term Paper, Seminar, Internship, Dissertation (Rubrics) | | Feedback of Internship Guide | Industry |
| Comprehensive Exam | |
| **a.3** | Able to identify potential environment information Synthesize and define an  information sources | sources of Business using technologies, idea from multiple | \*Comprehensive Exam | | Student Exit Survey | |
| **a.4** | Able to pay attention to details, challenging conventional ways of thinking, applying a range of strategies to Financial problem solving and decision making. | | \*Business Simulation (Rubrics) | | Student Exit Survey | |
| \*Comprehensive Exam | |
| **a.5** | Communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession | | \*Business Communication Course Result analysis of all semesters | | Student Exit Survey | |
| \*Rubrics | |
| \*Comprehensive Exam | |
| **a.6** | To demonstrate excellent interpersonal, mentoring, and financial decision-making skills, including an awareness of personal strengths and limitations. Promote self-awareness, empathy, cultural  awareness and mutual respect while working in teams. | | \* Behavioural Science Course Result analysis of all semesters, Journal of Success | | Student Exit Survey | |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | \* Rubrics |  |
| \* Comprehensive Exam |
| **a.7** | Able to Understand global issues from different perspectives, Recognize the opportunities that the wider world offers, learning from and respecting different cultures, Apply different forms of communication in different cultural settings. | \*Foreign Business  Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \*Comprehensive Exam |
| **a.8** | Understand and practice the highest financial standards of ethical behaviour associated with their management profession | \*Plagiarism  Checking of Dissertation | Feedback of Industry  Internship Guide |
| \*Comprehensive Exam | Indiscipline Cases |
| **a.9** | Able to find opportunities to improve the business value chain as an enterprise. Develop business acumen and display basic financial skills | \*Scoring Rubrics | Student Exit Survey |
| \*Comprehensive Exam | Alumni Survey |
| **a.10** | Able to critically evaluate and reflect upon their personal development during the work experience and future learning needs to support their career aspirations. | \*Quiz (Rubrics) | Student Exit Survey |
| \*Comprehensive  Exam |
| **a.11** | Ability to apply financial decision making  methodologies to evaluate solutions for efficiency, effectiveness and sustainability. | \*Comprehensive Exam | Student Exit Survey |
| **a.12** | Demonstrate and possess the skills to influence,  negotiate and lead business deals through financial skill set. | \*Comprehensive Exam | Student Exit Survey |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Assessment/PLO** | **PL O1** | **PL O 2** | **PL O 3** | **PL O 4** | **PL O 5** | **PL O 6** | **PL O 7** | **PL O 8** | **PL O 9** | **PL O 10** | **PL O11** | **PL O 12** |
| **Direct** | Comprehensive  examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper,  Presentations) | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Practicum / Internship  evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Thesis or Dissertation  Projects |  | **√** |  |  |  |  |  |  |  |  |  |  |
| **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** |
| 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** | **Executive – Associate consultant Deal Advisory Due**  **Diligence** | **Management Trainee – Business Analyst** | **Client Specialist/ Tax Consultant** | **Associate Analyst** |
| **Management Knowledge with expertise in Retail**  **Management** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Market Research and Enquiry** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Information and Technology** | Intermediate | Intermediate | Intermediate | Intermediate |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Literate** |  |  |  |  |
| **Problem Solving** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Persuasion &**  **Communication Skills** | Intermediate | Intermediate | Intermediate | Advanced |
| **Behavioral Skills, Teamwork and**  **Leadership** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Global Marketing**  **Manager** | Intermediate | Intermediate | Advanced | Intermediate |
| **Ethics and**  **professional conduct** | Advanced | Advanced | Advanced | Advanced |
| **Employability,**  **Enterprise & Entrepreneurship** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Lifelong learning** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Decision Making** | Intermediate | Intermediate | Intermediate | Advanced |
| **Business**  **Networking skills** | Intermediate | Intermediate | Intermediate | Advanced |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Executive – Associate consultant Deal Advisory Due**  **Diligence** | **Management Trainee – Business Analyst** | **Client Specialist/ Tax Consultant** | **Associate Analyst** |
| Beverages | **√** | **√** |  | **√** |
| Business Process Outsourcing | **√** | **√** | **√** | **√** |
| Consultancy firms | **√** |  | **√** | **√** |
| Drugs & Pharmaceuticals | **√** | **√** |  | **√** |
| Education | **√** | **√** | **√** | **√** |
| Event Management | **√** | **√** | **√** | **√** |
| Exports & Imports | **√** | **√** | **√** | **√** |
| Fast Moving Consumer Goods (FMCG) | **√** | **√** |  | **√** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Healthcare | **√** | **√** | **√** | **√** |
| Manufacturing | **√** | **√** |  | **√** |
| Media & Entertainment | **√** | **√** | **√** | **√** |
| Real Estate & Urban Development | **√** | **√** | **√** | **√** |
| Retail | **√** | **√** | **√** | **√** |
| Transport & Logistics | **√** | **√** | **√** | **√** |
| Telecom | **√** | **√** | **√** | **√** |
| Tourism | **√** | **√** | **√** | **√** |
| Hospitality | **√** | **√** | **√** | **√** |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA.

### Appendix – b.10

**Institution: Amity International Business School Programme Title: MBA (International Business) Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4 Programme Mission:**

To impart education in the area of international business, to develop all round personality of students by making them not just excellent professionals but also good individuals with understanding and regard for human values, and a yearning for perfection. This programme provides an opportunity for students to gain invaluable exposure, experience and practical knowledge.

### Programme Description:

MBA (International Business): The programme is structured as a preparation for managerial career. The MBA programme in International Business prepares students for mid-to-senior level managerial positions in business and entrepreneurial ventures. This programme is available to all qualified students regardless of their undergraduate majors. This programme is designed to challenge our students with problems that require them to address all relevant aspects of leadership decisions in an entirely new way.

The programme consists of a foundation phase and an advanced phase. Students are required to have completed some or all of the foundation requirements through compulsory courses in the first year of MBA. The second year is designed to help them connect theory to practice

**Table of Institutional Graduate Attributes, Programme Attributes, and Indicators**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Institution Graduate**  **Attribute** | **Programme**  **Graduate Attribute** | **Indicators** |
| 1 | Knowledge and understanding of classical Management concepts, their  variants and new developments | Apply discipline knowledge, principles and concepts | To Interpret and analyze various subjects of management domain with special focus in the area of International Business. |
| 2 | Research Oriented Approach for acquiring the knowledge that helps in making students better global managers | Extend the boundaries of knowledge through research | Students shall be able to describe and analyse knowledge driven capabilities through extensive research work with a special focus on identification, defining, investigating and solving latent and manifested  problems |
| 3 | Use of ICT tools to imparting and acquiring knowledge | Digitally literate | Students shall be able to apply technologies appropriately  Developing and demonstrating capabilities to process information with the help of IT driven analytics for effective  decision making. |
| 4 | Problem solving Approach | Access, evaluate and  synthesize | To develop ability to identify  and formulate strategies to |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | information | discover apparent and latent  problems and finding research driven solutions to address stated and tacit issues. |
| 5 | Effective Verbal, Non-Verbal  and Written Communication | Communicate  effectively | To be able to compose and  practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in global /cross cultural environment. |
| 6 | Ensuring the students are not  trapped in ‘managership’ but develop into Industry leaders by sharpening their interpersonal Skills, and Teamwork attributes | Demonstrate  leadership and professional behaviour | To develop range of Leadership  skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths  and limitations. |
| 7 | Understanding of issues in  the Global context | Recognise and apply  international perspectives | Students shall summarize,  Interpret and explain conversations in selected Foreign language for basic social & informal business interactions and to be able to identify and illustrate global issues from different perspectives, Learning from and  respecting different cultures. |
| 8 | Ethical and Professional  Behaviour | Ethical practitioners | To develop ability to recognize  and practice ethical responsibilities and defend justice, honesty, and integrity in all personal and professional pursuits |
| 9 | Promote entrepreneurship and  Intrapreneurship with focus on innovation, creativity, sustainability, and positive energy | Enterprising, innovative, and creative | To be able to create a  sustainable business model through creative and innovative thinking. |
| 10 | Lifelong Learners | Utilise lifelong learning skills | To Develop competency to define, apply and interpret knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation,  dissemination for life-long learning. |

### Programme Educational Objectives/Goals:

* 1. The objective of the MBA- IB programme is to educate and prepare a diverse group of students with the knowledge, analytical ability, and management perspectives and skills needed to provide leadership to organizations competing in a world increasingly characterized by diversity in the workforce, rapid technological change, and a fiercely competitive global marketplace
  2. The programme is designed to help the students develop their decision-making skills, problem identification & problem-solving skills and integrative and critical thinking. The course selection offered to the students over four semesters help them to create a better understanding of the working of business with effective use of simulations and case studies.
  3. MBA- IB is designed to prepare students for careers in management and leadership. Students acquire a comprehensive foundation in the fundamentals of business, the global environment in which they will function, and the analytical tools for intelligent decision-making.

### Programme Operational Objectives

1. The MBA (IB) programme will provide an academic environment for holistic development of students
2. The curriculum of MBA-IB will be contemporary and relevant to meet industry requirements and benchmarked on global standards by incorporating feedback from all the stakeholders.
3. The Faculty of International Business will use appropriate methodology and pedagogical tools for teaching, learning and development.
4. The student of International Business will earn achievements in inter-university Extra Curricular activities.
5. The International Business will integrate ethics and values in teaching, theory, and practice, develop and retain excellent students, faculty and staff.
6. International Business will facilitate cultivation of cross-cultural humanitarian values
7. International Business will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure.
8. International Business shall develop and maintain strong relationship with corporate.
9. Institute shall maintain lifelong alumni network and keep the curriculum responsive to industry needs.
10. International Business will support all the students for quality placements or join family business or start their own venture.

### Programme Structure as per prescribed programme framework

**PROGRAMME STRUCTURE FOR MBA –IB**

**Batch 2017-19 FIRST SEMESTER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credit** | | | **Total Credits** | **Page No.** |
| **Lecture**  **(L) Hours Per Week** | **Tutorial (T)**  **Hours**  **Per Week** | **Self-Work/Field work (P) Hours Per**  **Week** |
| **A: Core Courses (CC) (for 12 credits)** | | | | | | |
|  | Organizational Behavior | 2 | - | - | 2 |  |
|  | Marketing Management | 2 | - | - | 2 |  |
|  | Information Technology for  Managers | 2 | - | - | 2 |  |
|  | Statistics for Management | 3 | - | - | 3 |  |
|  | Accounting for Managers | 3 | - | - | 3 |  |
| **B: Value Addition Course (VAC) (For 4 Credits)** | | | | | | |
|  | Business Communication – I | 1 | - | - | 1 |  |
|  | Behavioural Science – I | 1 | - | - | 1 |  |
|  | Foreign Language – I (Anyone) | 2 | - | - | 2 |  |
|  | | | | | | |
| **C: Specialization Core (SC): (For 9 Credits-)** | | | | | | |
|  | Managerial Economics | 3 | - | - | 3 |  |
|  | Global Business Management | 3 | - | - | 3 |  |
|  | Growth Prospects of Thrust Areas  of Indian Exports (GPTAIE) | 3 | - | - | 3 |  |
|  | Entrepreneurship and New Venture  Creation | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **D: Domain Electives (DE):** | | | | | | |
|  | Nil | - | - | - | 0 |  |
| **E: Open Electives (OE):** | | | | | | |
|  | Nil | - | - | - | 0 |  |
| **F: NTCC (NTC) : NA** | | | | | | |
| G: | Professional Career Development  (PCD)- I |  | - | - | N.C |  |
|  |  |  |  |  |  |  |
|  | Total Credits |  |  |  | 25 |  |

**SECOND SEMESTER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credit** | | | **Total Credits** | **Page No.** |
| **Lecture**  **(L) Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Self-Work/Field work (P) Hours Per**  **Week** |
| **A: Core Courses (CC) (for 12 credits)** | | | | | | |
|  | Human Resource Management | 3 | - | - | 3 |  |
|  | Financial Management | 3 | - | - | 3 |  |
|  | Business Research Methods | 3 | - | - | 3 |  |
|  | Operations Management | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **B: Value Addition Course (VAC) (For 4 Credits)** | | | | | | |
|  | Business Communication – I | 1 | - | - | 1 |  |
|  | Behavioural Science – I | 1 | - | - | 1 |  |
|  | Foreign Language – I (Anyone) | 2 | - | - | 2 |  |
|  | | | | | | |
| **C: Specialization Core (SC): (For 9 Credits-)** | | | | | | |
|  | Legal Aspects of Business | 3 | - | - | 3 |  |
|  | Managing Innovation Process | 2 | - | 2 | 3 |  |
|  | International Trade Documentation  & Logistics | 2 | - | 2 | 3 |  |
|  | International Strategic Marketing | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **D: Domain Electives (DE):** | | | | | | |
|  | Nil | - | - | - | 0 |  |
|  |  |  |  |  |  |  |
| **E: Open Electives (OE)** | | | | | | |
|  | Nil | - | - | - | 0 |  |
|  |  |  |  |  |  |  |
| **F: NTCC (NTC):** | | | | | | |
| G: | Professional Career Development  (PCD)- II |  | - | - | N.C |  |
|  |  |  |  |  |  |  |
|  | Total Credits |  |  |  | 25 |  |

**SUMMER INTERNSHIP (6 -8 WEEKS): For 3 Credits**

**THIRD SEMESTER**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | | **Course Title** | **Credit** | | | | **Total Credits** | **Page No.** |
| **Lecture (L) Hours Per Week** | | **Tutorial (T)**  **Hours Per Week** | **Self-Work/Field work (P) Hours Per**  **Week** |
| **A: Core Courses (CC) (for 4 credits)** | | | | | | | | |
|  | | Strategic Management | 3 | | - | 2 | 4 |  |
|  | |  |  | |  |  |  |  |
| **B: Specialization Core (SC) (9-12 credits)** | | | | | | | | |
|  | |  | |  |  |  |  |  |
|  | | WTO and International Regulatory  Environment | | 2 | - | 2 | 3 |  |
|  | | Managing Business in Asia | | 2 | - | 2 | 3 |  |
|  | | International Trade Risk  Management | | 2 | - | 2 | 3 |  |
|  | | Managing Business in Emerging  Markets | | 2 | - | 2 | 3 |  |
|  | |  | |  |  |  |  |  |
| **B: Value Addition Course (VAC): (For 4 Credits)** | | | | | | | | |
|  | Business Communication – III | | 1 | | - | - | 1 |  |
|  | Behavioural Science – III | | 1 | | - | - | 1 |  |
|  | Foreign Language – III | | 2 | | - | - | 2 |  |
| **C: Specialization Electives (SE):** | | | | | | | | |
|  | | | | | | | | |
| (Choose any 3 electives from list of available options either from one stream or  combination (specialization +IB ) of different streams) – | | | | | | | | |
| **MARKETING MANAGEMENT** | | | | | | | | |
|  | Strategic Service Marketing (PG) | | 3 | | - | - | 3 |  |
|  | Pricing Strategies (PG) | | 3 | | - | - | 3 |  |
|  | International Brand  Management (PG) | | 3 | | - | - | 3 |  |
|  | Strategic Service Marketing (PG) | | 3 | | - | - | 3 |  |
|  | Global Marketing Communication (PG) | | 3 | | - | - | 3 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Digital Marketing (PG) | 3 | - | - | 3 |  |
|  | Global Sales and Channel  Management (PG) | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **HUMAN RESOURCE** | | | | | | |
|  | Performance Management System | 3 | - | - | 3 |  |
|  | Training and Development –  Systems Strategies and Practices | 3 | - | - | 3 |  |
|  | Recruitment Selection and  Retention | 3 | - | - | 3 |  |
|  | Compensation and Reward  Management | 3 | - | - | 3 |  |
|  | International Human Resource  Management | 3 | - | - | 3 |  |
|  | Industrial Relations and Labour  Laws | 3 | - | - | 3 |  |
|  | Strategic Human Resource  Management | 3 | - | - | 3 |  |
| **FINANCE** | | | | | | |
|  | Corporate Restructuring, Mergers  and Acquisitions | 3 | - | - | 3 |  |
|  | Management of Financial Services | 3 | - | - | 3 |  |
|  | Security Analysis and Portfolio  Management | 3 | - | - | 3 |  |
|  | Financial Engineering | 3 | - | - | 3 |  |
|  | Budgeting and Control | 3 | - | - | 3 |  |
|  | Financial Statement Analysis | 3 | - | - | 3 |  |
|  | Mutual Fund Management | 3 | - | - | 3 |  |
|  | Central Banking | 3 | - | - | 3 |  |
|  | Corporate Tax Planning and  Management | 3 | - | - | 3 |  |
|  | Principles and Practices of Banking | 3 | - | - | 3 |  |
| **INFORMATION TECHNOLOGY FOR MANAGEMENT** | | | | | | |
|  | Enterprise Cloud Computing (PG) | 3 | - | - | 3 |  |
|  | E – Business and Trade (PG) | 3 | - | - | 3 |  |
|  | Systems Analysis and Design (PG) | 3 | - | - | 3 |  |
|  | Business Intelligence and Data  Analytics (PG) | 3 | - | - | 3 |  |
| **OPERATION MANAGEMENT** | | | | | | |
|  | Supply Chain Management | 3 | - | - | 3 |  |
|  | Project Management | 3 | - | - | 3 |  |
|  | Total Quality Management | 3 | - | - | 3 |  |
|  | Manufacturing and Service  Competitiveness | 3 | - | - | 3 |  |
| **ENTREPRENEURSHIP** | | | | | | |
|  | Creating and Managing New | 3 | - | - | 3 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Businesses in Emerging Markets |  |  |  |  |  |
|  | Creativity and Innovation in  Business and Entrepreneurship | 3 | - | - | 3 |  |
| **D: Domain Electives (DE): For 0-3 Credits** | | | | | | |
| Select any Domain/ Open Elective for 3 Credits | | | | | | |
| **E: Skill Enhancement Courses (SEC): For 1 Credits** | | | | | | |
|  |  |  |  |  |  |  |
|  | SPSS for Managers | 1 | - | - | 1 |  |
|  | Sources of Global Trade Data and  Its Analysis | 1 | - | - | 1 |  |
| **F: NTCC: For 3 Credits** | | | | | | |
|  | Summer Internship Evaluation |  |  |  | 3 |  |
|  |  |  |  |  |  |  |
| G | Professional Career Development  (PCD)– III |  | - | - | N.C |  |
|  |  |  |  |  |  |  |
|  | Total Credits |  |  |  | 29 |  |

**FOURTH SEMESTER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credits** | | | **Total Credits** | **Page No.** |
| **Lecture (L) Hours Per Week** | **Tutorial**  **(T) Hours Per Week** | **Practical**  **/Field work**  **(P) Hours Per Week** |
| **A: Core Courses (CC) (for 4 credits)** | | | | | | |
|  | Management in Action – Social, Economic & Ethical Issues | 3 | 1 | - | 4 |  |
|  |  |  |  |  |  |  |
| **B: Specialization Core(SC) (3 credits)** | | | | | | |
|  |  |  |  |  |  |  |
|  | Trade and Geo-Politics | 2 | - | 2 | 3 |  |
|  | Economics of Global Competitiveness | 2 | - | 2 | 3 |  |
|  | International Business Negotiation | 2 | - | 2 | 3 |  |
| **B: Value Addition Course (VAC): (For 4 Credits)** | | | | | | |
|  | Business Communication – III | 1 | - | - | 1 |  |
|  | Behavioural Science – III | 1 | - | - | 1 |  |
|  | Foreign Language – III French  German Spanish Japanese Chinese Russian | 2 | - | - | 2 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Arabic Sanskrit |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **C: Specialization Electives (SE) : (For 9 Credits)** | | | | | | |
|  | | | | | | |
| **(Choose any three electives from list of available options either from one stream or combination**  **of different streams) –** | | | | | | |
|  | | | | | | |
| **MARKETING MANAGEMENT** | | | | | | |
|  | International Retail Management | 3 | - | - | 3 |  |
|  | Industrial Marketing | 3 | - | - | 3 |  |
|  | Customer Relationship Management | 3 | - | - | 3 |  |
|  | Bottom of the Pyramid Marketing | 3 | - | - | 3 |  |
|  | Product Development & Management: A Global Perspective | 3 | - | - | 3 |  |
|  | Data Analysis for Marketing Decision | 3 | - | - | 3 |  |
|  | Direct Marketing | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **HUMAN RESOURCE** | | | | | | |
|  | Dynamics of Transactional Analysis & Emotional Intelligence | 3 | - | - | 3 |  |
|  | Managing Creativity and Building Learning Organizations | 3 | - | - | 3 |  |
|  | Competency Mapping and Assessment | 3 | - | - | 3 |  |
|  | Corporate Image Building | 3 | - | - | 3 |  |
|  | Organizational Change and Development | 3 | - | - | 3 |  |
|  | Organization Design and Structural Processes | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **FINANCE & BANKING** | | | | | | |
|  | International Finance & Forex Management | 3 | - | - | 3 |  |
|  | Project Planning, Appraisal & Control | 3 | - | - | 3 |  |
|  | Rural Banking and Microfinance | 3 | - | - | 3 |  |
|  | Strategic Financial Management | 3 | - | - | 3 |  |
|  | Behavioral Finance | 3 | - | - | 3 |  |
|  | Private Equity and Venture Capital | 3 | - | - | 3 |  |
|  | Wealth Management | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **INFORMATION TECHNOLOGY FOR MANAGEMENT** | | | | | | |
|  | Enterprise Management | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **OPERATION MANAGEMENT** | | | | | | |
|  | Virtual Enterprises Management | 3 | - | - | 3 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Service Operations Management | 3 | - | - | 3 |  |
|  | Operation Planning, Scheduling and Control | 3 | - | - | 3 |  |
|  | Operation Strategy | 3 | - | - | 3 |  |
|  | Technology Management and Innovation | 3 | - | - | 3 |  |
|  | Lean Sigma | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **INTERNATIONAL BUSINESS MANAGEMENT** | | | | | | |
|  |  |  |  |  |  |  |
|  | Doing Business in China | 2 |  | 2 | 3 |  |
|  | Global Outsourcing | 2 |  | 2 | 3 |  |
|  | International Business Strategy | 2 |  | 2 | 3 |  |
|  |  |  |  |  |  |  |
| **D: Domain Electives (DE) : Not Applicable** | | | | | | |
|  | Domain Electives |  |  |  | 0 |  |
|  |  |  |  |  |  |  |
| **E : Open Electives (OE): for 0 Credits** | | | | | | |
|  | Open Electives |  |  |  | 0 |  |
|  |  |  |  |  |  |  |
| **F: Skill Enhancement Courses (SEC): For 1 Credits (optional with extra Credits)** | | | | | | |
|  |  |  |  |  |  |  |
|  | Selling Skills/ | 1 | - | - | 1 |  |
|  | E-views |  |  |  |  |  |
| **F: NTCC (NTC): for 7 Credits** | | | | | | |
|  | Dissertation |  |  |  | 7 |  |
|  |  |  |  |  |  |  |
| **G** | **Professional Career Development (PCD)– IV** |  | - | - | N.C |  |
|  |  |  |  |  |  |  |
|  | **Total Credits** |  |  |  | **27** |  |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 106**

