

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**

# 2020-2021

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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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sl.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 – Finance | ABS |  |  |  |
| 1.7 | MBA – Consultancy Management | ABS |  |  |  |
| 1.8 | MBA – Technology Management | ABS |  |  |  |
| 1.9 | MBA-International Business | AIBS |  | ABSL |  |
| 1.10 | 3C MBA | AIBS | ABS - AUGN | ABSL | MD |
| 1.11 | MBA - International Business (Evening) | AIBS |  |  |  |
| 1.12 | MBA - BIDA | AIBS |  |  |  |
| 1.13 | MBA - IBAI | AIBS |  |  |  |
| 1.14 | MBA - Insurance & Banking | ASIBAS |  |  | MD |
| 1.15 | MBA – Insurance & Financial Planning | ASIBAS |  |  |  |
| 1.16 | MSc. – Actuarial Science | ASIBAS |  |  |  |
| 1.17 | MBA (Competitive Intelligence &  Strategic Management) | AICISM |  |  |  |
| 1.18 | 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:

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No** | **University Graduate Attributes** | **Domain Graduate Attributes** | **Indicators/Goals** |
| 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 |
| 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:

|  |  |
| --- | --- |
| **Sl. No** | **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) | 18-24 | 15-20 | 3 | 4 | 4 |
| Specialization Core  (functional / sectoral) | 0-6 | 0-6 | 0-0 | 0-0 |
| Specialization Elective | 0-6 | 0-6 | 18-20 | 13-16 |
| Value Addition Course (VAC) | 5 | 5 | 2 | 2 |
| SAP Courses |  | 0-12 | 0-12 | 0-12 |
| Domain Electives (DE) | - | 0-6 | 0-8 | 0-8 |
| Open Electives (OE) | - | 0-3 | 0-4 | 0-4 |
| Employability & Skill Enhancement Courses | 0-3 | 0-6 | 0-3 | 0-3 |
| NTCC | 0-3 | 0-3 | - | 6 |
| Mandatory Courses | 0 | 0 | 3 | 0 |
| Outdoor Activity Based  Courses | 0-1 | 0-1 | 0-2 | 0-2 |
| Industry Specific Courses | 0 | 0-6 | 0-8 | 0-8 |
| MOOC (Amity On - line / NPTEL / SWAYAM / Future Learn) | 0-3 | 0-6 | 0-6 | 0-6 |
| Value Addition Courses  ➨Professional Ethics | 0 | 0 | 0 | 2 |
| Total | 25 | 25 | 28 | 27 |
| **Minimum Credit Unit prescribed for the Programme – 105CU** | | | | | |

**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) | 15-18 | 15-15 | 4 | 12-12 | 09-09 |
| Allied Courses (AC) | - | - |  | - | - |
| Value Addition Course  (VAC) | 5 | 5 | 2 | 2 |
| Specialization Electives  (SEC) | 3 | 3 | 6 | 3 |
| Domain Electives (DEC) | 0 | 0 | 0-3 | 0 |
| Open Electives (OEC) | 0-2 | 0-2 | 0-2 | 0 |
| Skill Enhancement Courses  (SKE) | 0 | 0-2 | 0-2 | 0 |
| SAP Courses | 0 | 0-12 | 0-12 | 0 |
| Mandatory Courses (MC) | 0 | 0 | 2 | 0 |
| NTCC | 0-2 (TP) | 0-2(S) | 3(e) | 4(D) |
| Outdoor Activity Based  Courses (OABC) | 0-1 | 0-2 | 0-2 | 0-2 |
| MOOC (Amity On - line / NPTEL / SWAYAM / Future Learn) | 0 | 0 | 0-9 | 0-8 |
| Value Addition Courses  ➨Professional Ethics | 0 | 0 | 0 | 2 |
| Total | 28 | 25 | 23 | 20 |
| **Total Minimum Credit Unit prescribed for the Programme: 98** | | | | | |

## 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 | 18-24 | 15-20 | 3 | 4 | 4 |
| Specialization Core (Functional/Sectoral) | 0-6 | 0-6 | - | - |
| Specialization Electives | 0-6 | 0-6 | 18-20 | 13-16 |
| VAC | 5 | 5 | 2 | 2 |
| Domain Electives | 0 | 0-6 | 0-6 | 0-8 |
| Open Electives | 0 | 0-3 | 0-4 | 0-4 |
| NTCC | 0-3 | 0-3 | 0 | 6 |
| Employability & Skill Enhancement Courses | 0-3 | 0-6 | 0-3 | 0-3 |
| SAP Courses | - | 0-12 |  | 0-12 | 0-12 |
| Outdoor Activity Based Courses | 0-1 | 0-2 | 0-2 | 0-2 |
| MOOC (Amity On - line / NPTEL / SWAYAM / Future Learn) | 0-3 | 0-6 |  | 0-10 | 0-10 |
| Value Addition Courses  ➨Professional Ethics | 0 | 0 |  | 2 | 0 |
| **Total** | **26** | **26** | 3 | **26** | **25** |
| **Total Minimum Credit Unit for the Programme - 105** | | | | | |