**Programme Learning Outcomes (PLOs):**

1. Students shall be able to interpret and analyze various subjects of management domain with special focus in the area of International Business.
2. Students shall be able to describe and analyse knowledge driven capabilities through extensive research work with a special focus on identification, defining, investigating and solving latent and manifested problems.
3. Students shall be able to apply technologies appropriately. Developing and demonstrating capabilities to process information with the help of IT driven analytics for effective decision making.
4. To develop ability to identify and formulate strategies to discover apparent and latent problems and finding research driven solutions to address stated and tacit issues.
5. To be able to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in global /cross cultural environment.
6. To develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations.
7. Students shall summarize, Interpret and explain conversations in selected foreign language for basic social & informal business interactions and to be able to identify and illustrate global issues from different perspectives, Learning from and respecting different cultures.
8. To develop ability to recognize and practice ethical responsibilities and defend justice, honesty, and integrity in all personal and professional pursuits
9. To be able to create a sustainable business model through creative and innovative thinking.
10. To develop competency to define, apply and interpret knowledge on one's own, through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning.
11. To develop decision making capabilities and abilities, considering global dynamism and building multiple scenarios.
12. Students shall be able to use social networking skills for business professional use

### Linkage of PEO & PLOs:

|  |  |  |  |
| --- | --- | --- | --- |
| **PEOs**  **PLOs** | **PEO 1** | **PEO 2** | **PEO 3** |
| 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** |  |  |
| **a.1** | To Interpret and analyze various subjects of management domain with special focus in the area of International Business. | Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Students shall be able to describe and analyse knowledge driven capabilities through extensive research work with a special focus on identification, defining, investigating and solving latent and manifested problems | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.3** | Students shall be able to apply technologies appropriately. Developing and demonstrating capabilities to process information with the help of IT driven analytics for effective  decision making. | \*Comprehensive Exam | Student Exit Survey |
| **a.4** | To develop ability to identify and formulate strategies to discover apparent and latent problems and finding research driven solutions to address stated and tacit issues. | \*Business Simulation (Rubrics) | Student Exit Survey |
| \*Comprehensive Exam |
| **a.5** | To be able to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in global /cross cultural environment. | Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| **a.6** | To develop range of Leadership skills and Shall demonstrate excellent interpersonal skills, understanding of group dynamics and  effective Teamwork, including an awareness | \* Behavioural Science Course Result analysis of  all semesters, | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | of personal strengths and limitations. | Journal of Success |  |
| \* Rubrics |
| \*Comprehensive  Exam |
| **a.7** | Students shall summarise, Interpret and explain conversations in selected Foreign language for basic social & informal business interactions and to be able to identify and illustrate global issues from different perspectives, Learning from and respecting different cultures. | \*Foreign Business  Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive  Exam |
| **a.8** | To develop the ability to recognize and practice ethical responsibilities and defend justice, honesty and integrity in all personal and professional pursuits | \*Plagiarism Checking of Dissertation | Feedback of Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| **a.9** | To be able to create a sustainable business model through creative and innovative thinking. | \*Scoring Rubrics | Student Exit Survey |
| \*Comprehensive Exam | Alumni Survey |
| a.10 | To Develop competency to define, apply and  interpret knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life- long learning. | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| **a.11** | To develop decision making capabilities and  abilities, considering global dynamism and building multiple scenario. | \* Comprehensive Exam | Student Exit Survey |
| **a.12** | Students shall be able to use social  networking skills for business professional use | \* Comprehensive Exam | Student Exit Survey |

**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 | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper  , Presentations) | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Practicum /  Internship evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Thesis or Dissertation  Projects |  | **√** |  |  |  |  |  |  |  |  | **√** |  |
| **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** |
| 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** | **Management Trainee - Export and Import Division** | **Tax Consultant** | **Management Trainee- HR**  **/Recruitment**  **/ Talent Acqui** | **Research Analyst** |
| Apply discipline knowledge, principles and  concepts | Intermediate | Advanced | Intermediate | Advanced |
| Extend the boundaries of knowledge through  research | Intermediate | Intermediate | Advanced | Advanced |
| Digitally literate | Advanced | Advanced | Intermediate | Advanced |
| Access, evaluate and  synthesize information | Advanced | Intermediate | Advanced | Advanced |
| Communicate effectively | Advanced | Intermediate | Intermediate | Intermediate |
| Demonstrate leadership and professional  behaviour | Advanced | Advanced | Advanced | Advanced |
| Recognise and apply  international perspectives | Advanced | Intermediate | Advanced | Advanced |
| Ethical practitioners | Advanced | Advanced | Advanced | Advanced |
| Enterprising, innovative  and creative | Advanced | Advanced | Advanced | Advanced |
| Utilise lifelong learning  skills | Intermediate | Intermediate | Intermediate | Intermediate |
| Rigorous in analysis,  critique, and reflection | Advanced | Advanced | Intermediate | Advanced |
| Social awareness | Advanced | Advanced | Advanced | Advanced |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Management Trainee - Export and Import Division** | **Tax Consultant** | **Management**  **Trainee- HR**  **/Recruitment / Talent Acquisition/ Operation s/ Finance**  **/ IT** | **Research Analyst** | **Asst Manager - Logistics** |
| Consultancy firms | **√** | **√** | **√** | **√** | **√** |
| Information & Communication Technology | **√** |  | **√** | **√** |  |
| Economic Affairs & Taxation | **√** | **√** | **√** | **√** |  |
| Research & Innovation | **√** | **√** |  | **√** |  |
| Retail | **√** |  |  |  | **√** |
| HR, Recruitment,  Training & Placement Consultant |  | **√** | **√** | **√** |  |
| Automobiles | **√** |  | **√** | **√** | **√** |
| Beverages | **√** |  | **√** | **√** | **√** |
| Exports & Imports | **√** |  | **√** | **√** | **√** |
| Fast Moving Consumer Goods (FMCG) | **√** |  | **√** | **√** | **√** |
| Infrastructure | √ |  | √ | √ | √ |
| Knowledge Management | √ |  | √ | √ | √ |
| Public Policy | √ |  |  | √ |  |
| Media & Entertainment | √ |  | √ | √ | √ |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA

### Appendix – b.11

**Institution: Amity International Business School Programme Title: MBA (3 Continent)**

**Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4 Programme Mission:**

To impart education in the area of international business, to develop all round personality of students by making them not just excellent professionals but also good individuals with understanding and regard for human values, and a yearning for perfection. This programme provides an opportunity for students to gain invaluable exposure, experience and practical knowledge by studying across 3 Continents.

### Programme Description:

MBA – 3 Continent programme is structured as a preparation for managerial career. The MBA -3C programme in International Business prepares students for mid-to-senior level managerial positions in business and entrepreneurial ventures.

The programme prepares young minds for a successful professional career and offer them a global look at management with international exposure. MBA 3C provides the best way to show the next generation of leaders how businesses work in different regions by letting them experience different cultures and learning about the importance of diversity, trust, cooperation and welfare, they will extract key lessons about professional do’s and don’ts, as well as how to be a more balanced human being. As a result, these future leaders will discover that what is good for business, can also be good for society.

This programme is available to all qualified students regardless of their undergraduate majors. The programme consists of a foundation phase and an advanced phase. Students are required to have completed some or all of the foundation requirements through compulsory courses in the first year of MBA. The second year is designed to help them connect theory to practice

**Table of Institutional Graduate Attributes, Programme Attributes and Indicators**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Institution Graduate**  **Attribute** | **Programme**  **Graduate Attribute** | **Indicators** |
| 1 | Knowledge and Understanding of classical Management concepts, their variants and new  developments | Apply discipline knowledge, principles and concepts | Ability to recognize analyse and describe relevant global issues and create a globally accepted solution to ensure betterment of  all the stakeholders. |
| 2 | Research Oriented Approach for acquiring the knowledge that helps in making students better global managers | Extend the boundaries of knowledge through research | Ability to define knowledge driven capabilities through extensive research work with a special focus on identification, defining, investigating and solving latent and manifested problems and develop ability to solve critical business issues,  analyse data/information and interpret results for driving |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | optimum solutions. |
| 3 | Use of ICT tools to imparting  and acquiring knowledge | Digitally literate | Use technologies appropriately  Develop capabilities to process information with the help of IT driven analytics for effective  decision making. |
| 4 | Problem solving Approach | Access, evaluate and  synthesize information | Develop any apply strategies to  recognize problems and finding research driven solutions to address stated and tacit issues. |
| 5 | Effective Verbal, Non-Verbal  and Written Communication | Communicate  effectively | Ability to compose and practice  communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in cross cultural  environment. |
| 6 | Ensuring the students are not  trapped in ‘managership’ but develop into Industry leaders by sharpening their interpersonal Skills, and Teamwork attributes | Demonstrate  leadership and professional behaviour | Develop Leadership skills and  shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations. |
| 7 | Understanding of issues in  the Global context | Recognise and apply  international perspectives | Define, Summarize and  interpret different cultures. Define and appraise the global business opportunities offered  across the globe. |
| 8 | Ethical and Professional  Behaviour | Ethical practitioners | Ability to recognize and  practice ethical responsibilities and defend justice, honesty, and integrity in all personal and professional pursuits |
| 9 | Promote entrepreneurship and  Intrapreneurship with focus on innovation, creativity, sustainability, and positive energy | Enterprising, innovative, and creative | Ability to identify, plan and  organize International Business Practices that contributes to productive outcomes. Demonstrate self-management skills that contribute to  employee satisfaction and growth. |
| 10 | Lifelong Learners | Utilise lifelong learning skills | Competency to define, apply and interpret knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-  long learning. |

### Programme Educational Objectives/Goals:

1. The objective of the 3 Continent programs is to educate and prepare a diverse group of students with the knowledge, analytical ability, and management perspectives and skills needed to provide leadership to organizations competing in a world increasingly characterized by diversity in the workforce, rapid technological change, and a fiercely competitive global marketplace
2. The objective of this programme is to help the students develop their decision-making skills, problem identification & problem-solving skills and integrative and critical thinking.
3. The course selection offered to the students over four semesters help them to create a better understanding of the working of business with effective use of simulations and case studies.

### Programme Operational Objectives

1. The faculty of 3 Continent programme 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 3 Continent programme will graduate in timely manner.
4. University shall provide Academic facilities, Technological Resources for teaching and learning.
5. The student of 3 Continent programme will earn achievements in inter-university Extra Curricular activities.
6. Faculty of 3 Continent programme 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 3 Continent Programmes will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.
8. 3 Continent Programmes will facilitate cultivation of cross-cultural humanitarian values. 3 Continent Programmes will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure
9. 3 Continent Programmes will be continuously engaged in developing/ reviewing processes, policies, and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.
10. 3 Continent Programme shall develop and maintain strong relationship with corporate.
11. Shall maintain lifelong alumni network and keep the curriculum responsive to industry needs.
12. 3 Continent Programme will support all the students for quality placements or join family business or start their own venture.

### Programme Structure as per prescribed programme framework

**FIRST SEMESTER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credit** | | | **Total Credits** | **Page No.** |
| **Lecture**  **(L) Hours Per Week** | **Tutorial (T)**  **Hours**  **Per Week** | **Self Work/Field work (P) Hours Per**  **Week** |
| **A: Core Courses (CC) (for 12 credits)** | | | | | | |
|  | Organizational Behavior | 2 | - | - | 2 |  |
|  | Marketing Management | 2 | - | - | 2 |  |
|  | Information Technology for  Managers | 2 | - | - | 2 |  |
|  | Statistics for Management | 3 | - | - | 3 |  |
|  | Accounting for Managers | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **B: Value Addition Course (VAC) (For 4 Credits)** | | | | | | |
|  | Business Communication – I | 1 | - | - | 1 |  |
|  | Behavioural Science – I | 1 | - | - | 1 |  |
|  | Foreign Language – I (Any One) | 2 | - | - | 2 |  |
|  | | | | | | |
| **C: Specialization Core (SC): ( For 9 Credits-)** | | | | | | |
|  | Managerial Economics | 3 | - | - | 3 |  |
|  | Global Business Management | 3 | - | - | 3 |  |
|  | Growth Prospects of Thrust Areas  of Indian Exports (GPTAIE) | 3 | - | - | 3 |  |
|  | Entrepreneurship and New Venture  Creation | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **D: Domain Electives (DE):** | | | | | | |
|  | Nil | - | - | - | 0 |  |
| **E: Open Electives (OE):** | | | | | | |
|  | Nil | - | - | - | 0 |  |
| **F: NTCC (NTC) : NA** | | | | | | |
| G: | Professional Career Development  (PCD)- I |  | - | - | N.C |  |
|  |  |  |  |  |  |  |
|  | Total Credits |  |  |  | 25 |  |

**SECOND SEMESTER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credit** | | | **Total Credits** | **Page No.** |
| **Lecture**  **(L) Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Self Work/Field work (P) Hours Per**  **Week** |
| **A: Core Courses (CC) (for 12 credits)** | | | | | | |
|  | Human Resource Management | 3 | - | - | 3 |  |
|  | Financial Management | 3 | - | - | 3 |  |
|  | Business Research Methods | 3 | - | - | 3 |  |
|  | Operations Management | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **B: Value Addition Course (VAC) (For 4 Credits)** | | | | | | |
|  | Business Communication – I | 1 | - | - | 1 |  |
|  | Behavioural Science – I | 1 | - | - | 1 |  |
|  | Foreign Language – I (Any One) | 2 | - | - | 2 |  |
|  | | | | | | |
| **C: Specialization Core (SC): ( For 9 Credits-)** | | | | | | |
|  | Legal Aspects of Business | 3 | - | - | 3 |  |
|  | Managing Innovation Process | 2 | - | 2 | 3 |  |
|  | International Trade Documentation  & Logistics | 2 | - | 2 | 3 |  |
|  | International Strategic Marketing | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **D: Domain Electives (DE):** | | | | | | |
|  | Nil | - | - | - | 0 |  |
|  |  |  |  |  |  |  |
| **E: Open Electives (OE)** | | | | | | |
|  | Nil | - | - | - | 0 |  |
|  |  |  |  |  |  |  |
| **F: NTCC (NTC) :** | | | | | | |
| G: | Professional Career Development  (PCD)- II |  | - | - | N.C |  |
|  |  |  |  |  |  |  |
|  | Total Credits |  |  |  | 25 |  |

**SUMMER INTERNSHIP (6 -8 WEEKS) : For 3 Credits**

**THIRD SEMESTER**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | | **Course Title** | **Credit** | | | | **Total Credits** | **Page No.** |
| **Lecture (L) Hours Per Week** | | **Tutorial (T)**  **Hours Per Week** | **Self Work/Field work (P) Hours Per**  **Week** |
| **A: Core Courses (CC) (for 4 credits)** | | | | | | | | |
|  | | Strategic Management | 3 | | - | 2 | 4 |  |
|  | |  |  | |  |  |  |  |
| **B: Specialization Core(SC) (9 credits)** | | | | | | | | |
|  | |  | |  |  |  |  |  |
|  | | WTO and International Regulatory  Environment | | 2 | - | 2 | 3 |  |
|  | | Managing Business in Asia | | 3 | - | - | 3 |  |
|  | | International Trade Risk  Management | | 3 | - | - | 3 |  |
|  | | Managing Business in Emerging  Markets | | 3 | - | - | 3 |  |
|  | |  | |  |  |  |  |  |
| **B: Value Addition Course (VAC): (For 4 Credits)** | | | | | | | | |
|  | Business Communication – III | | 1 | | - | - | 1 |  |
|  | Behavioural Science – III | | 1 | | - | - | 1 |  |
|  | Foreign Language – III | | 2 | | - | - | 2 |  |
| **C: Specialization Electives (SE): (For 9-12 Credits) either 9 + 3 Domain or 12 from**  **Specialisation** | | | | | | | | |
|  | | | | | | | | |
| (Choose any 3/4 electives from list of available options either from one stream or  combination (specialization +IB ) of different streams) – | | | | | | | | |
|  | | | | | | | | |
| **MARKETING MANAGEMENT** | | | | | | | | |
|  | Strategic Service Marketing (PG) | | 3 | | - | - | 3 |  |
|  | Pricing Strategies (PG) | | 3 | | - | - | 3 |  |
|  | International Brand  Management (PG) | | 3 | | - | - | 3 |  |
|  | Strategic Service Marketing (PG) | | 3 | | - | - | 3 |  |
|  | Global Marketing | | 3 | | - | - | 3 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Communication (PG) |  |  |  |  |  |
|  | Digital Marketing (PG) | 3 | - | - | 3 |  |
|  | Global Sales and Channel  Management (PG) | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **HUMAN RESOURCE** | | | | | | |
|  | Performance Management System | 3 | - | - | 3 |  |
|  | Training and Development –  Systems Strategies and Practices | 3 | - | - | 3 |  |
|  | Recruitment Selection and  Retention | 3 | - | - | 3 |  |
|  | Compensation and Reward  Management | 3 | - | - | 3 |  |
|  | International Human Resource  Management | 3 | - | - | 3 |  |
|  | Industrial Relations and Labour  Laws | 3 | - | - | 3 |  |
|  | Strategic Human Resource  Management | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **FINANCE** | | | | | | |
|  | Corporate Restructuring, Mergers  and Acquisitions | 3 | - | - | 3 |  |
|  | Management of Financial Services | 3 | - | - | 3 |  |
|  | Security Analysis and Portfolio  Management | 3 | - | - | 3 |  |
|  | Financial Engineering | 3 | - | - | 3 |  |
|  | Budgeting and Control | 3 | - | - | 3 |  |
|  | Financial Statement Analysis | 3 | - | - | 3 |  |
|  | Mutual Fund Management | 3 | - | - | 3 |  |
|  | Central Banking | 3 | - | - | 3 |  |
|  | Corporate Tax Planning and  Management | 3 | - | - | 3 |  |
|  | Principles and Practices of Banking | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **INFORMATION TECHNOLOGY FOR MANAGEMENT** | | | | | | |
|  |  |  |  |  |  |  |
|  | Enterprise Cloud Computing (PG) | 3 | - | - | 3 |  |
|  | E – Business and Trade (PG) | 3 | - | - | 3 |  |
|  | Systems Analysis and Design (PG) | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **OPERATION MANAGEMENT** | | | | | | |
|  |  |  |  |  |  |  |
|  | Supply Chain Management | 3 | - | - | 3 |  |
|  | Project Management | 3 | - | - | 3 |  |
|  | Total Quality Management | 3 | - | - | 3 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Manufacturing and Service Competitiveness | 3 | - | - | 3 |  |
|  | | | | | | |
| **D: Domain Electives (DE): For 0-5 Credits** | | | | | | |
|  | | | | | | |
| **E: Skill Enhancement Courses (SEC): For 1 Credits** | | | | | | |
|  |  |  |  |  |  |  |
|  | SPSS for Managers | 1 | - | - | 1 |  |
|  | Sources of Global Trade Data and  Its Analysis | 1 | - | - | 1 |  |
| **F: NTCC: For 3 Credits** | | | | | | |
|  | Summer Internship Evaluation |  |  |  | 3 |  |
|  |  |  |  |  |  |  |
| G | Professional Career Development  (PCD)– III |  | - | - | N.C |  |
|  |  |  |  |  |  |  |
|  | Total Credits |  |  |  | 29 |  |

**FOURTH SEMESTER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credits** | | | **Total Credits** | **Page No.** |
| **Lecture (L) Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Self-Work/Field work (P) Hours Per**  **Week** |
|  | | | | | | |
| **Country Elective 1 : UK for 9 credits** | | | | | | |
|  | Product Development & Management - A Global  Perspective (UK) | 3 | - | - | 3 |  |
|  | International Business Strategy | 3 | - | - | 3 |  |
|  | Corporate Social Responsibility | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **Country Elective 2 : US for 10 credits** | | | | | | |
|  | Management in Action – Social,  Economic & Ethical Issues | 3 | 1 | - | 4 |  |
|  | Cross Cultural Management and  Management of MNCs (US) | 3 | - | - | 3 |  |
|  | Economics of Global  Competitiveness (US) | 3 | - | - | 3 |  |
|  | International Business Negotiation | 2 | - | 2 | 3 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
| **D: NTCC (NTC): for 8 Credits** | | | | | | |
|  | Dissertation 1 |  |  |  | 4 |  |
|  | Dissertation II |  |  |  | 4 |  |
|  | **Total Credits** |  |  |  | **27** |  |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 106**

**Programme Learning Outcomes (PLOs):**

1. Student shall be able to recognize analyse and describe relevant global issues and create a globally accepted solution to ensure betterment of all the stakeholders.
2. Student shall be able to define knowledge driven capabilities through extensive research work with a special focus on identification, defining, investigating, and solving latent and manifested problems and develop ability to solve critical business issues, analyse data/information and interpret results for driving optimum solutions.
3. Student shall be able to use technologies appropriately. Develop capabilities to process information with the help of IT driven analytics for effective decision making.
4. Student shall be able to develop any apply strategies to recognize problems and finding research driven solutions to address stated and tacit issues.
5. Student shall be able to compose, and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in cross cultural environment.
6. Student shall be able to develop Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations.
7. Student shall be able to define, Summarize and interpret different cultures. Define and appraise the global business opportunities offered across the globe.
8. Student shall be able to recognize and practice ethical responsibilities and defend justice, honesty, and integrity in all personal and professional pursuits
9. Student shall be able to identify, plan and organize International Business Practices that contributes to productive outcomes. Demonstrate self-management skills that contribute to employee satisfaction and growth.
10. Student shall be able to develop competency to define, apply and interpret knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning.

### Linkage of PEO & PLOs:

|  |  |  |  |
| --- | --- | --- | --- |
| **PEOs**  **PLOs** | **PEO 1** | **PEO 2** | **PEO 3** |
| 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 | **√** |  | **√** |

**Annual Outcome Assessment Plan:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | **Direct** | **Indirect** |
| **A** | **Programme Learning Outcome** |  |  |
| **a.1** | Student shall be able to recognize analyse and describe relevant global issues and create a globally accepted solution to ensure betterment of all the stakeholders. | Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Student shall be able to define knowledge driven capabilities through extensive research work with a special focus on identification, defining, investigating and solving latent and manifested problems and develop ability to solve critical business issues, analyse data/information and interpret results for driving optimum solutions. | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.3** | Student shall be able to use technologies appropriately .Develop capabilities to process information with the help of IT driven analytics for effective decision making. | \*Comprehensive Exam | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
| **a.4** | Student shall be able to develop any apply strategies to recognize problems and finding research driven solutions to address stated and tacit issues. | \*Business  Simulation (Rubrics) | Student Exit Survey |
| \*Comprehensive Exam |
| **a.5** | Student shall be able to compose, and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in cross cultural environment. | Business  Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| **a.6** | Student shall be able to develop Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations. | \* Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student Exit Survey |
| \* Rubrics |
| \*Comprehensive  Exam |
| **a.7** | Student shall be able to define, Summarize and interpret different cultures. Define and appraise the global business opportunities offered across the globe. | \*Foreign Business Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive Exam |
| **a.8** | Student shall be able to recognize and practice ethical responsibilities and defend justice, honesty and integrity in all personal and professional pursuits | \*Plagiarism Checking of Dissertation | Feedback of Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| **a.9** | Student shall be able to identify, plan and  organize International Business Practices that | \*Scoring Rubrics | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | contributes to productive outcomes.  Demonstrate self-management skills that contribute to employee satisfaction and growth. | \*Comprehensive Exam | Alumni Survey |
| **a.10** | Student shall be able to develop competency  to define, apply and interpret knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning. | \*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** |
| **Direct** | Comprehensive  examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g., Class Tests, Home Assignments, Quiz, Seminar, Term Paper,  Presentations) | **√** |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |
| Practicum /  Internship evaluations |  | **√** |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |
| Thesis or  Dissertation Projects |  | **√** |  |  |  |  |  |  |  |  |
| **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** |
| 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** | **Management Trainee - Export and**  **Import Division** | **Tax Consultant** | **Management Trainee- HR**  **/Recruitment**  **/ Talent Acqui** | **Research Analyst** |
| Apply discipline knowledge, principles and  concepts | Intermediate | Advanced | Intermediate | Advanced |
| Extend the boundaries of knowledge through  research | Intermediate | Intermediate | Advanced | Advanced |
| Digitally literate | Advanced | Advanced | Intermediate | Advanced |
| Access, evaluate and  synthesize information | Advanced | Intermediate | Advanced | Advanced |
| Communicate effectively | Advanced | Intermediate | Intermediate | Intermediate |
| Demonstrate leadership  and professional behaviour | Advanced | Advanced | Advanced | Advanced |
| Recognise and apply  international perspectives | Advanced | Intermediate | Advanced | Advanced |
| Ethical practitioners | Advanced | Advanced | Advanced | Advanced |
| Enterprising, innovative  and creative | Advanced | Advanced | Advanced | Advanced |
| Utilise lifelong learning  skills | Intermediate | Intermediate | Intermediate | Intermediate |
| Rigorous in analysis,  critique, and reflection | Advanced | Advanced | Intermediate | Advanced |
| Social awareness | Advanced | Advanced | Advanced | Advanced |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Management Trainee - Export and Import Division** | **Tax Consultant** | **Management**  **Trainee- HR**  **/Recruitment / Talent Acquisition/ Operation s/ Finance**  **/ IT** | **Research Analyst** | **Asst Manager - Logistics** |
| Consultancy firms | **√** | **√** | **√** | **√** | **√** |
| Information & Communication  Technology | **√** |  | **√** | **√** |  |
| Economic Affairs & Taxation | **√** | **√** | **√** | **√** |  |
| Research & Innovation | **√** | **√** |  | **√** |  |
| Retail | **√** |  |  |  | **√** |
| HR, Recruitment, Training & Placement  Consultant |  | **√** | **√** | **√** |  |
| Automobiles | **√** |  | **√** | **√** | **√** |
| Beverages | **√** |  | **√** | **√** | **√** |
| Exports & Imports | **√** |  | **√** | **√** | **√** |
| Fast Moving Consumer Goods (FMCG) | **√** |  | **√** | **√** | **√** |
| Infrastructure | **√** |  | **√** | **√** | **√** |
| Knowledge Management | **√** |  | **√** | **√** | **√** |
| Public Policy | **√** |  |  | **√** |  |
| Media & Entertainment | **√** |  | **√** | **√** | **√** |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA

### Appendix – b.12

**Institution: Amity International Business School Programme Title: MBA (International Business) Evening Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4 Programme Mission:**

To impart education in the area of international business, to develop all round personality of students by making them not just excellent professionals but also good individuals with understanding and regard for human values, and a yearning for perfection. This programme provides an opportunity for students to gain invaluable exposure, experience and practical knowledge.

### Programme Description:

MBA (International Business): The programme is structured as a preparation for managerial career. The MBA programme in International Business prepares students for mid-to-senior level managerial positions in business and entrepreneurial ventures. This programme is available to all qualified students regardless of their undergraduate majors. This programme is designed to challenge our students with problems that require them to address all relevant aspects of leadership decisions in an entirely new way.

The programme consists of a foundation phase and an advanced phase. Students are required to have completed some or all of the foundation requirements through compulsory courses in the first year of MBA. The second year is designed to help them connect theory to practice

**Table of Institutional Graduate Attributes, Programme Attributes and Indicators**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Institution Graduate**  **Attribute** | **Programme**  **Graduate Attribute** | **Indicators** |
| 1 | Knowledge and Understanding of classical Management concepts, their  variants and new developments | Apply discipline knowledge, principles and concepts | To Interpret and analyze various subjects of management domain with special focus in the area of International Business. |
| 2 | Research Oriented Approach for acquiring the knowledge that helps in making students better global managers | Extend the boundaries of knowledge through research | Students shall be able to describe and analyse knowledge driven capabilities through extensive research work with a special focus on identification, defining, investigating and solving latent and manifested  problems |
| 3 | Use of ICT tools to imparting and acquiring knowledge | Digitally literate | Students shall be able to apply technologies appropriately  .Developing and demonstrating capabilities to process information with the help of IT driven analytics for effective  decision making. |
| 4 | Problem solving Approach | Access, evaluate and  synthesize | To develop ability to identify  and formulate strategies to |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | information | discover apparent and latent  problems and finding research driven solutions to address stated and tacit issues. |
| 5 | Effective Verbal, Non-Verbal  and Written Communication | Communicate  effectively | To be able to compose and  practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in global /cross cultural environment. |
| 6 | Ensuring the students are not  trapped in ‘managership’ but develop into Industry leaders by sharpening their interpersonal Skills, and Teamwork attributes | Demonstrate  leadership and professional behaviour | To develop range of Leadership  skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths  and limitations. |
| 7 | Understanding of issues in  the Global context | Recognise and apply  international perspectives | Students shall summarize,  Interpret and explain conversations in selected Foreign language for basic social & informal business interactions and to be able to identify and illustrate global issues from different perspectives, Learning from and  respecting different cultures. |
| 8 | Ethical and Professional  Behaviour | Ethical practitioners | To develop ability to recognize  and practice ethical responsibilities and defend justice, honesty, and integrity in all personal and professional pursuits |
| 9 | Promote entrepreneurship and  Intrapreneurship with focus on innovation, creativity, sustainability, and positive energy | Enterprising, innovative and creative | To be able to create a  sustainable business model through creative and innovative thinking. |
| 10 | Lifelong Learners | Utilise lifelong learning skills | To Develop competency to define, apply and interpret knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation,  dissemination for life-long learning. |

### Programme Educational Objectives/Goals:

1. The objective of the MBA- IB programme is to educate and prepare a diverse group of students with the knowledge, analytical ability, and management perspectives and skills needed to provide leadership to organizations competing in a world increasingly characterized by diversity in the workforce, rapid technological change, and a fiercely competitive global marketplace
2. The programme is designed to help the students develop their decision-making skills, problem identification & problem-solving skills and integrative and critical thinking. The course selection offered to the students over four semesters help them to create a better understanding of the working of business with effective use of simulations and case studies.
3. MBA- IB is designed to prepare students for careers in management and leadership. Students acquire a comprehensive foundation in the fundamentals of business, the global environment in which they will function, and the analytical tools for intelligent decision-making.

### Programme Operational Objectives

1. The MBA (IB) programme will provide an academic environment for holistic development of students
2. The curriculum of MBA-IB will be contemporary and relevant to meet industry requirements and benchmarked on global standards by incorporating feedback from all the stakeholders.
3. The Faculty of International Business will use appropriate methodology and pedagogical tools for teaching, learning and development.
4. The student of International Business will earn achievements in inter-university Extra Curricular activities.
5. The International Business will integrate ethics and values in teaching, theory, and practice, develop and retain excellent students, faculty and staff.
6. International Business will facilitate cultivation of cross-cultural humanitarian values
7. International Business will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure.
8. International Business shall develop and maintain strong relationship with corporate.
9. Institute shall maintain lifelong alumni network and keep the curriculum responsive to industry needs.
10. International Business will support all the students for quality placements or join family business or start their own venture.

### Programme Structure as per prescribed programme framework

**PROGRAMME STRUCTURE FOR MBA –IB**

**Batch 2017-19 FIRST SEMESTER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credit** | | | **Total Credits** | **Page No.** |
| **Lecture**  **(L) Hours Per Week** | **Tutorial (T)**  **Hours**  **Per Week** | **Self Work/Field work (P) Hours Per**  **Week** |
| **A: Core Courses (CC) (for 12 credits)** | | | | | | |
|  | Organizational Behavior | 2 | - | - | 2 |  |
|  | Marketing Management | 2 | - | - | 2 |  |
|  | Information Technology for  Managers | 2 | - | - | 2 |  |
|  | Statistics for Management | 3 | - | - | 3 |  |
|  | Accounting for Managers | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **B: Value Addition Course (VAC) (For 4 Credits)** | | | | | | |
|  | Business Communication – I | 1 | - | - | 1 |  |
|  | Behavioural Science – I | 1 | - | - | 1 |  |
|  | Foreign Language – I (Any One) | 2 | - | - | 2 |  |
|  | | | | | | |
| **C: Specialization Core (SC): ( For 9 Credits-)** | | | | | | |
|  | Managerial Economics | 3 | - | - | 3 |  |
|  | Global Business Management | 3 | - | - | 3 |  |
|  | Growth Prospects of Thrust Areas  of Indian Exports (GPTAIE) | 3 | - | - | 3 |  |
|  | Entrepreneurship and New Venture  Creation | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **D: Domain Electives (DE):** | | | | | | |
|  | Nil | - | - | - | 0 |  |
| **E: Open Electives (OE):** | | | | | | |
|  | Nil | - | - | - | 0 |  |
| **F: NTCC (NTC) : NA** | | | | | | |
| G: | Professional Career Development  (PCD)- I |  | - | - | N.C |  |
|  |  |  |  |  |  |  |
|  | Total Credits |  |  |  | 25 |  |

**SECOND SEMESTER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credit** | | | **Total Credits** | **Page No.** |
| **Lecture**  **(L) Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Self Work/Field work (P) Hours Per**  **Week** |
| **A: Core Courses (CC) (for 12 credits)** | | | | | | |
|  | Human Resource Management | 3 | - | - | 3 |  |
|  | Financial Management | 3 | - | - | 3 |  |
|  | Business Research Methods | 3 | - | - | 3 |  |
|  | Operations Management | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **B: Value Addition Course (VAC) (For 4 Credits)** | | | | | | |
|  | Business Communication – I | 1 | - | - | 1 |  |
|  | Behavioural Science – I | 1 | - | - | 1 |  |
|  | Foreign Language – I (Any One) | 2 | - | - | 2 |  |
|  | | | | | | |
| **C: Specialization Core (SC): ( For 9 Credits-)** | | | | | | |
|  | Legal Aspects of Business | 3 | - | - | 3 |  |
|  | Managing Innovation Process | 2 | - | 2 | 3 |  |
|  | International Trade Documentation  & Logistics | 2 | - | 2 | 3 |  |
|  | International Strategic Marketing | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **D: Domain Electives (DE):** | | | | | | |
|  | Nil | - | - | - | 0 |  |
|  |  |  |  |  |  |  |
| **E: Open Electives (OE)** | | | | | | |
|  | Nil | - | - | - | 0 |  |
|  |  |  |  |  |  |  |
| **F: NTCC (NTC) :** | | | | | | |
| G: | Professional Career Development  (PCD)- II |  | - | - | N.C |  |
|  |  |  |  |  |  |  |
|  | Total Credits |  |  |  | 25 |  |

**SUMMER INTERNSHIP (6 -8 WEEKS) : For 3 Credits**

**THIRD SEMESTER**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | | **Course Title** | **Credit** | | | | **Total Credits** | **Page No.** |
| **Lecture (L) Hours Per Week** | | **Tutorial (T)**  **Hours Per Week** | **Self Work/Field work (P) Hours Per**  **Week** |
| **A: Core Courses (CC) (for 4 credits)** | | | | | | | | |
|  | | Strategic Management | 3 | | - | 2 | 4 |  |
|  | |  |  | |  |  |  |  |
| **B: Specialization Core (SC) (9-12 credits)** | | | | | | | | |
|  | |  | |  |  |  |  |  |
|  | | WTO and International Regulatory  Environment | | 2 | - | 2 | 3 |  |
|  | | Managing Business in Asia | | 2 | - | 2 | 3 |  |
|  | | International Trade Risk  Management | | 2 | - | 2 | 3 |  |
|  | | Managing Business in Emerging  Markets | | 2 | - | 2 | 3 |  |
|  | |  | |  |  |  |  |  |
| **B: Value Addition Course (VAC): (For 4 Credits)** | | | | | | | | |
|  | Business Communication – III | | 1 | | - | - | 1 |  |
|  | Behavioural Science – III | | 1 | | - | - | 1 |  |
|  | Foreign Language – III | | 2 | | - | - | 2 |  |
| **C: Specialization Electives (SE):** | | | | | | | | |
| (Choose any 3 electives from list of available options either from one stream or  combination (specialization +IB ) of different streams) – | | | | | | | | |
|  | | | | | | | | |
| **MARKETING MANAGEMENT** | | | | | | | | |
|  | Strategic Service Marketing (PG) | | 3 | | - | - | 3 |  |
|  | Pricing Strategies (PG) | | 3 | | - | - | 3 |  |
|  | International Brand  Management (PG) | | 3 | | - | - | 3 |  |
|  | Strategic Service Marketing (PG) | | 3 | | - | - | 3 |  |
|  | Global Marketing  Communication (PG) | | 3 | | - | - | 3 |  |
|  | Digital Marketing (PG) | | 3 | | - | - | 3 |  |
|  | Global Sales and Channel  Management (PG) | | 3 | | - | - | 3 |  |
|  |  | |  | |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **HUMAN RESOURCE** | | | | | | |
|  | Performance Management System | 3 | - | - | 3 |  |
|  | Training and Development –  Systems Strategies and Practices | 3 | - | - | 3 |  |
|  | Recruitment Selection and  Retention | 3 | - | - | 3 |  |
|  | Compensation and Reward  Management | 3 | - | - | 3 |  |
|  | International Human Resource  Management | 3 | - | - | 3 |  |
|  | Industrial Relations and Labour  Laws | 3 | - | - | 3 |  |
|  | Strategic Human Resource  Management | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **FINANCE** | | | | | | |
|  | Corporate Restructuring, Mergers  and Acquisitions | 3 | - | - | 3 |  |
|  | Management of Financial Services | 3 | - | - | 3 |  |
|  | Security Analysis and Portfolio  Management | 3 | - | - | 3 |  |
|  | Financial Engineering | 3 | - | - | 3 |  |
|  | Budgeting and Control | 3 | - | - | 3 |  |
|  | Financial Statement Analysis | 3 | - | - | 3 |  |
|  | Mutual Fund Management | 3 | - | - | 3 |  |
|  | Central Banking | 3 | - | - | 3 |  |
|  | Corporate Tax Planning and  Management | 3 | - | - | 3 |  |
|  | Principles and Practices of Banking | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **INFORMATION TECHNOLOGY FOR MANAGEMENT** | | | | | | |
|  | Enterprise Cloud Computing (PG) | 3 | - | - | 3 |  |
|  | E – Business and Trade (PG) | 3 | - | - | 3 |  |
|  | Systems Analysis and Design (PG) | 3 | - | - | 3 |  |
|  | Business Intelligence and Data  Analytics (PG) | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **OPERATION MANAGEMENT** | | | | | | |
|  | Supply Chain Management | 3 | - | - | 3 |  |
|  | Project Management | 3 | - | - | 3 |  |
|  | Total Quality Management | 3 | - | - | 3 |  |
|  | Manufacturing and Service  Competitiveness | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **ENTREPRENEURSHIP** | | | | | | |
|  | Creating and Managing New | 3 | - | - | 3 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Businesses in Emerging Markets |  |  |  |  |  |
|  | Creativity and Innovation in  Business and Entrepreneurship | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **D: Domain Electives (DE): For 0-3 Credits** | | | | | | |
| Select any Domain/ Open Elective for 3 Credits | | | | | | |
|  |  |  |  |  | 3 |  |
| **E: Skill Enhancement Courses (SEC): For 1 Credits** | | | | | | |
|  |  |  |  |  |  |  |
|  | SPSS for Managers | 1 | - | - | 1 |  |
|  | Sources of Global Trade Data and  Its Analysis | 1 | - | - | 1 |  |
| **F: NTCC: For 3 Credits** | | | | | | |
|  | Summer Internship Evaluation |  |  |  | 3 |  |
|  |  |  |  |  |  |  |
| G | Professional Career Development  (PCD)– III |  | - | - | N.C |  |
|  |  |  |  |  |  |  |
|  | Total Credits |  |  |  | 29 |  |

**FOURTH SEMESTER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Title** | **Credits** | | | **Total Credits** | **Page No.** |
| **Lecture (L) Hours Per Week** | **Tutorial**  **(T) Hours Per Week** | **Practical**  **/Field work**  **(P) Hours Per Week** |
| **A: Core Courses (CC) (for 4 credits)** | | | | | | |
|  | Management in Action – Social, Economic & Ethical Issues | 3 | 1 | - | 4 |  |
|  |  |  |  |  |  |  |
| **B: Specialization Core (SC) (3 credits)** | | | | | | |
|  |  |  |  |  |  |  |
|  | Trade and Geo-Politics | 2 | - | 2 | 3 |  |
|  | Economics of Global Competitiveness | 2 | - | 2 | 3 |  |
|  | International Business Negotiation | 2 | - | 2 | 3 |  |
|  |  |  |  |  |  |  |
| **B: Value Addition Course (VAC): (For 4 Credits)** | | | | | | |
|  | Business Communication – III | 1 | - | - | 1 |  |
|  | Behavioural Science – III | 1 | - | - | 1 |  |
|  | Foreign Language – III French  German Spanish Japanese | 2 | - | - | 2 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Chinese Russian Arabic Sanskrit |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **C: Specialization Electives (SE) : (For 9 Credits)** | | | | | | |
|  | | | | | | |
| **(Choose any three electives from list of available options either from one stream or combination**  **of different streams) –** | | | | | | |
|  | | | | | | |
| **MARKETING MANAGEMENT** | | | | | | |
|  | International Retail Management | 3 | - | - | 3 |  |
|  | Industrial Marketing | 3 | - | - | 3 |  |
|  | Customer Relationship Management | 3 | - | - | 3 |  |
|  | Bottom of the Pyramid Marketing | 3 | - | - | 3 |  |
|  | Product Development & Management: A Global Perspective | 3 | - | - | 3 |  |
|  | Data Analysis for Marketing Decision | 3 | - | - | 3 |  |
|  | Direct Marketing | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **HUMAN RESOURCE** | | | | | | |
|  | Dynamics of Transactional Analysis & Emotional Intelligence | 3 | - | - | 3 |  |
|  | Managing Creativity and Building Learning Organizations | 3 | - | - | 3 |  |
|  | Competency Mapping and Assessment | 3 | - | - | 3 |  |
|  | Corporate Image Building | 3 | - | - | 3 |  |
|  | Organizational Change and Development | 3 | - | - | 3 |  |
|  | Organization Design and Structural Processes | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **FINANCE & BANKING** | | | | | | |
|  | International Finance & Forex Management | 3 | - | - | 3 |  |
|  | Project Planning, Appraisal & Control | 3 | - | - | 3 |  |
|  | Rural Banking and Microfinance | 3 | - | - | 3 |  |
|  | Strategic Financial Management | 3 | - | - | 3 |  |
|  | Behavioral Finance | 3 | - | - | 3 |  |
|  | Private Equity and Venture Capital | 3 | - | - | 3 |  |
|  | Wealth Management | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **INFORMATION TECHNOLOGY FOR MANAGEMENT** | | | | | | |
|  | Enterprise Management | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
| **OPERATION MANAGEMENT** | | | | | | |
|  | Virtual Enterprises Management | 3 | - | - | 3 |  |
|  | Service Operations Management | 3 | - | - | 3 |  |
|  | Operation Planning, Scheduling and Control | 3 | - | - | 3 |  |
|  | Operation Strategy | 3 | - | - | 3 |  |
|  | Technology Management and Innovation | 3 | - | - | 3 |  |
|  | Lean Sigma | 3 | - | - | 3 |  |
|  |  |  |  |  |  |  |
| **INTERNATIONAL BUSINESS MANAGEMENT** | | | | | | |
|  | Doing Business in China | 2 |  | 2 | 3 |  |
|  | Global Outsourcing | 2 |  | 2 | 3 |  |
|  | International Business Strategy | 2 |  | 2 | 3 |  |
|  | | | | | | |
| **D: Domain Electives (DE) : Not Applicable** | | | | | | |
|  | Domain Electives |  |  |  | 0 |  |
|  |  |  |  |  |  |  |
| **E : Open Electives (OE): for 0 Credits** | | | | | | |
|  | Open Electives |  |  |  | 0 |  |
|  |  |  |  |  |  |  |
| **F: Skill Enhancement Courses (SEC): For 1 Credits (optional with extra Credits)** | | | | | | |
|  |  |  |  |  |  |  |
|  | Selling Skills/ | 1 | - | - | 1 |  |
|  | E-views |  |  |  |  |  |
| **F: NTCC (NTC): for 7 Credits** | | | | | | |
|  | Dissertation |  |  |  | 7 |  |
|  |  |  |  |  |  |  |
| **G** | **Professional Career Development (PCD)– IV** |  | - | - | N.C |  |
|  |  |  |  |  |  |  |
|  | **Total Credits** |  |  |  | **27** |  |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 106**

**Programme Learning Outcomes (PLOs):**

1. Students shall be able to interpret and analyze various subjects of management domain with special focus in the area of International Business.
2. Students shall be able to describe and analyse knowledge driven capabilities through extensive research work with a special focus on identification, defining, investigating and solving latent and manifested problems.
3. Students shall be able to apply technologies appropriately. Developing and demonstrating capabilities to process information with the help of IT driven analytics for effective decision making.
4. To develop ability to identify and formulate strategies to discover apparent and latent problems and finding research driven solutions to address stated and tacit issues.
5. To be able to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in global /cross cultural environment.
6. To develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations.
7. Students shall summarize, Interpret and explain conversations in selected foreign language for basic social & informal business interactions and to be able to identify and illustrate global issues from different perspectives, learning from and respecting different cultures.
8. To develop ability to recognize and practice ethical responsibilities and defend justice, honesty, and integrity in all personal and professional pursuits
9. To be able to create a sustainable business model through creative and innovative thinking.
10. To develop competency to define, apply and interpret knowledge on one's own, through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life-long learning.
11. To develop decision making capabilities and abilities, considering global dynamism and building multiple scenarios.
12. Students shall be able to use social networking skills for business professional use.

### Linkage of PEO & PLOs:

|  |  |  |  |
| --- | --- | --- | --- |
| **PEOs**  **PLOs** | **PEO 1** | **PEO 2** | **PEO 3** |
| 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** |  |  |
| **a.1** | To Interpret and analyze various subjects of management domain with special focus in the area of International Business. | Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Students shall be able to describe and analyse knowledge driven capabilities through extensive research work with a special focus on identification, defining, investigating and solving latent and manifested problems | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.3** | Students shall be able to apply technologies appropriately. Developing and demonstrating capabilities to process information with the help of IT driven analytics for effective  decision making. | \*Comprehensive Exam | Student Exit Survey |
| **a.4** | To develop ability to identify and formulate strategies to discover apparent and latent problems and finding research driven solutions to address stated and tacit issues. | \*Business Simulation (Rubrics) | Student Exit Survey |
| \*Comprehensive Exam |
| **a.5** | To be able to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in global /cross cultural environment. | Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| **a.6** | To develop range of Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and  effective Teamwork, including an awareness | \* Behavioural Science Course Result analysis of  all semesters, | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | of personal strengths and limitations. | Journal of Success |  |
| \* Rubrics |
| \*Comprehensive  Exam |
| **a.7** | Students shall summarize, Interpret and explain conversations in selected foreign language for basic social & informal business interactions and to be able to identify and illustrate global issues from different perspectives, Learning from and respecting different cultures. | \*Foreign Business  Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive  Exam |
| **a.8** | To develop the ability to recognize and practice ethical responsibilities and defend justice, honesty and integrity in all personal and professional pursuits | \*Plagiarism Checking of Dissertation | Feedback of Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| **a.9** | To be able to create a sustainable business model through creative and innovative thinking. | \*Scoring Rubrics | Student Exit Survey |
| \*Comprehensive Exam | Alumni Survey |
| **a.10** | To Develop competency to define, apply and  interpret knowledge on one's own through Newspapers/ Business Magazines/ Library/ Databases/ Internet for knowledge assimilation, creation, dissemination for life- long learning. | \*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 | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g. Class Tests, Home  Assignments, Quiz, Seminar, Term | **√** |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Paper ,  Presentations) |  |  |  |  |  |  |  |  |  |  |  |  |
| Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
| Practicum /  Internship evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| Thesis or  Dissertation Projects |  | **√** |  |  |  |  |  |  |  |  | **√** |  |
| **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** |
| 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** | **Management Trainee - Export and Import**  **Division** | **Tax Consultant** | **Management Trainee- HR**  **/Recruitment**  **/ Talent Acquisition** | **Research Analyst** |
| Apply discipline  knowledge, principles, and concepts | Intermediate | Advanced | Intermediate | Advanced |
| Extend the boundaries of  knowledge through research | Intermediate | Intermediate | Advanced | Advanced |
| Digitally literate | Advanced | Advanced | Intermediate | Advanced |
| Access, evaluate and  synthesize information | Advanced | Intermediate | Advanced | Advanced |
| Communicate effectively | Advanced | Intermediate | Intermediate | Intermediate |
| Demonstrate leadership and professional  behaviour | Advanced | Advanced | Advanced | Advanced |
| Recognise and apply  international perspectives | Advanced | Intermediate | Advanced | Advanced |
| Ethical practitioners | Advanced | Advanced | Advanced | Advanced |
| Enterprising, innovative  and creative | Advanced | Advanced | Advanced | Advanced |
| Utilise lifelong learning  skills | Intermediate | Intermediate | Intermediate | Intermediate |
| Rigorous in analysis,  critique, and reflection | Advanced | Advanced | Intermediate | Advanced |
| Social awareness | Advanced | Advanced | Advanced | Advanced |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Management Trainee - Export and Import Division** | **Tax Consultant** | **Management**  **Trainee- HR**  **/Recruitment / Talent Acquisition/ Operation s/ Finance**  **/ IT** | **Research Analyst** | **Asst Manager - Logistics** |
| Consultancy firms | **√** | **√** | **√** | **√** | **√** |
| Information & Communication Technology | **√** |  | **√** | **√** |  |
| Economic Affairs & Taxation | **√** | **√** | **√** | **√** |  |
| Research & Innovation | **√** | **√** |  | **√** |  |
| Retail | **√** |  |  |  | **√** |
| HR, Recruitment,  Training & Placement Consultant |  | **√** | **√** | **√** |  |
| Automobiles | **√** |  | **√** | **√** | **√** |
| Beverages | **√** |  | **√** | **√** | **√** |
| Exports & Imports | **√** |  | **√** | **√** | **√** |
| Fast Moving Consumer Goods (FMCG) | **√** |  | **√** | **√** | **√** |
| Infrastructure | √ |  | √ | √ | √ |
| Knowledge Management | √ |  | √ | √ | √ |
| Public Policy | √ |  |  | √ |  |
| Media & Entertainment | √ |  | √ | √ | √ |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA

### Appendix b.13

**Institution: Amity School of Insurance, Banking and Actuarial Science Programme Title: MBA (Insurance & Banking)**

**Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4 Programme Mission:**

To develop the overall personality of Masters in Business Administration students by making them not only excellent management professionals in the area of Insurance and banking 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.

**Programme Description:**

The Two-year Full Time Master in Business Administration (Insurance & Banking) has been designed to encompass the basic principles of Insurance & Banking, understand Products and Practices of both Life and Non-Life Insurance and Banking Sectors. Enables the students to capture the changing market realties with emphasis on consumer behavior.

**Institution Graduate Attributes:**

|  |  |  |  |
| --- | --- | --- | --- |
| Sl.No | Institution Graduate Attributes | Programme Graduate  Attributes | Indicators |
| 1 | Management and domain Knowledge of Insurance , Banking and Actuarial Science | Management Knowledge with expertise in Insurance  and Banking | Ability to recall define and solve administrative and  management |
| 2 | Research Literacy and Learning Skills | Research orientation in insurance, banking, and actuarial science | Ability to analyze, compare, differentiate, and test the hypothesis in managerial and organizational areas leading to new  learnings |
| 3 | Leveraging Information Technology | Digital literacy in accessing and managing information | Ability to explore, analyse and appraise use of digital literacy in capturing information from various sources in  Insurance, Banking and Actuarial Science |
| 4 | Problem Solving | Understanding and  solving problems for | Apply problem  solving techniques to |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | | | optimum solutions | | | choose and identify  solutions suitable in the insurance, banking and actuarial  science | |
| 5 | Effective Business Communication  Skills | | | Proactive and  effective business communication | | | Capability to respond  proactively in verbal, non-verbal, and written communication with listening and negotiation skills | |
| 6 | Leadership and Behaviour skills | | | Effective leadership  qualities and learning skills | | | Develop and  demonstrate effective leadership qualities and interpersonal skills as an inspiring  leader | |
| 7 | Global Manager | | | Appraise effectively  local, national, and international issues in global context | | | Demonstrate skills to  work in international environments in the global context in insurance, banking, and actuarial science | |
| 8 | Ethics and professional conduct | | | Honesty, integrity,  fairness in  professional life | | | Demonstrate, truth,  honesty, integrity, fairness, and empathy in professional and private life | |
| 9 | Employability  Conduct | and | Professional | Domain expertise to  lead to  entrepreneurship | | | Locate opportunity to  innovate and create employability and  consultancy in insurance, banking, and actuarial science sectors | |
| 10 | Lifelong learning | | | Lifelong learning  orientation to develop new skills | | | Capable of creative  innovative and “out of box” thinking to address the  challenges in  insurance, banking, and actuarial science | |
| 11 | Decision Making | | | Decision based on  appraisal of complex issues in insurance, banking, and actuarial science sector | | | Demonstrate  capability to effective and based decisions participative management technique | take value ethical  with |
| 12 | Social Networking skills | | | Develop | social | and | Demonstrate | |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | organizational  networking skills | organizational and  social networking skills for the benefit of the organization |

**Programme Educational Objectives/Goals:**

1. Students will demonstrate experiential knowledge of the application of management principles in a professional work setting.
2. Students will integrate theory and practice, as well as expertise across functional areas of Insurance and Banking 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.

### Programme Operational Objectives

1. MBA (Insurance and Banking) Programme will facilitate an academically conducive environment for holistic development of students.
2. MBA (Insurance and Banking) Programme will facilitate environment for innovation and research excellence for the intellectual growth of faculty.
3. MBA (Insurance and Banking) Programme will facilitate cultivation of core values of the university and ethical conduct amongst students, faculty and staff.
4. MBA (Insurance and Banking) Programme will encourage cultural diversity and a sense of social and environmental responsibility.
5. MBA (Insurance and Banking) Programme will foster cultural empathy and a sense of social and environmental responsibility.
6. MBA (Insurance and Banking) Programme will offer abundant opportunities for international exposure to its faculty and students.
7. MBA (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. MBA (Insurance and Banking) Programme will strengthen its bond with the industry through collaborative interactions with alumni networks and industry experts.
9. MBA (Insurance and Banking) Programme will facilitate students in pursuing their further studies in management or obtain employment as per their merit or create their own business ventures.
10. MBA (Insurance and Banking) Programme will facilitate good governance in discharge of responsibilities and execution of policies and programs.

### Programme Structure as per prescribed programme framework

**MBA (Insurance &Banking)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit**  **L T PS FW** | **Credit Units** |
| 1 | MKTG601 | Marketing Management | Core Courses (9 – 12) | 2 0 0 0 | **2** |
| 2 | CSIT602 | Information Technology For Managers | 2 0 0 0 | **2** |
| 3 | QAM601 | Statistics For Management | 3 0 0 0 | **3** |
| 4 | ACCT602 | Accounting For Managers | 3 0 0 0 | **3** |
| 6 | INS731 | Central Banking | Specialization Core Courses (Functional / Sectoral)  (Select minimum four courses  (6 – 12) | 3 0 0 0 | **3** |
| 7 | ACCT713 | Treasury Management | 2 1 0 0 | 3 |
| 8 | INS601 | Principles & Practices of Life Insurance | 3 0 0 0 | **3** |
| 9 | INS602 | Principles & Practices of General Insurance | 3 0 0 0 | **3** |
| 10 | INS604 | Regulations of Insurance Business | 2 0 0 0 | **2** |
| 11 |  | CS | VAC | 1 | **1** |
| 12 |  | BS | 1 | **1** |
| 13 |  | FBL | 2 | **2** |
|  |  | **Total Credits** | |  | **25** |

### Semester II

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit**  **L T PS FW** | **Credit Units** |
| 1 | HR612 | Human Resource Management | Core Courses (9 – 12) | 2 1 0 0 | 3 |
| 2 | FIBA601 | Financial Management | 3 0 0 0 | 3 |
| 3 | MGMT603 | Business Research Method | 3 0 0 0 | 3 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4 | INS605 | Branch Banking-Operations | Specialization Core Courses (Functional / Sectoral)  (Select minimum five courses)  (6 – 12) | 2 | 0 | 0 | 0 | 2 |
| 5 | INS728 | Management of Non-performing Assets | 2 | 0 | 0 | 0 | 2 |
| 6 | INS613 | Motor Insurance & Underwriting | 2 | 0 | 0 | 0 | **2** |
| 7 | INS702 | MarineInsurance | 3 | 0 | 0 | 0 | 3 |
| 8 | INS763 | Practices of Life Insurance Underwriting | 3 | 0 | 0 | 0 | 3 |
| 9 | INS620 | Practices of Health Insurance | 2 | 0 | 0 | 0 | 2 |
| 10 | MATH731 | Mathematical Basis of Life Insurance | 3 | 0 | 0 | 0 | 3 |
| 11 |  | CS | VAC | 1 | | | | 1 |
| 12 |  | BS | 1 | | | | 1 |
| 13 |  | FBL | 2 | | | | 2 |
| 14 |  | SAP |  |  | | | | 0-16 |
|  |  | **Total Credits** | |  | | | | **25** |

**Semester III**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit**  **L T PS FW** | **Credit Units** |
| 1 | STRA701 | Strategic Management | Core Course  (3 – 6) | 4 0 0 0 | 4 |
| 2 | INS706 | Introduction to Consumer Finance | Specialization Core Courses (Functional / Sectoral) (6-9) | 3 0 0 0 | 3 |
| 3 | INS717 | Introduction to Smart Banking | 3 0 0 0 | 3 |
| 4 | INS751 | Miscellaneous and Agriculture Insurance | 3 0 0 0 | 3 |
| 5 | INS714 | Fire & Consequential Loss Insurance | 3 0 0 0 | 3 |
| 6 | INS740 | Banking Law & regulations | Specialization Electives (9-  12) | 3 0 0 0 | 3 |
| 7 | INS716 | Introduction to Corporate Banking | 3 0 0 0 | 3 |
| 8 | INS755 | Introduction to Project Finance | 3 0 0 0 | 3 |
| 9 | INS801 | Group Insurance & Retirement Benefit Schemes | 3 0 0 0 | 3 |
| 10 | INS722 | Reinsurance | 3 0 0 0 | 3 |
| 11 | INS618 | Insurance Business Analytics | 3 0 0 0 | 3 |
| 12 | INS732 | International Banking | Domain Elective (0-5)  Choose any one | 3 0 0 0 | 3 |
| 13 | INS612 | Engineering & Liability Insurance | 3 0 0 0 | 3 |
| 14 |  | Summer Internship (PG) | NTCC | 0 0 0 0 | 3 |
| 15 |  | CS | VAC | 1 | 1 |
| 16 |  | BS | 1 | 1 |
| 17 |  | FBL | 2 | 2 |
| 18 |  | SAP |  |  | 0-16 |
|  |  | **Total** | |  | **29** |

**Semester IV**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course** I **Title** | **Course Type** | **Credit**  **L T PS** | | | **FW** | **Credit Units** |
| 1 | MGMT705 | Management in Action – Social Economic & Ethical Issues | Core Course | 4 | 0 | 0 | 0 | 4 |
| 2 | INS725 | Rural Banking & Micro Finance | Specialization Elective Course (Functional / Sectoral) (0-4) | 3 | 0 | 0 | 0 | 3 |
| 3 | INS611 | Applications of Life insurance | 3 | 0 | 0 | 0 | 3 |
| 4 | INS756 | Trade Finance & Cash Management | Specialization Elective (9-12) | 3 | 0 | 0 | 0 | 3 |
| 5 | INS757 | Introduction to Risk Management in Banks | 3 | 0 | 0 | 0 | 3 |
| 6 | INS758 | Financial Planning & Wealth Management | 3 | 0 | 0 | 0 | 3 |
| 7 | INS752 | Risk Management Practices | 3 | 0 | 0 | 0 | 3 |
| 8 | INS750 | Study of Legal Aspects of Life Insurance | 3 | 0 | 0 | 0 | 3 |
| 9 | MSDS600 | Dissertation (PG) | NTCC | 0 | 0 | 0 | 0 | 7 |
| 10 |  | CS | VAC | 1 | | | | 1 |
| 11 |  | BS | 1 | | | | 1 |
| 12 |  | FBL | 2 | | | | 2 |
| 13 |  | SAP |  |  | | | | 0-16 |
|  |  | **Total** | |  | | | | **27** |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 106**

**Programme Learning Outcomes**

|  |  |
| --- | --- |
| PLO 1 | Student shall be able to define principles, concepts and theories in the functional areas of Insurance and Banking. |
| PLO 2 | Student shall be able to formulate research strategy and produce results using research skills in the areas of Insurance and Banking. |
| PLO 3 | Student shall be able to explore and appraise use of digital literacy in capturing information from various sources in Insurance and Banking. |
| PLO 4 | Student shall be able to examine various business problems using problem |

|  |  |
| --- | --- |
|  | solving and critical thinking skills in Insurance and Banking. |
| PLO 5 | Student shall be able to demonstrate effective communicate skills, including both oral and written. |
| PLO 6 | Student shall be able to demonstrate effective interpersonal skills, including the ability to lead and to work in a team. |
| PLO 7 | Student shall be able to demonstrate the ability to understand cultural diversity and practice managerial skills in global business context. |
| PLO 8 | Student shall be able to judge ethical problems and apply standards of ethical behaviour in managerial practices. |
| PLO 9 | Student shall be able to develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of Insurance and Banking. |
| PLO 10 | Student shall be able to use various information sources to acquire knowledge on one's own for life-long learning. |

### Linkage of PEO & PLOs:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PEO’s and PLO’s** | | | | | | | | |
| **PEO/PLO** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** | **PEO 6** | **PEO 7** | **PEO 8** |
| **PLO 1** | ✓ |  |  |  |  |  |  |  |
| **PLO 2** |  |  | ✓ |  |  |  |  |  |
| **PLO 3** |  |  | ✓ |  |  |  |  |  |
| **PLO 4** |  |  | ✓ |  |  |  |  |  |
| **PLO 5** |  |  |  |  | ✓ |  |  |  |
| **PLO 6** |  |  |  | ✓ |  |  |  |  |
| **PLO 7** |  | ✓ |  |  |  |  |  |  |
| **PLO 8** |  |  |  |  |  |  | ✓ |  |
| **PLO 9** |  |  |  |  |  | ✓ |  |  |
| **PLO 10** |  |  |  |  |  |  |  | ✓ |

**Annual Outcome Assessment Plan:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | **Direct** | **Indirect** |
| **A** | **Programme Learning Outcome** |  |  |
| **a.1** | Student shall be able to define principles, concepts and theories in the functional areas of Insurance and Banking. | Comprehensive Exam | Student Exit Survey |
| **a.2** | Student shall be able to formulate research strategy and produce results using research skills in the areas of Insurance and Banking. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.3** | Student shall be able to explore and appraise use of digital literacy in capturing information from various sources in Insurance and Banking. | Comprehensive Exam | Student Exit Survey |
| **a.4** | Student shall be able to examine various business problems using problem solving and critical thinking skills in Insurance and Banking. | Comprehensive Exam | Student Exit Survey |
| **a.5** | Student shall be able to demonstrate effective communicate skills , including both oral and written. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.6** | Student shall be able to demonstrate effective interpersonal skills, including the ability to lead and to work in a team. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.7** | Student shall be able to demonstrate the ability to understand cultural diversity and practice managerial skills in global business context. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.8** | Student shall be able to judge ethical problems and apply standards of ethical behaviour in managerial practices. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.9** | Student shall able to develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of Insurance and Banking. | Comprehensive Exam | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
| **a.10** | Student shall be able to use various information sources to acquire knowledge on one's own for life-long learning. | Comprehensive Exam | Student Exit Survey |

**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** |
| **Direct** | Comprehensive  examinations | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
|  | Scoring Rubrics |  | ✓ |  |  | ✓ | ✓ | ✓ | ✓ |  |  |
| **Indirect** | Exit 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** |
| 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) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

**Competencies & Skills developed**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Levels/ Roles Competencies / Skills** | **Role 1** | **Role 2** | **Role 3** | **Role 4** | **Role 5** | **Role 6** |
| * **General Competencies /** |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Skills** |  |  |  |  |  |  |
| **1. Communication** |  |  |  |  |  |  |
| **2. Problem Solving** |  |  |  |  |  |  |
| **3. Leadership Skills** |  |  |  |  |  |  |
| * **Professional Competencies / Skills** |  |  |  |  |  |  |
| **1. Insurance**  **Orientation** |  |  |  |  |  |  |
| **2. Banking Aptitude** |  |  |  |  |  |  |
| **3. Marketing and**  **Negotiation** |  |  |  |  |  |  |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Executive**  **–**  **Insurance & Banking** | **Management Trainee – Insurance & Banking Corporate** | **Associate Consultant**  **-** | **Banking & Insurance Manager** | **I&B Analyst/Research Analyst** |
| Life Insurance |  | ✓ | ✓ | ✓ | ✓ |
| General Insurance | ✓ | ✓ | ✓ | ✓ | ✓ |
| Banking | ✓ | ✓ | ✓ | ✓ |  |
| Software Companies | ✓ | ✓ | ✓ | ✓ |  |
| Broking | ✓ | ✓ |  | ✓ |  |
| Consultancy Firms | ✓ | ✓ |  | ✓ |  |
| Corporate Houses | ✓ | ✓ |  | ✓ | ✓ |
| NBFCs & Other Organizations | ✓ | ✓ | ✓ | ✓ | ✓ |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA

### Appendix – b.14

**Institution: Amity School of Insurance, Banking and Actuarial Science Programme Title: MBA (Insurance & Financial Planning)**

**Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4 Programme Mission:**

To develop the overall personality of Masters in Business Administration students by making them not only excellent management professionals in the area of Insurance and Financial Planning 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.

**Programme Description:**

The Two-year Full Time Master in Business Administration (Insurance & Financial Planning) has been designed to encompass the basic principles of Insurance & Banking, understand Products and Practices of both Life and Non-Life Insurance and financial planning Sectors. Enables the students to capture the changing market realties with emphasis on consumer behavior.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.No** | **Institution Graduate Attributes** | **Programme Graduate Attributes** | **Indicators** |
| 1 | Management and domain Knowledge of Insurance, Banking and Actuarial Science | Management Knowledge with expertise in Insurance and Financial  Planning | Ability to recall define and solve administrative and management |
| 2 | Research Literacy and Learning Skills | Research orientation in insurance, banking, and actuarial science | Ability to analyze, compare, differentiate, and test the hypothesis in managerial and organizational areas leading to new  learning’s |
| 3 | Leveraging Information Technology | Digital literacy in accessing and managing information | Ability to explore, analyse and appraise use of digital literacy in capturing information from various sources in Insurance, Banking  and Actuarial Science |
| 4 | Problem Solving | Understanding and | Apply problem |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | solving problems for  optimum solutions | solving techniques to  choose and identify solutions suitable in the insurance,  banking and actuarial science |
| 5 | Effective Business Communication  Skills | Proactive and  effective business communication | Capability to respond  proactively in verbal, non-verbal, and written communication with listening and negotiation skills |
| 6 | Leadership and Behaviour skills | Effective leadership  qualities and learning skills | Develop and  demonstrate effective leadership qualities and interpersonal  skills as an inspiring leader |
| 7 | Global Manager | Appraise effectively  local, national, and international issues in global context | Demonstrate skills to  work in international environments in the global context in insurance, banking, and actuarial science |
| 8 | Ethics and professional conduct | Honesty, integrity,  fairness in  professional life | Demonstrate, truth,  honesty, integrity, fairness, and empathy in professional and  private life |
| 9 | Employability and Professional  Conduct | Domain expertise to  lead to  entrepreneurship | Locate opportunity to  innovate and create employability and  consultancy in insurance, banking, and actuarial science sectors |
| 10 | Lifelong learning | Lifelong learning  orientation to develop new skills | Capable of creative  innovative and “out of box” thinking to address the  challenges in insurance, banking, and actuarial science |
| 11 | Decision Making | Decision based on  appraisal of complex issues in insurance, banking, and actuarial science sector | Demonstrate  capability to take effective and value based ethical decisions with participative management technique |

|  |  |  |  |
| --- | --- | --- | --- |
| 12 | Social Networking skills | Develop social and  organizational networking skills | Demonstrate  organizational and social networking skills for the benefit  of the organization |

### Programme Educational Objectives/Goals:

* 1. Students will demonstrate experiential knowledge of the application of management principles in a professional work setting.
  2. Students will integrate theory and practice, as well as expertise across functional areas of Insurance and Financial Planning 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.

### Programme Operational Objectives

1. MBA (Insurance and Financial Planning) Programme will facilitate an academically conducive environment for holistic development of students.
2. MBA (Insurance and Financial Planning) Programme will facilitate environment for innovation and research excellence for the intellectual growth of faculty.
3. MBA (Insurance and Financial Planning) Programme will facilitate cultivation of core values of the university and ethical conduct amongst students, faculty and staff.
4. MBA (Insurance and Financial Planning) Programme will encourage cultural diversity and a sense of social and environmental responsibility.
5. MBA (Insurance and Financial Planning) Programme will foster cultural empathy and a sense of social and environmental responsibility.
6. MBA (Insurance and Financial Planning) Programme will offer abundant opportunities for international exposure to its faculty and students.
7. MBA (Insurance and Financial Planning) Programme will endeavor towards persistent enhancement of processes and systems and aim to attain national and international accreditations and university rankings.
8. MBA (Insurance and Financial Planning) Programme will strengthen its bond with the industry through collaborative interactions with alumni networks and industry experts.
9. MBA (Insurance and Financial Planning) Programme will facilitate students in pursuing their further studies in management or obtain employment as per their merit or create their own business ventures.
10. MBA (Insurance and Financial Planning) Programme will facilitate good governance in discharge of responsibilities and execution of policies and programs.

### Programme Structure as per prescribed programme framework MBA (I&FP)

**Semester I**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit**  **L T PS FW** | **Credit Units** |
| 1 | MKTG601 | **Marketing Management** | Core Courses (9 – 12) | 2 0 0 0 | **2** |
| 2 | CSIT602 | **Information Technology for Managers** | 2 0 0 0 | **2** |
| 3 | QAM601 | **Statistics For Management** | 3 0 0 0 | **3** |
| 4 | ACCT602 | **Accounting For Managers** | 3 0 0 0 | **3** |
| 6 | FIBA602 | **Introduction to Financial Planning** | Specialization Core Courses (Functional  / Sectoral) (Select minimum four courses  (6 – 12) | 3 0 0 0 | **3** |
| 7 | ACCT713 | Treasury Management | 2 1 0 0 | 3 |
| 8 | INS601 | **Principles & Practices of Life Insurance** | 3 0 0 0 | **3** |
| 9 | INS602 | **Principles & Practices of General Insurance** | 3 0 0 0 | **3** |
| 10 | INS604 | **Regulations of Insurance Business** | 2 0 0 0 | **2** |
| 11 |  | **CS** | VAC | 1 | **1** |
| 12 |  | **BS** | 1 | **1** |
| 13 |  | **FBL** | 2 | **2** |
|  |  | **Total Credits** | |  | **25** |

**Semester II**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit**  **L T PS FW** | **Credit Units** |
| 1 | HR612 | **Human Resource Management** | Core Courses (9 – 12) | 2 1 0 0 | **3** |
| 2 | FIBA601 | **Financial Management** | 3 0 0 0 | **3** |
| 3 | MGMT603 | **Business Research Method** | 3 0 0 0 | **3** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4 | FIBA603 | **Investment Planning & Management** | Specialization Core Courses (Functional / Sectoral)  (Select minimum five courses)  (6 – 12) | 2 | 0 | 0 | 0 | **2** |
| 5 | INS728 | Management of Non-performing Assets | 2 | 0 | 0 | 0 | 2 |
| 6 | INS613 | **Motor Insurance & Underwriting** | 2 | 0 | 0 | 0 | **2** |
| 7 | INS702 | **Marine Insurance** | 3 | 0 | 0 | 0 | **3** |
| 8 | **INS763** | **Practices of Life Insurance Underwriting** | 3 | 0 | 0 | 0 | **3** |
| 9 | INS620 | **Practices of Health Insurance** | 2 | 0 | 0 | 0 | **2** |
| 10 | MATH731 | Mathematical Basis of Life Insurance | 3 | 0 | 0 | 0 | 3 |
| 11 |  | **CS** | VAC | 1 | | | | **1** |
| 12 |  | **BS** | 1 | | | | **1** |
| 13 |  | **FBL** | 2 | | | | **2** |
| 14 |  | SAP |  |  | | | | 0-16 |
|  |  | **Total Credits** | |  | | | | **25** |

**Semester III**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit**  **L T PS FW** | **Credit Units** |
| 1 | STRA701 | **Strategic Management** | Core Course (3 – 6) | 4 0 0 0 | 4 |
| 2 | INS706 | Introduction to Consumer Finance | Specialization Core Courses (Functional / Sectoral) (6-9) | 3 0 0 0 | 3 |
| 3 | INS717 | Introduction to Smart Banking | 3 0 0 0 | 3 |
| 4 | INS751 | Miscellaneous and Agriculture Insurance | 3 0 0 0 | 3 |
| 5 | INS714 | Fire & Consequential Loss Insurance | 3 0 0 0 | 3 |
| 6 | INS764 | Financial Markets & Institutions | Specialization Electives (9-12) | 3 0 0 0 | 3 |
| 7 | INS718 | Methods of Financial Mathematics | 3 0 0 0 | 3 |
| 8 | INS736 | Retirement Planning & Employee Benefits | 3 0 0 0 | 3 |
| 9 | INS801 | Group Insurance & Retirement Benefit Schemes | 3 0 0 0 | 3 |
| 10 | INS722 | Reinsurance | 3 0 0 0 | 3 |
| 11 | INS618 | Insurance Business Analytics | 3 0 0 0 | 3 |
| 12 | INS760 | Tax Planning & Advising | Domain Elective (0-3)  Choose any one | 3 0 0 0 | 3 |
| 13 | INS612 | Engineering & Liability Insurance | 3 0 0 0 | 3 |
| 14 |  | **Summer Internship (PG)** | NTCC | 0 0 0 0 | 3 |
| 15 |  | **CS** | VAC | 1 | 1 |
| 16 |  | **BS** | 1 | 1 |
| 17 |  | **FBL** | 2 | 2 |
| 18 |  | SAP |  |  | **0-16** |
|  |  | **Total** | |  | **29** |

**Semester IV**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sl.No.** | **Course Code** | **Course** I **Title** | **Course Type** | **Credit**  **L T PS FW** | | | | **Credit Units** |
| 1 | MGMT705 | **Management in Action – Social Economic & Ethical Issues** | Core Course | 4 | 0 | 0 | 0 | **4** |
| 2 | FIBA744 | Marketing of Financial Products & Services | Specialization Elective Course (Functional / Sectoral) (0-4) | 3 | 0 | 0 | 0 | **3** |
| 3 | INS611 | Applications of Life insurance | 3 | 0 | 0 | 0 | **3** |
| 4 | FIBA711 | Financial Statement Analysis | Specialization Elective (9-12) | 3 | 0 | 0 | 0 | 3 |
| 5 | FIBA732 | Security Analysis & Portfolio Management | 3 | 0 | 0 | 0 | 3 |
| 6 | INS758 | Financial Planning & Wealth Management | 3 | 0 | 0 | 0 | 3 |
| 7 | INS752 | Risk Management Practices | 3 | 0 | 0 | 0 | **3** |
| 8 | INS750 | Study of Legal Aspects of Life Insurance | 3 | 0 | 0 | 0 | **3** |
| 9 | MSDS600 | Dissertation (PG) | NTCC | 0 | 0 | 0 | 0 | **7** |
| 10 |  | CS | VAC | 1 | | | | **1** |
| 11 |  | BS | 1 | | | | **1** |
| 12 |  | FBL | 2 | | | | **2** |
| 13 |  | SAP |  |  | | | | 0-16 |
|  |  | **Total** | |  | | | | **27** |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 106**

**Programme Learning Outcomes**

|  |  |
| --- | --- |
| PLO 1 | Student shall be able to define principles, concepts, and theories in the functional areas of Insurance and Financial Planning. |
| PLO 2 | Student shall be able to formulate research strategy and produce results using research skills in the areas of Insurance and Financial Planning. |
| PLO 3 | Student shall be able to explore and appraise use of digital literacy in capturing information from various sources in Insurance and Financial Planning. |
| PLO 4 | Student shall be able to examine various business problems using problem solving and critical thinking skills in Insurance and Financial Planning. |

|  |  |
| --- | --- |
| PLO 5 | Student shall be able to demonstrate effective communicate skills, including both oral and written. |
| PLO 6 | Student shall be able to demonstrate effective interpersonal skills, including the ability to lead and to work in a team. |
| PLO 7 | Student shall be able to demonstrate the ability to understand cultural diversity and practice managerial skills in global business context. |
| PLO 8 | Student shall be able to judge ethical problems and apply standards of ethical behaviour in managerial practices. |
| PLO 9 | Student shall be able to develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of Insurance and Financial Planning. |
| PLO 10 | Student shall be able to use various information sources to acquire knowledge on one's own for life-long learning. |

**Linkage of PEO & PLOs:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PEO’s and PLO’s** | | | | | | | | |
| **PEO/PLO** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** | **PEO 6** | **PEO 7** | **PEO 8** |
| **PLO 1** | ✓ |  |  |  |  |  |  |  |
| **PLO 2** |  |  | ✓ |  |  |  |  |  |
| **PLO 3** |  |  | ✓ |  |  |  |  |  |
| **PLO 4** |  |  | ✓ |  |  |  |  |  |
| **PLO 5** |  |  |  |  | ✓ |  |  |  |
| **PLO 6** |  |  |  | ✓ |  |  |  |  |
| **PLO 7** |  | ✓ |  |  |  |  |  |  |
| **PLO 8** |  |  |  |  |  |  | ✓ |  |
| **PLO 9** |  |  |  |  |  | ✓ |  |  |
| **PLO 10** |  |  |  |  |  |  |  | ✓ |

**Annual Outcome Assessment Plan:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | **Direct** | **Indirect** |
| **A** | **Programme Learning Outcome** |  |  |
| **a.1** | Student shall be able to define principles, concepts and theories in the functional areas of Insurance and Financial Planning. | Comprehensive Exam | Student Exit Survey |
| **a.2** | Student shall be able to formulate research strategy and produce results using research skills in the areas of Insurance and Financial Planning. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.3** | Student shall be able to explore and appraise use of digital literacy in capturing information from various sources in Insurance and Financial Planning. | Comprehensive Exam | Student Exit Survey |
| **a.4** | Student shall be able to examine various business problems using problem solving and critical thinking skills in Insurance and Financial Planning. | Comprehensive Exam | Student Exit Survey |
| **a.5** | Student shall be able to demonstrate effectively communicate skills, including both oral and written. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.6** | Student shall be able to demonstrate effective interpersonal skills, including the ability to lead and to work in a team. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.7** | Student shall be able to demonstrate the ability to understand cultural diversity and practice managerial skills in global business context. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.8** | Student shall be able to judge ethical problems and apply standards of ethical behaviour in managerial practices. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.9** | Student shall able to develop and demonstrate entrepreneurial and business  acumen skills to support employability in the | Comprehensive Exam | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | area of Insurance and Financial Planning. |  |  |
| **a.10** | Student shall be able to use various information sources to acquire knowledge on one's own for life-long learning. | Comprehensive Exam | Student Exit Survey |

**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** |
| **Direct** | Comprehensive  examinations | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
|  | Scoring Rubrics |  | ✓ |  |  | ✓ | ✓ | ✓ | ✓ |  |  |
| **Indirect** | Exit 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** |
| 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) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

**Competencies & Skills developed**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Levels/ Roles Competencies / Skills** | **Role 1** | **Role 2** | **Role 3** | **Role 4** | **Role 5** | **Role 6** |
| * **General Competencies / Skills** |  |  |  |  |  |  |
| **4. Communication** |  |  |  |  |  |  |
| **5. Problem Solving** |  |  |  |  |  |  |
| **6. Leadership Skills** |  |  |  |  |  |  |
| * **Professional Competencies / Skills** |  |  |  |  |  |  |
| **4. Insurance Orientation** |  |  |  |  |  |  |
| **5. Banking Aptitude** |  |  |  |  |  |  |
| **6. Marketing and Negotiation** |  |  |  |  |  |  |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Executive**  **–**  **Insurance & Banking** | **Management Trainee – Insurance & Banking Corporate** | **Associate Consultant**  **-** | **Banking & Insurance Manager** | **I&B Analyst/Researc h Analyst** |
| Life Insurance |  | **✓** | **✓** | **✓** | **✓** |
| General Insurance | **✓** | **✓** | **✓** | **✓** | **✓** |
| Banking | **✓** | **✓** | **✓** | **✓** |  |
| Software Companies | **✓** | **✓** | **✓** | **✓** |  |
| Broking | **✓** | **✓** |  | **✓** |  |
| Consultancy Firms | **✓** | **✓** |  | **✓** |  |
| Corporate Houses | **✓** | **✓** |  | **✓** | **✓** |
| NBFCs & Other Organizations | **✓** | **✓** | **✓** | **✓** | **✓** |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA

### Appendix – b.15

**Institution: Amity School of Insurance, Banking and Actuarial Science Programme Title: M.Sc. (Actuarial Science)**

**Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4**

**Programme Mission:**

To develop the overall personality of Masters in Actuarial Science students by making them not only excellent management professionals in the area of Life Insurance, General Insurance, Health Insurance, Derivatives, Risk Valuation, Risk Management 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.

**Programme Description:**

The Two-year Full Time Master in Actuarial Science has been designed to encompass the basic principles of Actuarial Science which derived its roots from Mathematics, Statistics, Economics and Finance. It has applications in the field of Life Insurance, General Insurance, Health Insurance, Reinsurance, Valuation of Retirement Benefits (viz., Gratuity, Pension, Leave Encashment, etc.), Asset Valuation, Pricing of Securities and Derivatives, Risk Valuation, Risk Management and so on.

An actuary is a financial problem-solver with a unique blend of mathematical, analytical and business skills. Actuaries, utilizing their mathematical and statistical skills, analyze past events, assess present risks and model the future. Actuarial skills are valuable for any business managing long-term financial projects both in the public and private sectors.

**Institution Graduate Attributes:**

|  |  |  |  |
| --- | --- | --- | --- |
| Sl. No | Institution Graduate Attributes | Programme Graduate  Attributes | Indicators |
| 1 | Management and domain Knowledge of Insurance, Banking and Actuarial Science | Management Knowledge with  expertise in Actuarial Science | Ability to recall define and solve  administrative and management |
| 2 | Research Literacy and Learning Skills | Research orientation in actuarial science | Ability to analyze, compare, differentiate, and test the hypothesis in managerial and organizational areas  leading to new learning’s |
| 3 | Leveraging Information Technology | Digital literacy in accessing and managing information | Ability to explore, analyse and appraise use of digital literacy  in capturing information from |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | various sources in  Actuarial Science |
| 4 | Problem Solving | Understanding and  solving problems for optimum solutions | Apply problem  solving techniques to choose and identify solutions suitable in the insurance,  banking and actuarial science |
| 5 | Effective Business Communication  Skills | Proactive and  effective business communication | Capability to respond  proactively in verbal, non-verbal, and written communication with listening and negotiation skills |
| 6 | Leadership and Behaviour skills | Effective leadership qualities and learning skills | Develop and demonstrate effective leadership qualities and interpersonal skills as an inspiring  leader |
| 7 | Global Manager | Appraise effectively  local, national, and international issues in global context | Demonstrate skills to  work in international environments in the global context in insurance, banking, and actuarial science |
| 8 | Ethics and professional conduct | Honesty, integrity,  fairness in  professional life | Demonstrate, truth,  honesty, integrity, fairness, and empathy in professional and private life |
| 9 | Employability and Professional  Conduct | Domain expertise to  lead to  entrepreneurship | Locate opportunity to  innovate and create employability and  consultancy in insurance, banking, and actuarial science sectors |
| 10 | Lifelong learning | Lifelong learning  orientation to develop new skills | Capable of creative  innovative and “out of box” thinking to address the  challenges in insurance, banking, and actuarial science |
| 11 | Decision Making | Decision based on appraisal of complex issues in insurance,  banking and actuarial science sector | Demonstrate capability to take effective and value  based ethical decisions with |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | participative  management technique |
| 12 | Social Networking skills | Develop social and  organizational networking skills | Demonstrate  organizational and social networking skills for the benefit of the organization |

### Programme Educational Objectives/Goals:

1. Student shall be able to define the concepts of actuarial science and apply it in multi- disciplinary context.
2. Student shall have the ability to acquire knowledge of various Actuarial methods and its applications.
3. Student shall be able to explore the use of technology in capturing information from various sources for research in Actuarial field.
4. Student shall be able to apply suitable techniques for solving problems related to various aspects of Actuarial Practices.
5. Student shall be able to respond proactively in verbal, non-verbal and written communication including good listening and negotiation skills.
6. Student shall be able to develop and demonstrate effective leadership qualities and interpersonal skills.
7. Student shall be able to demonstrate skills to work in international environments.
8. Student shall be able to demonstrate truth, honesty, integrity, fairness, and empathy in professional and private life.

### Programme Operational Objectives

1. M.Sc. Actuarial science programme will facilitate an academically conducive environment for holistic development of students.
2. M.Sc. Actuarial science Programme will facilitate environment for innovation and research excellence for the intellectual growth of faculty.
3. M.Sc. Actuarial science Programme will facilitate cultivation of core values of the university and ethical conduct amongst students, faculty and staff
4. M.Sc. Actuarial science Programme will encourage cultural diversity and a sense of social and environmental responsibility.
5. M.Sc. Actuarial science Programme will foster cultural empathy and a sense of social and environmental responsibility.
6. M.Sc. Actuarial science Programme will offer abundant opportunities for international exposure to its faculty and students.
7. M.Sc. Actuarial science Programme will endeavor towards persistent enhancement of processes and systems and aim to attain national and international accreditations and university rankings.
8. M.Sc. Actuarial science Programme will strengthen its bond with the industry through collaborative interactions with alumni networks and industry experts.
9. M.Sc. Actuarial science Programme will facilitate students in pursuing their further studies in management or obtain employment as per their merit or create their own business ventures.
10. M.Sc. Actuarial science Programme will facilitate good governance in discharge of responsibilities and execution of policies and programs.

### Programme Structure as per prescribed programme framework M.Sc. (Actuarial Science)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester I** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
| L | T | P/S/FW |
| STAT621 | Optimization Techniques and  Applications | Allied Courses | 3 | 1 | - | 4 |
| MATH611 | Investment Mathematics | Core Courses | 2 | - | - | 2 |
| MATH613 | Cash-flow Models and Annuity | 2 | - | - | 2 |
| ACCT714 | Accounting for Actuarial Science | 3 | - | - | 3 |
| STAT601 | Statistical Methods and  Probability Distributions | 3 | - | - | 3 |
| ECON605 | Managerial Economics | 3 | - | - | 3 |
| STAT612 | Mathematical Statistics and Application | 2 | - | - | 2 |
|  | **Principles of Insurance and Regulation** | 2 | - | - | 2 |
|  | **Actuarial Application with MS Excel & VBA** | 1 | - | 2 | 2 |
|  | * Behavioral Science * Communication Skills * Foreign Business Language | Value Added Courses |  |  |  | 4 |
| **Total No. of Credits** | | | | | | **27** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester II** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
| L | T | P/S/FW |
| MATH643 | Statistical Risk Models | Core Course | 3 | - | - | 3 |
| MATH734 | Statistical Methods for  General Insurance | 3 | - | - | 3 |
| MATH655 | Life Models | 3 | - | - | 3 |
| STAT636 | Applied Statistical Inference | 3 | - | - | 3 |
| MGMT603 | Business Research Methods | 3 | - | - | 3 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ACCT615 | Asset Liability Models and  Financial Security |  | 3 | - | - | 3 |
| ACCT617 | Actuarial Financial  Reporting | Specialization Elective Courses (any two) | 2 | - | - | 3+2=5 |
| STAT631 | Stochastic Processes | 3 | - | - |
| STAT713 | ***Population Studies*** | 3 | - | - |
|  | ***Analysis by SPPS & R*** | 1 | - | 2 |
|  | * Behavioral Science * Communication Skills * Foreign Business Language | Value Added Courses |  |  |  | 4 |
|  | SAP |  |  |  |  | 0-9 |
| **Total No. of Credits** | | | | **27** | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester III** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
| L | T | P/S/FW |
| MATH701 | Assurance and Annuity  Contracts | Core Courses | 2 | - | - | 2 |
| MATH705 | Profit Testing and Pension  Funds | 2 | - | - | 2 |
| INS705 | Health Insurance | 3 | - | - | 3 |
|  | **Actuarial Applications with**  **MS Access & SQL** | 1 | - | 2 | 2 |
| STAT735 | Actuarial Rate Making | Specialisation Elective Courses (Any three) | 3 | - | - | 9 |
| ECON733 | Econometrics  Application | 3 | - | - |
|  | ***Insurance Products***  ***&Pricing*** | 3 | - | - |
| MATH713 | Portfolio Theory and  Investment Analysis | 3 | - | - |
| MSSI600 | Major Project | NTCC | - | - | 3 | 3 |
|  | * Behavioral Science * Communication Skills * Foreign Business Language | Value Added Courses |  |  |  | 4 |
| INS732 | International Banking | Domain Elective (Any one) | 3 | - | - | 3 |
|  | **Reinsurance Management** | 3 | - | - |
|  | SAP |  |  |  |  | 0-9 |
| **Total No. of Credits** | | | | **28** | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester IV** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
| L | T | P/S/FW |
| MSDS600 | Dissertation | NTCC | - | - | 19 | 19 |
| **Total No. of Credits** | | | | **19** | | |

**Total Credits for the Programme: 101**

**Minimum Credits Prescribed by the University: 101**

258

**Total Credits for the Programme: 101**

**Minimum Credits Prescribed by the University: 101**

### Programme Learning Outcome

|  |  |
| --- | --- |
| PLO 1 | Students will be able to apply the concepts of actuarial science in solving problems related to actuarial field. |
| PLO 2 | Student will be able to interpret information from various sources through use of technology. |
| PLO 3 | Student will be able to analyze problems for understanding the root causes, making decisions and implementing them. |
| PLO 4 | Student will be able to become effective communicator with good verbal, non-verbal and written communication skills. |
| PLO 5 | Student will be able to demonstrate confidence, initiative, reliability, enthusiasm, pro- activeness and a teamwork. |
| PLO 6 | Student will be able to act with honesty, integrity, fairness and empathy in personal and professional pursuits and conduct in a socially responsible manner. |
| PLO 7 | Student will be able to innovate, plan and execute best practices in the area of Actuarial Field. |
| PLO 8 | Student will be able to find solution using different Actuarial Tools and techniques. |
| PLO 9 | Student will be able to work globally in Actuarial Profession |
| PLO 10 | Student will be able to use various information sources to acquire knowledge on one's own for life-long learning. |

**Linkage of PEO & PLOs:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PEO’s and PLO’s** | | | | | | | | |
| **PEO/PLO** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** | **PEO 6** | **PEO 7** | **PEO 8** |
| **PLO 1** | ✓ |  |  |  |  |  |  |  |
| **PLO 2** |  | ✓ |  |  |  |  |  |  |
| **PLO 3** |  |  | ✓ |  |  |  |  |  |
| **PLO 4** |  |  |  |  | ✓ |  |  |  |
| **PLO 5** |  |  |  |  | ✓ | ✓ |  |  |
| **PLO 6** |  |  |  |  |  | ✓ |  | ✓ |
| **PLO 7** |  |  |  | ✓ |  |  |  |  |
| **PLO 8** |  |  |  |  |  |  |  |  |
| **PLO 9** |  |  |  |  |  |  | ✓ |  |
| **PLO 10** |  |  |  |  |  |  |  | ✓ |

**Annual Outcome Assessment Plan:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | **Direct** | **Indirect** |
| **A** | **Programme Learning Outcome** |  |  |
| **a.1** | Students will be able to apply the concepts of  actuarial science in solving problems related | Comprehensive | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | to actuarial field. | Exam |  |
| **a.2** | Student will be able to interpret information from various sources through use of technology. | Comprehensive Exam | Student Exit Survey |
| **a.3** | Student will be able to analyze problems for understanding the root causes, making decisions, and implementing them. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.4** | Student will be able to become effective communicator with good verbal, non-verbal and written communication skills. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.5** | Student will be able to demonstrate confidence, initiative, reliability, enthusiasm, pro-activeness and a teamwork. | Comprehensive Exam | Student Exit Survey |
| **a.6** | Student will be able to act with honesty, integrity, fairness and empathy in personal and professional pursuits and conduct in a socially responsible manner. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.7** | Student will be able to innovate, plan and execute best practices in the area of Actuarial Field. | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.8** | Student will be able to find solution using different Actuarial Tools and techniques. | Comprehensive Exam | Student Exit Survey |
| **a.9** | Student will be able to work globally in Actuarial Profession | Comprehensive Exam  Scoring Rubrics | Student Exit Survey |
| **a.10** | Student shall be able to use various information sources to acquire knowledge on one's own for life-long learning. | Comprehensive Exam | Student Exit Survey |

**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** |
| **Direct** | Comprehensive  examinations | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
|  | Scoring Rubrics |  |  | ✓ | ✓ |  | ✓ | ✓ |  | ✓ |  |
| **Indirect** | Student Exit Survey | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

**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** |
| 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) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

**Competencies & Skills developed**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Levels/ Roles Competencies / Skills** | **Role 1** | **Role 2** | **Role 3** | **Role 4** | **Role 5** | **Role 6** |
| * **General Competencies / Skills** |  |  |  |  |  |  |
| **1. Communication** |  |  |  |  |  |  |
| **2. Problem Solving** |  |  |  |  |  |  |
| **3. Leadership Skills** |  |  |  |  |  |  |
| * **Professional Competencies / Skills** |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **1. Insurance**  **Orientation** |  |  |  |  |  |  |
| **2. Banking Aptitude** |  |  |  |  |  |  |
| **3. Marketing and**  **Negotiation** |  |  |  |  |  |  |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Analyst** | **Management Trainee** | **Associate Consultant**  **-** | **Manager** | **I&B Analyst/Researc h Analyst** |
| Life Insurance |  | ✓ | ✓ | ✓ | ✓ |
| General Insurance | ✓ | ✓ | ✓ | ✓ | ✓ |
| Banking | ✓ | ✓ | ✓ | ✓ |  |
| Software Companies | ✓ | ✓ | ✓ | ✓ |  |
| Broking | ✓ | ✓ |  | ✓ |  |
| Consultancy Firms | ✓ | ✓ |  | ✓ |  |
| Corporate Houses | ✓ | ✓ |  | ✓ | ✓ |
| NBFCs & Other Organizations | ✓ | ✓ | ✓ | ✓ | ✓ |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA

### Appendix – b.16

**Institution: Amity Institute of Competitive Intelligence & Strategic Management Programme Title: MBA (Competitive Intelligence and Strategic Management)**

**Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4 Programme Mission:**

A cross-functional approach is used to develop the use of Competitive Intelligence for Strategic Management by young managers and entrepreneurs. To help in developing value-based and socially responsible business professionals.

### Programme Description:

MBA in Competitive Intelligence and Strategic Management is a 2-year full time programme (4 semesters structured at preparing students for entering/ mid-level managerial positions in the field of Competitive Intelligence, Strategic Management and Entrepreneurial ventures. The Programme consists of a foundation phase with compulsory core courses and then progresses to the advanced levels of specialization of Competitive Intelligence and Strategic Management. The second year is designed to enable students to connect theory to practice.

|  |  |  |  |
| --- | --- | --- | --- |
| Sl. No | Institution Graduate Attributes | Programme Graduate  Attributes | Indicators |
| 1 | Knowledge of Competitive Intelligence & Strategic Management | Knowledge in Competitive Intelligence & Strategic Management | Application of external and internal CI to Organizational Structure and HR processes  Ability to use CI for effective bilateral and multi-lateral negotiations.  Examine industrial benchmarks |
| 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 | Use management information systems, Enterprise Resource Planning, Business Information Systems etc for smooth flow of information and timely decision making.  Use of specific tools and techniques to |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | correlate and compare  company performance with internal and external environment" |
| 4 | Problem Solving using analytical tools  and techniques | Problem Solving using  analytical tools and techniques | problem into an  opportunity and weakness into strength |
| 5 | Effective Business Communication | Effective Business Communication | Effectively communicate both verbally and in writing ideas and arguments associated with business issues Develop persuasion skills to drive new ideas and initiatives Develop effective presentation skills to effectively communicate the right  information to the right personnel. |
| 6 | Leadership and inter-personal Skills | Leadership and inter-  personal Skills | Manage relationships  and value teamwork both in leader and follower role |
| 7 | Global Manager | Global | Recognize the special  opportunities and challenges presented by the global business environment  Ability to value diversity and adapt quickly. |
| 8 | Ethics and professional conduct | Ethics and professional conduct | Foster ability to run value based ethical business in a competitive  environment |
| 9 | Professionalism and Entrepreneurship | Professionalism and  Entrepreneurship | Ability to plan and  execute tasks assigned within the deadline. |

|  |  |  |  |
| --- | --- | --- | --- |
| 10 | Lifelong learning | Lifelong learning | Application of CI for  business advantage. Application of appropriate tools and techniques for  development of strategy. |
| 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 | Understand and use  digital and non-digital social network to professional advantage Research and  identification of relevant professionals who may be future collaborators or employers. |

### Programme Educational Objectives/Goals:

1. To apply Competitive Intelligence to execute projects in a multi-disciplinary environment
2. To develop the ability to identify the opportunities and challenges presented by the global business environment
3. To develop and sustain individual Research skills and competencies in Competitive Intelligence tools and techniques in a dynamic environment
4. To foster the ability to synthesize internal and external data to conclude on the possible future business changes
5. To examine industrial benchmarks and best practices for competitive advantage
6. To develop persuasive skills to drive new ideas and initiatives
7. To develop effective communication skills both verbally and in writing, ideas and arguments associated with business issues
8. To develop positive perspectives and skills that create productive managerial leaders and business networks
9. To foster the ability to run value-based, ethical business in a competitive environment
10. To foster an approach of critical evaluation and continuous learning and development throughout their career

### Programme Operational Objectives

1. At least 90% of all students in the program should qualify within the defined dates
2. 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
3. To develop quality Research Papers, Publications and Case Studies in the area of Competitive Intelligence and Strategic Management
4. 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
5. To constantly reinforce and display core values of the university and ethical conduct amongst students, faculty and staff
6. To encourage cultural diversity and a sense of social and environmental responsibility.
7. To provide opportunities for international exposure to faculty and students.
8. To set internal systems and processes for continual improvement and aim to attain national and international accreditations and rankings.
9. To develop industry relevant knowledge and skills for placing desirous students in domestic and global organizations in niche portfolios
10. To encourage and enable technical support to students to start their own ventures.
11. To ensure total transparency in academic delivery and evaluation for satisfaction of all stakeholders
12. Encourage participation in all co-curricular activities by all students, irrespective of displayed talent
13. 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** |
| HR601 | Organizational Behavior | Core Courses | 2 | 0 | 0 | 2 |
| ECON605 | Managerial Economics | Core Courses | 3 | 0 | 0 | 3 |
| MKTG601 | Marketing Management | Core Courses | 2 | 0 | 0 | 2 |
| CSIT602 | Information Technology for  Managers | Core Courses | 2 | 0 | 0 | 2 |
| QAM601 | Statistics for Management | Core Courses | 3 | 0 | 0 | 3 |
| ACCT602 | Accounting for Managers | Core Courses | 3 | 0 | 0 | 3 |
| CI602 | Fundamentals of Competitive Intelligence  and Applications | Specialisation Elective  Courses | 2 | 1 | 0 | 3 |
| ENTR601 | Entrepreneurship and New Venture Creation | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| IB601 | Global Business Management | Specialisation  Elective Course | 3 | 0 | 0 | 3 |
| MSTP601 | Term Paper I | Non-Teaching Credit  Courses | 0 | 0 | 6 | 3 |
| MSSM601 | Seminar I | Non-Teaching | 0 | 0 | 6 | 3 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Credit  Courses |  |  |  |  |
| BS601 | Self-Development and  Interpersonal Skills | Value  Addition Courses | 1 | 0 | 0 | 1 |
| BC601 | Business Communication  for Managers | Value  Addition Courses | 1 | 0 | 0 | 1 |
| ARAB116 | Introduction to Arabic  Culture & Language | Value  Addition Courses | 2 | 0 | 0 | 2 |
| CHIN116 | Introduction to Chinese  Culture & language | Value  Addition Courses | 2 | 0 | 0 | 2 |
| FREN145 | Introduction to French  Culture & Language | Value  Addition Courses | 2 | 0 | 0 | 2 |
| GRMN136 | Introduction to German Culture & Language | Value Addition  Courses | 2 | 0 | 0 | 2 |
| JPAN116 | Introduction to Japanese Culture & Language | Value Addition  Courses | 2 | 0 | 0 | 2 |
| RUSS116 | Introduction to Russian  Culture & Language | Value  Addition Courses | 2 | 0 | 0 | 2 |
| SANS116 | Introduction to Vedic  Culture & Language | Value  Addition Courses | 2 | 0 | 0 | 2 |
| SPAN144 | Introduction to Hispanic  Culture & Language | Value  Addition Courses | 2 | 0 | 0 | 2 |
| **Total credits Units for Semester –I=** | | | | | | **25** |
| **Semester II** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
| **L** | **T** | **P/S/FW** |
| HR612 | Human Resource  Management | Core Courses | 2 | 1 | 0 | 3 |
| FIBA601 | Financial Management | Core Courses | 3 | 0 | 0 | 3 |
| MGMT603 | Business Research Methods | Core Courses | 3 | 0 | 0 | 3 |
| POM602 | Operations Management | Core Courses | 3 | 0 | 0 | 3 |
| LAW670 | Legal Aspects of Business | Core Courses | 3 | 0 | 0 | 3 |
| ACCT601 | Techniques of Management  Accounting | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| MKTG604 | Consumer Behaviour | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| CI604 | Corporate Warfare:  Principles and Practices | Specialisation  Elective Course | 3 | 0 | 0 | 3 |
|  |  |  |  |  |  |  |
| MSCR601 | Company Report I | Non-Teaching  Credit Courses | 0 | 0 | 6 | 3 |
| MSMN601 | Minor Project I | Non-Teaching  Credit Courses | 0 | 0 | 6 | 3 |
| BS602 | Conflict Resolution and  Management | Value  Addition Courses | 1 | 0 | 0 | 1 |
| BC603 | Business Correspondence | Value  Addition Courses | 1 | 0 | 0 | 1 |
| ARAB102 | Arabic Grammar – I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| CHIN102 | Chinese Grammar – I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| FREN104 | French Grammar – I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| GRMN104 | German Grammar – I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| JPAN102 | Japanese 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 |
| SPAN103 | Spanish Grammar – I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| **Total credits Units for Semester –II =** | | | | | | **25** |
| **Semester III** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
| **L** | **T** | **P/S/FW** |
| STRA701 | Strategic Management | Core Course | 4 | 0 | 0 | 4 |
| CI702 | Data Mining for Intelligence  Management | Specialisation  Elective | 2 | 1 | 0 | 3 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Courses |  |  |  |  |
| CI702 | Competitive Early Warning  and Risk Control | Specialisation  Elective Courses | 2 | 1 | 0 | 3 |
| CI704 | Advanced Competitive Intelligence | Specialisation  Elective Courses | 2 | 1 | 0 | 3 |
| CI705 | Business Wargaming and  Scenario Planning- I | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| MKTG711 | Product and Brand  Management | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| FIBA704 | Financial Engineering | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| MSSI600 | Summer Internship | Non-  Teaching Credit Course | 0 | 0 | 6 | 3 |
| BS701 | Professional Competencies and Career Development | Value Addition  Courses | 1 | 0 | 0 | 1 |
| BC702 | Business Communication  for Managerial Competence | Value  Addition Courses | 1 | 0 | 0 | 1 |
| ARAB119 | Written Expression &  Comprehension in Arabic- I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| CHIN118 | Written Expression &  Comprehension in Chinese- I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| FREN147 | Written Expression &  Comprehension in French-I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| GRMN138 | Written Expression &  Comprehension in German  – I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| JPAN118 | Written Expression &  Comprehension in Japanese- I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| RUSS118 | Written Expression &  Comprehension in Russian- I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| SANS118 | Written Expression &  Comprehension in Sanskrit- I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| SPAN146 | Written Expression &  Comprehension in Spanish - I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| **TOTAL CREDITS UNITS FOR SEMESTER –III =** | | | | | | **29** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester IV** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
| **L** | **T** | **P/S/FW** |
| MGMT705 | Management in Action -  Social Economic and Ethical Issues | Core Courses | 4 | 0 | 0 | 4 |
| MKTG704 | Data Analysis for Marketing Decision | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| MKTG721 | Customer Relationship Management | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| POM733 | Virtual Enterprise Management | Specialisation Elective  Courses | 3 | 0 | 0 | 3 |
| CI706 | Competitive Intelligence Strategies | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| CI712 | Business Wargaming and Scenario Planning- Phase II | Specialisation Elective  Courses | 3 | 0 | 0 | 3 |
| FIBA732 | Security Analysis and Portfolio Management | Specialisation  Elective Courses | 3 | 0 | 0 | 3 |
| MSDS600 | Dissertation | Non-Teaching Credit  Courses | 0 | 0 | 14 | 7 |
| MSDS601 | Dissertation - I | Non-Teaching Credit  Courses | 0 | 0 | 20 | 10 |
| BS702 | Leadership and Managing Excellence | Value Addition  Courses | 1 | 0 | 0 | 1 |
| BC703 | Business Etiquette and Protocol | Value Addition  Courses | 1 | 0 | 0 | 1 |
| ARAB104 | Communicative Arabic – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| CHIN104 | Communicative Chinese – I | Value Addition  Courses | 2 | 0 | 0 | 2 |
| FREN144 | French Through Communicative Approach | Value Addition  Courses | 2 | 0 | 0 | 2 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| GRMN112 | Communicative German – I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| JPAN104 | Communicative Japanese – 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 |
| SPAN112 | Communicative Spanish – I | Value  Addition Courses | 2 | 0 | 0 | 2 |
| **TOTAL CREDITS UNITS FOR SEMESTER –IV =** | | | | | | **27** |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 106**

**Programme Learning Outcomes (PLOs):**

1. Application of external and internal CI to Organizational Structure and HR processes Ability to use CI for effective bilateral and multi-lateral negotiations. Examine industrial benchmarks and best practices for competitive advantage.
2. Explain and apply Quantitative and Qualitative research techniques
3. Use management information systems, Enterprise Resource Planning, Business Information Systems etc for smooth flow of information and timely decision making. Use of specific tools and techniques to correlate and compare company performance with internal and external environment"
4. Explain and apply analytical constructs to business problem solving. Develop the ability to convert a problem into an opportunity and weakness into strength
5. Effectively communicate both verbally and in writing ideas and arguments associated with business issues Develop persuasion skills to drive new ideas and initiatives Develop effective presentation skills to effectively communicate the right information to the right personnel.
6. Manage relationships and value teamwork both in leader and follower role
7. Recognize the special opportunities and challenges presented by the global business environment Ability to value diversity and adapt quickly.
8. Foster ability to run value based ethical business in a competitive environment
9. Ability to plan and execute tasks assigned within the deadline.
10. Application of CI for business advantage. Application of appropriate tools and techniques for development of strategy.
11. Synthesize internal and external data to conclude on the possible future business changes.
12. Understand and use digital and non-digital social network to professional advantage Research and identification of relevant professionals who may be future collaborators or employer

### Linkage of PEO & PLOs:

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PEOs**  **PLOs** | **PE O 1** | **PE O 2** | **PE O 3** | **PEO 4** | **PE O5** | **PEO 6** | **PE O7** | **PEO 8** | **PE O 9** | **PE O1 0** |
| 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** |  |  |
| **a.1** | 1. Application of external and internal | Comprehensive  Exam/Viva on | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | CI to Organizational Structure and HR processes Ability to use CI for effective bilateral and multi-lateral negotiations. Examine industrial benchmarks and best practices for competitive advantage. | annual basis |  |
| **a.2** | 1. Explain and apply Quantitative and Qualitative research techniques | Term Paper,  Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry  Internship Guide |
| Comprehensive Exam |
| **a.3** | 1. Use management information systems, Enterprise Resource Planning, Business Information Systems etc for smooth flow of information and timely decision making. Use of specific tools and techniques to correlate and compare company performance with internal and external environment" | \*Comprehensive Exam | Student Exit Survey |
| **a.4** | 1. Explain and apply analytical constructs to business problem solving. Develop the ability to convert a problem into an opportunity and weakness into strength | \*Business  Simulation (Rubrics) | Student Exit Survey |
| \*Comprehensive Exam |
| **a.5** | Effectively communicate both verbally and  in writing ideas and arguments associated with business issues Develop persuasion skills to drive new ideas and initiatives Develop effective presentation skills to effectively communicate the right | Business  Communication Course Result analysis of all semesters | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | information to the right personnel | \*Rubrics |  |
| \*Comprehensive  Exam |
| **a.6** | Manage relationships and value teamwork both in leader and follower role | \* Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student Exit Survey |
| \* Rubrics |
| \*Comprehensive  Exam |
| **a.7** | Recognize the special opportunities and challenges presented by the global business environment Ability to value diversity and adapt quickly. | \*Foreign Business  Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive  Exam |
| **a.8** | Foster ability to run value based ethical business in a competitive environment | \*Plagiarism  Checking of Dissertation | Feedback of Industry  Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| **a.9** | Ability to plan and execute tasks assigned within the deadline. | \*Scoring Rubrics | Student Exit Survey |
| \*Comprehensive Exam | Alumni Survey |
| **a.10** | Application of CI for business advantage. Application of appropriate tools and techniques for development of strategy. | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| **a.11** | Synthesize internal and external data to conclude on the possible future business  changes. | Comprehensive Exam | Feedback of Industry  Internship Guide |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **a.12** | 1. Understand and use digital and non- digital social network to professional advantage Research and identification of relevant professionals who may be future collaborators or employers | Comprehensive Exam | Feedback of Industry  Internship Guide |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type** | **Assessment/PLO** | **PL O1** | **PL O 2** | **PL O 3** | **PL O 4** | **PL O 5** | **PL O 6** | **PL O 7** | **PL O 8** | **PL O 9** | **PL O 10** | **PL O1 1** | **PL O 12** |
| **Direct** | Comprehensive  examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) | **√** |  |  |  |  |  |  |  |  |  |  |  |
|  | Viva Voce | **√** |  |  |  |  |  |  |  |  |  |  |  |
|  | Practicum / Internship  evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
|  | Plagiarism check |  |  |  |  |  |  |  | **√** |  |  |  |  |
|  | Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
|  | Thesis or  Dissertation Projects |  | **√** |  |  |  |  |  |  |  |  | **√** |  |
| **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** |
| 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** | **Client Services** | **Consultant** | **Sales** | **Business Analyst** |
| **Knowledge of Competitive Intelligence**  **and Strategic Management** | Intermediate | Advanced | Advanced | Advanced |
| **Research Literacy and Learning Skills** | Intermediate | Advanced | Advanced | Advanced |
| **Leverage Information Technology for Competitive Intelligence**  **Analysis** | Intermediate | Advanced | Advanced | Advanced |
| **Problem Solving using analytical tools and techniques** | Intermediate | Advanced | Advanced | Advanced |
| **Effective Business Communication** | Advanced | Advanced | Advanced | Advanced |
| **Leadership and inter-**  **personal Skills** | Advanced | Advanced | Advanced | Advanced |
| **Global Manager** | Intermediate | Advanced | Intermediate | Intermediate |
| **Ethics and Professional**  **Conduct** | Advanced | Advanced | Advanced | Advanced |
| **Professionalism and**  **Entrepreneurship** | Advanced | Advanced | Advanced | Advanced |
| **Lifelong learning** | Advanced | Advanced | Advanced | Advanced |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tactical and Strategic**  **Decisions** | Intermediate | Advanced | Advanced | Advanced |
| **Social Networking skills** | Advanced | Advanced | Advanced | Advanced |

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

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Client Serv ices** | **Consultant** | **Sales** | **Business Analyst** | **Bran ding/ Advertising g** | **Junio r/ Mid-level Manager in a comp any/ Strategic** | **Academician** | **Data Analyst** | **Corp orate Communication n & Relations** | **Entrepreneur** |
| Consultancy firms |  | **√** | **√** | **√** | **√** |  |  |  |  | **√** |
| Education |  |  |  |  |  |  | **√** |  |  | **√** |
| Drugs & Pharmaceuticals | **√** | **√** | **√** | **√** | **√** | **√** |  |  | **√** | **√** |
| Fast Moving Consumer Goods (FMCG) | **√** | **√** | **√** | **√** |  |  |  |  |  | **√** |
| Manufacturing | **√** | **√** | **√** | **√** |  | **√** |  | **√** |  | **√** |
| Media & Entertainment | **√** | **√** |  | **√** |  |  | **√** |  |  | **√** |
| Retail | **√** | **√** |  | **√** |  |  |  |  |  |  |
| Telecom | **√** | **√** |  | **√** | **√** |  |  | **√** |  |  |
| Transportation | **√** | **√** | **√** | **√** | **√** |  |  |  |  |  |

**Name of Relevant Statutory /Accrediting Body/Bodies other than UGC, if any:**

As per AICTE norms. In addition, we are also accredited by ACBSP and received candidacy status from IACBE. We are in a process to get accredited by NBA

### Appendix b.17

**Institution: Amity Institute of Competitive Intelligence & Strategic Management Programme Title: MBA (Business Analytics)**

**Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4**

**Programme Mission**

To develop all round personality of students by making them not just excellent professionals but also good individuals with understanding of Business Analytics and Quantitative Modeling. This programme also helps to communicate and effectively present the findings using data visualization techniques. .

### Programme Description

MBA in Business Analytics is a 2-year full time Programme (4 semesters structured at preparing students for entry / mid-level managerial positions in the field of Business Analytics). The Programme consists of a foundation phase with compulsory core courses and then progresses to the higher levels of specialization in Business Analytics. The second year is designed to enable students to connect theory to practice and use data science in Marketing, Finance, and Operations.

Data visualization course will be delivered using Tableau/ Qlik software’s, whereas the software used in Financial Econometrics course will be R/ EViews, for Predictive Analytics through Excel/R software’s and Supply Chain Analytics through TORA/QM /R software’s. Computer Lab is essential for working with real data and in-depth analysis.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl.No** | **Institution Graduate Attributes** | **Programme**  **Graduate Attributes** | **Indicators** |
| 1 | Knowledge of Business Analytics | Knowledge in Data Analytics | Application of statistical models  using advance software’s to solve business problems. |
| 2 | Research Literacy and Learning skills | Research Literacy and Learning skills | Explain and apply Quantitative and  Qualitative research techniques |
| 3 | Leverage Information Technology for Business Decision Making | Leverage Information Technology for Business Decision Making | Use software’s such as Advance excel, Qlick, and R for analyzing data for decision  making process. |
| 4 | Problem Solving using analytical tools  and techniques | Problem Solving  using analytical tools | problem into an  opportunity and |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | and techniques | weakness into  strength |
| 5 | Effective Business Communication | Effective Business  Communication | Effectively  communicate both verbally and in writing ideas and arguments associated with business issues Develop persuasion skills to drive new ideas and initiatives Develop effective presentation skills to effectively communicate the right information to  the right personnel. |
| 6 | Presentation skills | Presentation Skills as  Managers in Report presentation. | Using Qlick and  Tableau software’s to present the report and analyze it through visualization techniques. |
| 7 | Data Analytical tools | Use of various data  analytical tools for prediction and optimization. | Tools such as  forecasting , optimization, and visualization are used with the help of softwares. |
| 8 | Ethics and professional conduct | Ethics and  professional conduct | Foster ability to run  value based ethical business in a competitive environment |

### Programme Educational Objectives/Goals:

1. Develop in depth understanding of the key technologies in data science and business analytics: data mining, visualization techniques, predictive modeling, and statistics.
2. Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.
3. To understand the use of algorithms towards machine learning.
4. Gain practical experience of statistics programming packages such SPSS, EVIEWS, R, QMand more.
5. Application of tools and techniques along with development of team work, and leadership skills.
6. To foster the ability to synthesize internal and external data to conclude on the possible future business changes
7. To develop persuasive skills to drive new ideas and initiatives
8. To develop effective communication skills both verbally and in writing, ideas and arguments associated with business issues
9. To develop positive perspectives and skills that create productive managerial leaders and business networks
10. To foster the ability to run value-based, ethical business in a competitive environment
11. To foster an approach of critical evaluation and continuous learning and development throughout their career.

### Programme Operational Objectives:

1. At least 90% of all students in the program should qualify within the defined dates
2. 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
3. To develop quality Research Papers, Publications and Case Studies in the area of Business Analytics.
4. To attain national and international accreditation as a center of excellence in Business management theory and practice in the field of Business Analytics.
5. To constantly reinforce and display core values of the university and ethical conduct amongst students, faculty and staff
6. To encourage cultural diversity and a sense of social and environmental responsibility.
7. To provide opportunities for international exposure to faculty and students.
8. To set internal systems and processes for continual improvement and aim to attain national and international accreditations and rankings.
9. To develop industry relevant knowledge and skills for placing desirous students in domestic and global organizations in niche portfolios
10. To encourage and enable technical support to students to start their own ventures.
11. To ensure total transparency in academic delivery and evaluation for satisfaction of all stakeholders
12. Encourage participation in all co-curricular activities by all students, irrespective of displayed talent
13. 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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Programme Structure: Business Analytics** | | |  |  |
| **Semester I** | | | | |
| **S.No** | **Course Code** | **Course Title** | **Course Type** | **Credit** |
| 1 | ACCT 602 | Accounting For Managers | Core | 3 |
| 2 | CSIT 602 | Information Technology for Managers | Core | 2 |
| 3 | ECON  605 | Managerial Economics | Core | 3 |
| 4 | MKTG  601 | Marketing Management | Core | 2 |
| 5 | HR 601 | Organizational Behavior | Core | 2 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 6 | IB 601 | Global Business Management | Specialization Core | 3 |
| 7 | QAM 601 | Statistics for Management | Specialization Core | 3 |
| 8 | CI 603 | Competitive Intelligence Analysis | Specialization Core | 3 |
| 9 | ENTR601 | Entrepreneurship and New Venture Creation | Specialization Elective | 3 |
|  |  | **Total credits Units for Semester –II=** |  | **25** |
| **Semester II** | | | | |
| **S.No** | **Course**  **Code** | **Course Title** | **Course Type** | **Credit** |
| 1 | HR 612 | Human Resource Management | Core | 3 |
| 2 | FIBA 601 | Financial Management | Core | 3 |
| 3 | POM 602 | Operations Management | Core | 3 |
| 4 | MGMT  603 | Business Research Methods | Core | 3 |
| 5 | LAW 670 | Legal Aspects of Business | Specialization Core | 3 |
| 6 | CI 604 | Corporate Warfare: Principles and Practices | Specialization Core | 3 |
| 7 | TBD | Visual Analytics | Specialization Core | 3 |
|  |  | **Total credits Units for Semester –III=** |  | **25** |
| **Semester 3** | | |  |  |
| **S.No** | **Course**  **Code** | **Course Title** | **Course Type** | **Credit** |
| 1 | STRA 701 | Strategic Management | Core | 4 |
| 2 | CSIT 714 | Business Intelligence and Data Analytics | Specialization Core | 3 |
| 3 | CI 701 | Data Mining Techniques | Specialization Core | 3 |
| 4 | TBD | Predictive Analytics | Specialization Core | 3 |
| 5 | CI 705 | Business War gaming and Scenario Planning-I | Specialization Elective | 3 |
| 6 | CI 702 | Competitive Early Warning and Risk Control | Specialization Elective | 3 |
| 7 | MKTG 704 | Data Analysis for Marketing Decision | Specialization Elective | 3 |
| 8 | FIBA 732 | Security Analysis and Portfolio Management | Specialization Elective | 3 |
| 9 | FIBA 704 | Financial Engineering | Specialization Elective | 3 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 10 | MSSI 600 | Summer Internship | NTCC | 3 |
|  |  | **Total credits Units for Semester –I=** |  | **29** |
| **Semester IV** | | | | |
| **S.No** | **Course**  **Code** | **Course Title** | **Course Type** | **Credit** |
| 1 | MGMT 705 | Management in Action – Social, Economic and Ethical Issues | Core | 4 |
| 2 | TBD | Supply Chain Analytics | Specialization Elective | 3 |
| 3 | POM 733 | Virtual Enterprise Management | Specialization Elective | 3 |
| 4 | CI 712 | Business War gaming and Scenario Planning- Phase II | Specialization Core | 3 |
| 5 | FIBA 733 | Strategic Financial Management | Specialization Elective | 3 |
| 6 | TBD | Financial Econometrics | Specialization Elective | 3 |
| 7 | FIBA 703 | Corporate Restructuring Mergers and Acquisitions | Specialization Elective | 3 |
| 8 | MSDS  600 | Dissertation | NTCC | 7 |
| **Total credits Units for Semester –IV=** | | | **27** | |

**Total Credits for the Programme: 106 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 106**

**Appendix – b.18**

**Institution: Amity College of Commerce and Finance Programme Title: Master of Commerce (M. Com) Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4 Programme Mission:**

To develop all round personality of 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:

The two-year Full Time Master in Commerce (M. Com) is designed for current and future leaders to develop skills to best leverage the financial and accounting knowledge in the field of commerce & finance. The programme will equip the students with the knowledge to look with a system-wide perspective and apply strategic thinking and critical analysis. The programme facilitates learning modern concepts, techniques, and practices in the field of commerce & finance to enhance the effectiveness in managerial decision making.

|  |  |  |  |
| --- | --- | --- | --- |
| Sl.No | Institution Graduate Attributes | Programme  Graduate Attributes | Indicators |
| 1 | Knowledge and  Expertise of  Accounting, Finance & Business Management | Knowledge and Expertise of Accounting, Finance &  Business Management | Student will be able to demonstrate and apply knowledge of theories and models relevant to the field of commerce & finance. |
| 2 | Research Literacy and Learning skills | Research Literacy and Learning skills | Student will be able to collect relevant information, infer and interpret high quality research in field of commerce  and finance. |
| 3 | Leveraging Information  Technology | Leveraging  Information Technology | Student will be able to apply digital  technology to capture information from various sources and use contemporary  technologies to access and manage information |
| 4 | Problem Solving | Problem Solving | Student will be able to comprehend the  problems and challenges in the business environment, identify best cost driven alternatives and prioritize effective solution. |
| 5 | Effective Business  Communication | Effective Business  Communication | Student will be able to apply managerial  skills, communicate proficiently in oral, written presentation and listening skills in the global environment. |
| 6 | Leadership and  Behavior skills | Leadership and  Behavior skills | Student will be able to demonstrate  behavioral, managerial and team building skills to become a professional |
| 7 | Accounting, Financial  & Managerial Professionals | Accounting,  Financial & Managerial Professionals | Student will be able to understand global  trade, tax and legal issues in order to recognize opportunities worldwide by applying different forms of communications in cultural diversity. |
| 8 | Ethics and professional  conduct | Ethics and  professional conduct | Student will be able to exhibit ethical  values and considerations in commercial and financial dealings and decisions with specific reference to accounting. |
| 9 | Employability and  Entrepreneurship skill | Employability and  Entrepreneurship skill | Students are well organized to  demonstrate their competence and skills to attract more employers and also trained and develop their entrepreneurial abilities for incubating MSEs/SMEs or  NGOs. |
| 10 | Lifelong Learning | Lifelong Learning | Student will be able to understand the significance of learning, self- initiatives, 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 businesses. |

### Programme Educational Objectives/Goals:

1. Students will **demonstrate** experiential knowledge of the application of accounting, financial management, taxation, auditing 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.
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 of accounting and financial management- when

and how to use assertiveness and influential skills.

5. Students will **apply** networking and effective communication skills in competitive businesses to negotiate financial, accounting 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. Students will be able to apply decision making techniques in general business practices involving accounting and financial management.

### Programme Operational Objectives

1. This program will provide educational excellence in teaching/academic delivery and research.
2. This program will facilitate an academically conducive environment for holistic development of students.
3. This program will facilitate environment for innovation and research excellence for the intellectual growth of student.
4. This program will facilitate cultivation of core values of the university and ethical conduct amongst students.
5. This program will encourage cultural diversity and a sense of social and environmental responsibility.
6. This program will provide ample opportunities for international exposure to students.
7. This program will provide conducive learning environment preparing the student for higher learning in national & international universities. This program will also provide relevant employment opportunities to students.

### Programme Structure as per prescribed programme framework

**Programme Structure Master of Commerce**

**SEMESTER - I**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Course Type** | **Lecture (L)**  **Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Practical (P)**  **Hours Per Week** | **Field work/ Studio Work (FW/SW)**  **Hours Per**  **Week** | **Total Credit** |
| HR615 | Organization Theory and  Behavior | CC | 3 | 0 | 0 | 0 | 3 |
| ACCT603 | Advanced Financial Accounting | CC | 3 | 0 | 0 | 0 | 3 |
| ECON614 | Economic Analysis | CC | 3 | 1 | 0 | 0 | 4 |
| QAM601 | Statistics for Management | CC | 3 | 0 | 0 | 0 | 3 |
| MKTG601 | Marketing Management | CC | 2 | 0 | 0 | 0 | 2 |
| FIBA711 | Financial Statement Analysis | CC | 3 | 0 | 0 | 0 | 3 |
| LAW628 | Corporate Laws | CC | 3 | 0 | 0 | 0 | 3 |
|  | VAC | VAC |  |  |  |  | 4 |
|  | Open Elective / Domain Elective | OE/DE |  |  |  |  | 2 |
|  | **Subtotal** |  |  |  |  |  | 27 |

**SEMESTER – II**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Course Type** | **Lecture (L)**  **Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Practical (P)**  **Hours Per Week** | **Field work/ Studio Work (FW/SW)**  **Hours**  **Per Week** | **Tot Cre** |
| ACCT704 | Advanced Cost Accounting | CC | 2 | 1 | 0 | 0 | 3 |
| QAM602 | Decision Science | CC | 3 | 0 | 0 | 0 | 3 |
| ACCT612 | Advanced Corporate Accounting | CC | 3 | 1 | 0 | 0 | 4 |
| FIBA601 | Financial Management | CC | 3 | 0 | 0 | 0 | 3 |
| CSIT602 | Information technology for Managers | CC | 2 | 0 | 0 | 0 | 2 |
| QAM603 | Business Research Methods | CC | 2 | 1 | 0 | 0 | 3 |
| IB601 | Global Business Management | CC | 3 | 0 | 0 | 0 | 3 |
|  | VAC | VAC |  |  |  |  | 4 |
|  | Open Elective / Domain Elective | OE/DE |  |  |  |  | 2 |
|  | **Subtotal** |  |  |  |  |  | 27 |

**SEMESTER – III**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Course Type** | **Lecture (L)**  **Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Practical (P)**  **Hours Per Week** | **Field work/ Studio Work (FW/SW)**  **Hours Per** | **Total Credit** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | **Week** |  |
| ACCT601 | Techniques of Management Accounting | CC | 2 | **1** | **0** | 0 | 3 |
| ACCT703 | Direct and Indirect Taxes | CC | 3 | **0** | **0** | 0 | 3 |
| QAM701 | Business Analytics | CC | 3 | **0** | **0** | 0 | 3 |
| FIBA723 | Venture Capital and Private  Equity | SE | 3 | **0** | **0** | 0 | 3 |
| FIBA724 | Project Planning Appraisal and  Control | SE | 3 | **0** | **0** | 0 | 3 |
| STRA701 | Strategic Management | SE | 4 | **0** | **0** | **0** | **4** |
| MKTG713 | Advertising & Sales Promotion | SE | 3 | **0** | **0** | **0** | **3** |
| FIBA705 | Financial Reporting and  Decision Making | SE | 3 | **0** | **0** | 0 | 3 |
| INS723 | Principles and Practices of  Banking(PG) | SE | 3 | **0** | **0** | 0 | 3 |
|  | VAC | VAC |  |  |  |  | 4 |
|  | NTCC (SUMMER  INTERNSHIP EVALUATION) | NTCC |  |  |  |  | 4 |
|  | **OABC** | OABC |  |  |  |  |  |
|  | **Subtotal** |  |  |  |  |  | 32 |

**SEMESTER – IV**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Course Type** | **Lecture (L)**  **Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Practical (P)**  **Hours Per Week** | **Field work/ Studio Work (FW/SW)**  **Hours**  **Per Week** |  |
| FIBA713 | International Finance and Forex  Management | CC | 2 | **1** | **0** | 0 | 3 |
| ACCT705 | Auditing Practices | CC | 2 | **1** |  |  | 3 |
| HR612 | Human Resource Management | SE | 3 | **0** | **0** | **0** | **3** |
| RETL705 | International Retail Management | SE | 3 | **0** | **0** | 0 | 3 |
| ACCT801 | Corporate Tax Planning and  Management | SE | 3 | **0** | **0** | 0 | 3 |
| MKTG604 | Consumer Behavior | SE | 3 | **0** | **0** | 0 | 3 |
| HR712 | Compensation and Reward  Management | SE | 3 | **0** | **0** | 0 | 3 |
|  | VAC | VAC |  |  |  |  | 4 |
| MSDS600 | NTCC (DISSERTATION) | NTCC |  |  |  |  | 8 |
|  | **REQUIRED CREDITS** |  |  |  |  |  | 33 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **TOTAL** |  |  |  |  |  | 108 |

288

**Total Credits for the Programme: 108 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 100**

### Programme Learning Outcomes (PLOs):

1. Student will be able to demonstrate and apply knowledge of theories and models relevant to the field of commerce & finance.
2. Student will be able to collect relevant information, infer and interpret high quality research in field of commerce and finance.
3. Student will be able to apply digital technology to capture information from various sources and use contemporary technologies to access and manage information.
4. Student will be able to comprehend the problems and challenges in the business environment, identify best cost driven alternatives and prioritize effective solution.
5. Student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in the global environment.
6. Student will be able to demonstrate behavioral, managerial and team building skills to become a 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 communications in cultural diversity.
8. Student will be able to exhibit ethical values and considerations in commercial and financial dealings and decisions with specific reference to accounting.
9. Students are well organized to demonstrate their competence and skills to attract more employers and also trained and develop their entrepreneurial abilities for incubating MSEs/SMEs or NGOs.
10. Student will be able to understand the significance of learning, self- initiatives 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 businesses

### 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** |  |  |
| **a.1** | Student will be able to demonstrate and  apply knowledge of theories and models relevant to the field of commerce & finance. | Comprehensive Exam / Viva | Student Exit Survey |
| **a.2** | Student will be able to collect relevant information, infer and interpret high quality research in field of commerce and finance. | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| **a.3** | Student will be able to apply digital technology to capture information from various sources and use contemporary  technologies to access and manage information. | Comprehensive Exam | Dissertation feedback by internal and external viva panel |
| **a.4** | Student will be able to comprehend the problems and challenges in the business environment, identify best cost driven alternatives and prioritize effective solution. | Internship | Student Exit Survey |
| **a.5** | Student will be able to apply managerial  skills, communicate proficiently in oral, written presentation and listening skills in the | Business  Communication Course Result | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  | global environment. | analysis of all  semesters |  |
| \*Rubrics |
| \*Comprehensive  Exam |
| **a.6** | Student will be able to demonstrate behavioral, managerial and team building skills to become a professional. | \* Behavioural Science Course Result analysis of all semesters, Journal of Success | Student Exit Survey |
| \* Rubrics |
| \*Comprehensive  Exam |
| **a.7** | Student will be able to understand global trade, tax and legal issues in order to recognize opportunities worldwide by applying different forms of communications in cultural diversity. | \*Foreign Business  Language Result Analysis of all semesters | Student Exit Survey |
| \* Rubrics |
| \* Comprehensive  Exam |
| **a.8** | Student will be able to exhibit ethical values and considerations in commercial and financial dealings and decisions with specific reference to accounting. | \*Plagiarism Checking of Dissertation | Feedback of Industry Internship Guide |
| **a.9** | Students are well organized to demonstrate their competence and skills to attract more employers and also trained and develop their entrepreneurial abilities for incubating MSEs/SMEs or NGOs. | \*Quiz Rubrics | Student Exit Survey |
| \*Comprehensive Exam |
| **a.10** | Student will be able to understand the significance of learning, self-initiatives and self-directedness to recognize the need for life-long learning for productive employment. | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| **a.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 |  |
| **a.12** | Student will be able to understand the importance of networks in competitive businesses. | \*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 | **√** |  | **√** |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) |  |  |  |  | **√** | **√** | **√** |  |  |  |  |  |
| 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** | **POO 7** | **POO 8** | **POO 9** | **POO 10** |
| 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** | **Sr.**  **Accountant** | **Associate Consultant** | **Accounts Administrator** | **Admin (Accounts)** |
| **Management Knowledge with expertise in Human Resource** | Intermediate | Intermediate | Intermediate | Advanced |
| **Research and Enquiry** | Intermediate | Intermediate | Advanced | Intermediate |
| **Digitally Literate** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Problem Solving** | Intermediate | Intermediate | Advanced | Advanced |
| **communication and personal relations** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Behavioral Skills, Teamwork and Leadership** | Intermediate | Intermediate | Intermediate | Advanced |
| **Ethics and professional conduct** | Advanced | Advanced | Advanced | Advanced |
| **Employability and**  **Entrepreneurship** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Lifelong learning** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Decision Making** | Intermediate | Intermediate | Intermediate | Advanced |
| **Social Networking skills** | Intermediate | Intermediate | Intermediate | Intermediate |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Sr.**  **Accounta nt** | **Associate Consultant** | **Accounts Administr ator** | **Admin (Accounts**  **)** | **Research Analyst** |
| Consultancy firms |  | **√** | **√** | **√** | **√** |
| Drugs & Pharmaceuticals | **√** | **√** | **√** | **√** | **√** |
| Fast Moving Consumer Goods (FMCG) | **√** | **√** | **√** | **√** |  |
| Manufacturing | **√** | **√** | **√** | **√** |  |
| Media & Entertainment | **√** | **√** |  | **√** |  |
| Retail | **√** | **√** |  | **√** |  |
| Telecom | **√** | **√** |  | **√** | **√** |
| HR, Recruitment,  Training & Placement Consultant | **√** | **√** | **√** | **√** | **√** |
| Banking & Financial Services | **√** | **√** | **√** | **√** |  |

**Appendix – b.19**

**Institution: Amity College of Commerce and Finance**

**Programme Title: Master of Commerce (Financial Management) (M. Com (FM)) Level –: PG**

**Duration of the program (in yrs): 2 Years No. of Semesters: 4 Programme Mission:**

To develop all round personality of 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:

The two-year Full Time Master in Commerce (Financial Management (M. Com (FM)) is designed for current and future leaders to develop skills to best leverage the financial management knowledge in the field of commerce & finance. The programme will equip the students with the knowledge to look with a system-wide perspective and apply strategic thinking and critical analysis. The programme facilitates learning modern concepts, techniques, and practices in the field of commerce & finance to enhance the effectiveness in managerial decision making and investment decisions .

|  |  |  |  |
| --- | --- | --- | --- |
| Sl. No | Institution Graduate Attributes | Programme  Graduate Attributes | Indicators |
| 1 | Knowledge and  Expertise of  Accounting, Finance & Business Management | Knowledge and Expertise of Accounting, Finance & Business  Management | Student will be able to demonstrate and apply knowledge of theories and models relevant to the field of commerce & financial management. |
| 2 | Research Literacy and Learning skills | Research Literacy and Learning skills | Student will be able to collect relevant information, infer and interpret high quality research in field of commerce  and finance management. |
| 3 | Leveraging Information Technology | Leveraging Information Technology | Student will be able to apply digital technology to capture information from various sources and use contemporary technologies to access and manage  information. |
| 4 | Problem Solving | Problem Solving | Student will be able to comprehend the problems and challenges in the business environment, identify best cost driven alternatives and prioritize effective solution. |
| 5 | Effective Business Communication | Effective Business Communication | Student will be able to apply managerial skills, communicate proficiently in oral,  written presentation and listening skills in the global environment. |

|  |  |  |  |
| --- | --- | --- | --- |
| 6 | Leadership and  Behavior skills | Leadership and  Behavior skills | Student will be able to demonstrate  behavioral, managerial and team building skills to become a finance professional. |
| 7 | Accounting, Financial  & Managerial Professionals | Accounting,  Financial & Managerial Professionals | Student will be able to understand global  trade, tax and legal issues in order to recognize opportunities worldwide by applying different forms of communications in cultural diversity. |
| 8 | Ethics and professional  conduct | Ethics and  professional conduct | Student will be able to exhibit ethical  values and considerations in commercial and financial dealings and decisions with specific reference to accounting, financial management and corporate governance. |
| 9 | Employability and  Entrepreneurship skill | Employability and  Entrepreneurship skill | Students are well organized to  demonstrate their competence and skills to attract more employers and also trained and develop their entrepreneurial abilities for incubating MSEs/SMEs or NGOs. |
| 10 | Lifelong Learning | Lifelong Learning | Student will be able to understand the  significance of learning, self- initiatives 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 businesses. |

### Programme Educational Objectives/Goals:

1. Students will **demonstrate** experiential knowledge of the application of accounting, financial management, taxation, auditing 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.
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 of accounting and financial management- when and how to use assertiveness and influential skills.
5. Students will **apply** networking and effective communication skills in competitive businesses to negotiate financial, accounting 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. Students will be able to apply decision making techniques in general business practices involving accounting and financial management.

### Programme Operational Objectives

1. This program will provide educational excellence in teaching/academic delivery and research.
2. This program will facilitate an academically conducive environment for holistic development of students.
3. This program will facilitate environment for innovation and research excellence for the intellectual growth of student.
4. This program will facilitate cultivation of core values of the university and ethical conduct amongst students.
5. This program will encourage cultural diversity and a sense of social and environmental responsibility.
6. This program will provide ample opportunities for international exposure to students.
7. This program will provide conducive learning environment preparing the student for higher learning in national & international universities. This program will also provide relevant employment opportunities to students.

### Programme Structure as per prescribed programme framework

**SEMESTER - I**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Course Type** | **Lecture (L)**  **Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Practical (P)**  **Hours Per Week** | **Field work/ Studio Work (FW/SW)**  **Hours Per Week** | **Total Credit** |
| **HR615** | Organization Theory and  Behavior | CC | 3 | 0 | 0 | 0 | **3** |
| **ACCT603** | Advanced Financial Accounting | CC | 3 | 0 | 0 | 0 | **3** |
| **QAM601** | Statistics for Management | CC | 3 | 0 | 0 | 0 | **3** |
| **LAW628** | Corporate Laws | CC | 3 | 0 | 0 | 0 | **3** |
| **MKTG601** | Marketing Management | CC | 2 | 0 | 0 | 0 | **2** |
|  | Financial Statement Analysis | CC | 3 | 0 | 0 | 0 | **3** |
| **ECON101** | Economic Analysis | CC | 4 | 0 | 0 | 0 | **4** |
|  | VAC | VAC |  |  |  |  | **4** |
|  | Open Elective / Domain  Elective | 0-2 |  |  |  |  | **2** |
|  | Subtotal |  |  |  |  |  | **27** |

**SEMESTER - II**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Course Type** | **Lecture (L)**  **Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Practical (P)**  **Hours Per Week** | **Field work/ Studio Work (FW/SW)**  **Hours**  **Per Week** | **Total Credit** |
|  | Corporate Restructuring, Mergers  and Acquisitions | CC | 3 | 0 | 0 | 0 | ***3*** |
|  | Business Environment and Law | CC | 3 | 0 | 0 | 0 | ***3*** |
|  | Decision Science | CC | 3 | 0 | 0 | 0 | ***3*** |
|  | Financial Management | CC | 3 | 0 | 0 | 0 | 3 |
|  | Security Analysis and Portfolio  Management | CC | 3 | 0 | 0 | 0 | 3 |
|  | Indian Financial System | CC | 3 | 0 | 0 | 0 | 3 |
|  | Business Research Methods | CC | 3 | 0 | 0 | 0 | 3 |
|  | VAC | VAC |  |  |  |  | **4** |
|  | Open Elective / Domain Elective | 0-2 |  |  |  |  | **2** |
|  | **Subtotal** |  |  |  |  |  | **27** |

**SEMESTER - III**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Course Type** | **Lecture (L)**  **Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Practical (P)**  **Hours Per Week** | **Field work/ Studio Work (FW/SW)**  **Hours Per**  **Week** | **Total Credit** |
|  | Strategic Financial Management | CC | 3 | 0 | 0 | 0 | **3** |
|  | Business Analytics | CC | 3 | 0 | 0 | 0 | **3** |
|  | Financial Reporting and Decision  Making | CC | 3 | 0 | 0 | 0 | **3** |
|  | Project Planning Appraisal and  Control | SE | 3 | 0 | 0 | 0 | **3** |
|  | Strategic Management | SE | 3 | 1 | 0 | 0 | **4** |
|  | Venture Capital and Private Equity | SE | 3 | 0 | 0 | 0 | **3** |
|  | Mutual Fund Management | SE | 3 | 0 | 0 | 0 | **3** |
|  | Treasury Management | SE | 3 | 0 | 0 | 0 | 3 |
|  | VAC | VAC |  |  |  |  | 4 |
|  | NTCC | NTCC |  |  |  |  | 4 |
|  | **Subtotal** |  |  |  |  |  | 32 |

**SEMESTER - IV**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code** | **Course Name** | **Course Type** | **Lecture (L)**  **Hours Per Week** | **Tutorial (T)**  **Hours Per Week** | **Practical (P)**  **Hours Per Week** | **Field work/ Studio Work (FW/SW)**  **Hours**  **Per Week** | **Total Credit** |
|  | Risk Management | CC | 3 | 0 | 0 | 0 | **3** |
|  | International Finance & Forex  Management | CC | 3 | 0 | 0 | 0 | **3** |
|  | Financial Engineering | SE | 3 | 0 | 0 | 0 | **3** |
|  | Infrastructural Finance | SE | 3 | 0 | 0 | 0 | 3 |
|  | Corporate Tax Planning and  Management | SE | 3 | 0 | 0 | 0 | 3 |
|  | Behavioral Finance | SE | 3 | 0 | 0 | 0 | 3 |
|  | Financial Derivatives | SE | 3 | 0 | 0 | 0 | 3 |
|  | VAC | VAC |  |  |  |  | 4 |
|  | NTCC (DISSERTATION) |  |  |  |  |  | 8 |
|  | **TOTAL** |  |  |  |  |  | 33 |

**Total Credits for the Programme: 108 Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 100**

### Programme Learning Outcomes (PLOs):

1. Student will be able to demonstrate and apply knowledge of theories and models relevant to the field of commerce & financial management.
2. Student will be able to collect relevant information, infer and interpret high quality research in field of commerce and finance management.
3. Student will be able to apply digital technology to capture information from various sources and use contemporary technologies to access and manage information.
4. Student will be able to comprehend the problems and challenges in the business environment, identify best cost driven alternatives and prioritize effective solution.
5. Student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in the global environment.
6. Student will be able to demonstrate behavioral, managerial and team building skills to become a 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 communications in cultural diversity.
8. Student will be able to exhibit ethical values and considerations in commercial and financial dealings and decisions with specific reference to accounting, financial management and corporate governance.
9. Students are well organized to demonstrate their competence and skills to attract more employers and also trained and develop their entrepreneurial abilities for incubating MSEs/SMEs or NGOs.
10. Student will be able to understand the significance of learning, self- initiatives 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 businesses.

### 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** |  |  |
| a.1 | Student will be able to demonstrate and apply knowledge of theories and models relevant to the field  of commerce & financial management. | Comprehensive Exam / Viva | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
| a.2 | Student will be able to collect relevant information, infer and interpret high quality research in field of commerce and finance management. | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry  Internship Guide |
| a.3 | Student will be able to apply digital technology to capture information from various sources and use contemporary technologies to access and manage  information. | Comprehensive Exam | Dissertation feedback by internal and external viva panel |
| **a.4** | Student will be able to comprehend the problems and challenges in the business environment, identify best cost driven alternatives and prioritize effective solution. | Internship | Student Exit Survey |
| **a.5** | Student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in the global environment. | Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*Rubrics |
| \*Comprehensive  Exam |
| **a.6** | Student will be able to demonstrate behavioral, managerial and team building skills to become a finance professional. | \* Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student Exit Survey |
| \* Rubrics |
| \*Comprehensive  Exam |
| **a.7** | Student will be able to understand global trade, tax and legal issues in order to recognize opportunities worldwide by applying different forms of communications in cultural diversity. | \*Foreign Business  Language Result Analysis of all semesters | Student Exit Survey |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | \* Rubrics |  |
| \* Comprehensive Exam |
| **a.8** | Student will be able to exhibit ethical values and considerations in commercial and financial dealings and decisions with specific reference to accounting, financial management and corporate governance. | \*Plagiarism Checking of Dissertation | Feedback of Industry  Internship Guide |
| **a.9** | Students are well organized to demonstrate their competence and skills to attract more employers and also trained and develop their entrepreneurial abilities for incubating MSEs/SMEs or NGOs. | \*Quiz Rubrics | Student Exit Survey |
| \*Comprehensive Exam |
| **a.10** | Student will be able to understand the significance of learning, self- initiatives and self-directedness to recognize the need for life-long learning for productive employment. | \*Quiz (Rubrics) | Student Exit Survey |
| \* Comprehensive Exam |
| **a.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 |
| **a.12** | Student will be able to understand the importance of networks in competitive businesses. | \*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 | **√** |  | **√** |  | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper ,  Presentations) |  |  |  |  | **√** | **√** | **√** |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 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** | **POO**  **7** | **POO**  **8** | **POO**  **9** | **POO**  **10** |
| 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** | **Sr. Analyst** | **Associate Consultant** | **Finance Administrator** | **Admin (Finance)** |
| **Management Knowledge with expertise in Human**  **Resource** | Intermediate | Intermediate | Intermediate | Advanced |
| **Research and Enquiry** | Intermediate | Intermediate | Advanced | Intermediate |
| **Digitally Literate** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Problem Solving** | Intermediate | Intermediate | Advanced | Advanced |
| **communication and personal relations** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Behavioral Skills,**  **Teamwork and Leadership** | Intermediate | Intermediate | Intermediate | Advanced |
| **Ethics and professional**  **conduct** | Advanced | Advanced | Advanced | Advanced |
| **Employability and**  **Entrepreneurship** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Lifelong learning** | Intermediate | Intermediate | Intermediate | Intermediate |
| **Decision Making** | Intermediate | Intermediate | Intermediate | Advanced |
| **Social Networking skills** | Intermediate | Intermediate | Intermediate | Intermediate |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Sr.**  **Analyst** | **Associate Consultant** | **Finance Administr ator** | **Admin (Finance)** | **Research Analyst** |
| Consultancy firms |  | **√** | **√** | **√** | **√** |
| Drugs & Pharmaceuticals | **√** | **√** | **√** | **√** | **√** |
| Fast Moving Consumer Goods (FMCG) | **√** | **√** | **√** | **√** |  |
| Manufacturing | **√** | **√** | **√** | **√** |  |
| Media & Entertainment | **√** | **√** |  | **√** |  |
| Retail | **√** | **√** |  | **√** |  |
| Telecom | **√** | **√** |  | **√** | **√** |
| HR, Recruitment,  Training & Placement Consultant | **√** | **√** | **√** | **√** | **√** |
| Banking & Financial Services | **√** | **√** | **√** | **√** |  |

**Appendix C**

**Management Domain**

**Leadership Team**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Dean/Domain Head:** | | |  | | | | | | |
| **S.N**  **o** | | **Institution Name** | **Head of the Institution** | **Programme Title** | **Programme Leaders** | **Programme Review Committee** | | **Role** | |
| 1 | | Amity Business School | Dr. Sanjeev Bansal | MBA | Dr. Ruchika Nayyar | Dr. Sanjeev  Bansal | | Chair | |
| Dr. J.K.  Sharma | | Member | |
| Dr. Manoj  Joshi | | Member | |
| Dr. Chandransh  u Sinha | | Member | |
| Dr. Rosy  Kalra | | Member | |
| Dr.  Anupama R | | Member | |
| Ms. Sunetra  Saha | | Member  Secretary | |
| MBA (Human Resource) | Dr. Puja Sareen | Dr. Sanjeev  Bansal | | Chair | |
| Dr.  Taranjeet Duggal | | Member | |
| Dr. Jaya  Yadav | | Member  Secretary | |
| Dr. R.  Sujatha | | Member | |
| Dr. Harminder  Kaur Gujral | | Member | |
| Dr. Teena  Bagga | | Member | |
| Dr. Shikha  Mishra | | Member | |
| MBA  (Marketing & Sales) & (Retail Management) | Dr. Rahul Gupta | Dr. Sanjeev  Bansal | | Chair | |
| Prof. Ramesh Kumar  Bagla | | Member | |
| Dr. Ashok  Sharma | | Member | |
| Dr. Anurupa  B Singh | |  | |
| Dr. Anita  Venaik, | | Member | |
| Mr.  Vinamra Jain | | Member Secretary | |
| MBA (Entrepreneurship) | Dr. Anjani Kumar Singh | Dr. Manoj  Joshi | | Chair | |
| Dr. Neelam  Saxena | | Member | |
| Dr. T. V.  Raman | | Member | |
| Dr. R.  Sujatha | | Member  Secretary | |
|  | |  | |
| MBA (Rural  Management) &  MBA (NGO  Management) | Dr. Ritesh Dwivedi | Dr. Sanjeev Bansal | | Chair | |
| Dr. Garima  Malik | | Member | |
| Dr. Ritesh  Dwivedi | | Member  Secretary | |
| Ms. Pooja  Sehgal Tabeck | | Member | |
| Ms. Mansi  Paul | | Member | |
|  | |  | MBA (Transportation  & | Dr. Garima  Malik | Dr. Sanjeev  Bansal | | Chair | |
|  |  | |  |  | Dr. Rahul  Gupta | Member | |
| Dr. Sumeet  Singh Jasial | Member | |
| Dr. Garima  Malik | Member  Secretary | |

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| 2 | Amity International Business School | Prof (Dr) Gurinder Singh | MBA-  International Business/ MBA-IB  Evening | Col Sharad Khattar  Dr Kokil Jain | Prof (Dr) Gurinder  Singh | Chair |
| Dr Meghna  Sharma | Member |
|  |  |  |  | Ms Shalini Gautam | Ms Alka  Maurya | Member |
| Dr Kshamta  Chauhan | Member |
|  |  |  |  |  |
|  |  |  |  |  | Dr Ajit  Mittal | Member |
|  |  |  | MBA-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 School of Insurance Banking and Actuarial Science | Mr Manish Kumar Srivastava | MBA (I&B) |  | Mr.Manish  Kumar Srivastava | Chair |
| Mr.Shekhar  Tripathi | Member |
| Mr.Mohd. Saeed  Qureshi | Member |
| Mr.Ankur  Dutta | Member |

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|  | |  | |  |  | | |  | |  | | Member | |
| MBA (I&FP) | | |  | | Mr Manish Kumar  Srivastava | | Chair | |
| Mr Rajnish  Kohli | | Member | |
| Prof Mohan  Singh Rawat | | Member | |
| Ms Meghna  Chandhok | | Member | |
| Mr B R  Singh | | Member | |
| MSc.  Actuarial Science | | |  | | Mr Manish  Kumar Srivastava | | Chair | |
| Mr Ashish  Gupta | | Member | |
| Mr Abhishek Trehan | | Member | |
| Mr Ashim Burman | | Member | |
| 4 | Amity Institute of competitive  Intelligence and | | Cmde Rajan Bhandari | | | MBA (CI&SM) | Prof. Dhanya  Anna | | Cmde Rajan  Bhandari | | Chair | |
| Samarth | | Member | |

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|  | Strategic Management |  |  | Kurian | Sharma | |  | |
| .  Dhanya Anna Kurian | | Member | |
| Saakshi  Singh | | Member | |
| Mr.  Arya kumar Vikramaditya | | Member | |
| BBA (BD) | Prof. Dhanya Anna Kurian | Cmde Rajan  Bhandari | | Chair | |
| Samarth  Sharma | | Member | |
| Dhanya Anna  Kurian | | Member | |
| Saakshi Singh | | Member | |
| Mr.  Arya kumar Vikramaditya | | Member | |
|  | |  | |
| 5 | Amity College of Commerce & Finance | Dr. Sujata Khandai | Master of Commerce | Dr. Harsh Kumar | | Dr. Sujata Khandai | | Chair |
| Prof.A. K.Dugg al | | Member |
| Dr. Bhawna Sharma | | Member |
| Master of Commerce (Financial | Dr. Harsh Kumar | | Ms. Puneeta Goel | | Co-ordinator |

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|  |  |  | Management) |  | Dr. Harsh Kumar | Member |
| Dr. Seshan wita Das | Member |
| Dr. Puja Singhal | Member |
| Dr. Adarsh Arora | Member |
| Dr. Geeta Mishra | Member |
| Ms. Sarika | Member |
| Dr. Ila Chaturv edi | Member |
| Ms. Bhawna Sharma | Member |
| Dr. Priya Jhamb | Member |
| Ms. Neha Puri | Member |
| Dr. Renuka Bakshi | Member |
| Dr. Vinod Kumar | Member |
| Ms. | Member |

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|  |  | | |  | |  | | |  | | Preeti Garg |  | |
| Dr. Joity Tomar | Member | |
| Ms. Rupali Misra | Member | |
| Dr. Nidhi Bhatt Pant | Member | |
| Ms. Usha Sharma | Member | |
| M**anagement Domain** | | | | | | | | | | | | | |
| **Assessment Leadership Team** | | | | | | | | | | | | | |
| S.  No | | **Institution Name** | **Head of the Institution** | | **Institutional Assessment Team** | | **Role** | **Programme Title** | | **Programme Assessment Team** | | | |
| 1 | | Amity Business School | Dr. Sanjeev Bansal | | Dr. Sanjeev Bansal Dr.Taranjeet Duggal  Dr. Teena Bagga Dr R.  Sujatha Dr. Sumeet Singh Jaisial | | Chair - Members  - | MBA | | **Assessment Team** | | | **Role** |
| Prof. Ramesh  Bagla | | | Chair |
| Dr. Teena  Bagga | | | Member |
| Dr. Manoj  Joshi | | | Member |
| Dr. Amit  Kumar Pandey | | | Member |
| Dr. Ritu  Wadhwa | | | Member |
| Dr. Ruchika Nayyar | | | Member Secretary |

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|  |  |  |  |  | MBA (Human Resource) | Dr. Jaya  Yadav | Chair |
| Dr. Shikha  Mishra | Member |
| Mr. Hargovind  Kakkar | Member |
| Dr. Puja  Sareen | Member Secretary |
| MBA (  Marketing & Sales) & (Retail Management  ) MBA  (Finance) | **Assessment Team** | **Role** |
| Dr. Anurupa B  Singh | Chair |
| Dr. Garima  Malik | Member |
| Mr. Vinamra  Jain | Member |
| Ms. L. K.  Dhillon | Member |
| Ms. Ritu  Wadhwa | Member |
| Dr. Rahul  Gupta | Member |
| MBA (Entrepreneurship) | Dr. Anjani  Kumar Singh | Member  Secretary |
| Dr. Shikha  Mishra | Member |
| Dr. Garima Aggarwal | Member |
|  |  |  |  |  |  | Dr. Sanjeev  Bansal | Chair |
|  | Dr. Garima |  |
|  | Malik | Member |
| MBA (Rural  Management  ) &  MBA (NGO  Management  ) |  |  |
| Dr. Ritesh Dwivedi | Member |
| Ms. Pooja Sehgal Tabeck | Member |
|  |  |  |  |  |  | Dr. Sanjeev |  |
| MBA (Transport | Bansal | Chair |
| & Logistics) |  |  |
|  | Dr. Sumeet | Member |

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|  |  | | |  |  | |  | |  | | | Singh Jasial | |  |
| Dr. Rahul Gupta | | Member |
| Dr. Garima Malik | | Member Secretary |
| 2 | | | Amity International Business School  (AIBS) | Prof (Dr) Gurinder Singh,  Amity Group Additional Vice Chancellor  & Director General , AIBS | | | Col Sharad Khattar  Dr Meghna Sharma | | Chair - Membe rs- | | MBA-  International Business/ MBA-IB  Evening | **Assessment Team** | | **Role** | | |
| Prof (Dr)  Gurinder Singh | | Chair | | |
| Col Sharad  Khattar | | Member | | |
|  | | |  | Dr.Kshamta Chauhan | |  | |  |
| Dr Meghna  Sharma | | Member | | |
|  | | |  |  | |  | |  | Dr Kokil Jain | | Member | | |
|  | | |  |  | |  | |  | Ms Shalini | | Member | | |
|  | | |  |  | |  | |  | Prof (Dr)  Gurinder Singh | | Chair | | |
|  | | |  |  | |  | | MBA-3  Continent | Col Sharad  Khattar | | Member | | |
| Dr Meghna  Sharma | | Member | | |
|  | | |  |  | |  | |  | Dr Kokil Jain | | Member | | |
|  | | |  |  | |  | |  | Ms Snigdha  Malhotra | | Member | | |
| 3 | | | Amity School of Insurance Banking and Finance | Mr Manish Kumar Srivastava | | |  | |  | | MBA(  Insurance & Banking) | Mr.Manish  Kumar Srivastava | | Chair | | |
| Mr.Shekhar  Tripathi | | Member | | |
|  | | |  |  | | |  | Mr.Mohd. | |  | | |
|  | | |  |  | | |  | Saeed Qureshi | | Member | | |
|  | | |  |  | | |  | Mr.Ankur | |  | | |
|  | | |  |  | | |  | Dutta | | Member | | |
|  | | |  |  | | |  | Mr.Shekhar | |  | | |
|  | | |  |  | | |  | Tripathi | | Member | | |
|  | | |  |  | | | MBA-  Insurance & Financial | Mr Manish Kumar  Srivastava | | Chair | | |

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|  |  |  |  |  | Planning | | | Mr Rajnish  Kohli | Member |
| Prof Mohan  Singh Rawat | Member |
| Ms Meghna  Chandhok | Member |
| Mr B R Singh | Member |
| M.Sc –  Actuarial Science | | | Mr Manish Kumar  Srivastava | Chair |
|  | | | | | | | | Mr Ashish  Gupta | Member |
| Mr Abhishek  Trehan | Member |
|  | | | | | | | | Mr Ashim  Burman | Member |
| 4 | Amity Institute of competitive Intelligence and Strategic Managemen t | Cmde Rajan Bhandari |  |  | | MBA (CI&SM) | | Samarth Sharma | Member |
| Dr. Monika Saxena | Member |
| Dr. Abhishek Bhushan Singhal | Member |
| BBA (BD) | | Cmde Rajan Bhandari | Chair |
| Samarth Sharma | Member |
| Dr. Monika Saxena | Member |
| Dr. Abhishek Bhushan Singhal | Member |
| 5 | Amity College of | Dr. Sujata Khandai |  | - | | Master of Commerce | Assessment Team | | Role |

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| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Commerce & Finance |  |  |  |  | Dr. Sujata Khandai | Chair |
| Dr. Bhavna Sharma | Member |
| Ms. Usha Sharma | Member |
| Master of Commerce (Financial Management) | Ms. Puneeta Goel | Co- ordinator |
| Dr. Harsh Kumar | Member |
| Dr. Seshanwita Das | Member |
| Dr. Puja Singhal | Member |
| Dr. Adarsh Arora | Member |
|  |  |  |  |  | Dr. Geeta Mishra | Member |
| Ms. Sarika | Member |
| Dr. Ila Chaturvedi | Member |
| Ms. Bhawna Sharma | Member |
| Dr. Priya Jhamb | Member |
| Ms. Neha Puri | Member |
| Dr. Renuka Bakshi | Member |
| Dr. Vinod Kumar | Member |

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|  |  |  |  |  |  | Ms. Preeti Garg | Member |
| Dr. Joity Tomar | Member |
| Ms. Rupali Misra | Member |
| Dr. Nidhi Bhatt Pant | Member |
| Ms. Usha Sharma | Member |