### 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 Based Learning | Students make observations, collect, analyze, and synthesize information, and draw conclusions to develop problem-solving  skills which can be applied to situations that students will encounter in future |
| 6 | Lab Based Learning | Integrates theory with practice and blending other active learning  strategies such as web or computer-based learning |
| 7 | Problem Based  learning | Students collaboratively work toward the resolution of complex  and challenging problem |
| 8 | Community Service Learning | A technique of experiential learning that fosters a partnership  between educational institutions and community organizations to facilitate a greater learning experience for students |
| 9 | Just-in-Time Teaching | Use of brief web-based questions delivered by faculty before a class meeting. Students' responses are reviewed few hours before class and are used to develop classroom activities addressing  learning gaps |
| 10 | Role Plays | A problem situation is briefly acted out so that the individual  student can identify with the characters and empathize with them. |

Students have 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 up to 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.
2. 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.
  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 are held on normal schedule
     3. Students who have passed all courses (Minimum C+ Grade) but not meeting Promotion/Passing SGPA / CGPA (Cumulative Grade Point Average) criteria, may be permitted to appear in Supplementary Examination with a view to improve grade and score Passing/Promotion SGPA / CGPA of the respective semesters.
     4. Students who are eligible to re-appear in an examination or are repeating the course(s) shall have to apply to the Controller of Examinations to be allowed to reappear in an examination or to repeat the course(s), and pay the fees prescribed by the University.
     5. The Departments/Constituent Units may, at their discretion, arrange for additional teaching in the form of GSSC for students repeating the examination of course(s) during the breaks. The modus operandi of such instructions shall be as notified by the Department/Constituent Unit. Extra fee shall be charged from such students for attending GSSC.

In all cases of re-appearing, the marks obtained by the students who have re-appeared 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 center 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. Unauthorizedly 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

|  |  |  |
| --- | --- | --- |
| **Sl. No** | **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 Courses | Course work on peripheral subjects in a programme, wherein familiarity considered mandatory. These courses are included  as non-Credit Courses with only a pass in each required to qualify for award of Degree from the concerned institution |
| **5** | Open Elective Courses | Courses offered by other domains and chosen as per interest of the students. This course can be chosen from a **Basket of courses** and provides an extended scope and exposure to some other discipline/ domain or nurtures the candidate’s  proficiency/ skill. |
| **6** | Domain Electives | These courses are offered by the institutions under the same domain of study. Numbers of courses are offered by the institutions under the same domain and the students make  their choice as per their interest and academic abilities |
| **7** | Value Addition Courses | VAC is considered as add on courses to add professional and ethical values in students. The courses like Behavioral Science, Business Communication (BC), Business Communication/ Communication Skills and Foreign Business Language (FBL) under VAC. Multiple Language Options such as Sanskrit, Russian, Chinese, Arabic, Japanese, French, and German & Spanish are being offered and it's mandatory that a student takes one language in each semester. A student 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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| **Semester 1** | | | | | | | | | |
| **Sl.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | |  |  | **Total Credits** |
| L | T | PS | FW | SW |
| 1 | ACCT602 | Accounting for Managers | Core Courses | 3 | 0 | 0 | 0 | 0 | 3 |
| 2 | CSIT648 | Applications of Disruptive Technologies in Business | 2 | 0 | 0 | 0 | 2 | 3 |
| 3 | MKTG601 | Marketing Management | 3 | 0 | 0 | 0 | 0 | 3 |
| 4 | HR601 | Organizational Behavior | 2 | 0 | 0 | 0 | 2 | 3 |
| 5 | ECON605 | Managerial Economics | 3 | 0 | 0 | 0 | 0 | 3 |
| 6 | QAM601 | Statistics for Management | 3 | 0 | 0 | 0 | 0 | 3 |
| 7 | BS601 | Self-Development and Interpersonal Skills | 1 | 0 | 0 | 0 | 0 | 1 |
| 8 | BC601 | Business Communication for Managers | 1 | 0 | 0 | 0 | 0 | 1 |
| 9 |  | FBL | VAC | 2 | 0 | 0 | 0 | 0 | 2 |
| 10 | ENTR601 | Entrepreneurship and New Venture Creation | Skill Enhancement | 2 | 0 | 0 | 0 | 2 | 3 |
| **Total Credits** | | | | | | | | | **25** |

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| **Semester 2** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | | | **Credit** | | | | | | | | | | | | | | |  | | | | | | | |  | | | **Total Credits** | | | | | | |
| L | | | | T | | | | PS | | | | | | | FW | | | | | | | | SW | | |
| 1 | MGMT603 | Business Research Methods | Core Courses | | | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 2 | FIBA601 | Financial Management | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 3 | HR612 | Human Resource Management | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 4 | POM602 | Operations Management` | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 5 | LAW670 | Legal Aspects of Business | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 6 | BS602 | Conflict Resolution and Management | 1 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 1 | | | | | | |
| 7 | BC603 | Business Correspondence | 1 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 1 | | | | | | |
| 8 |  | FBL | VAC | | | 2 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 2 | | | | | | |
| 9 | New Course | Business Analytics and Modelling | Skill Enhancement | | | 2 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | 3 | | | | | | |
| 10 | MKTG603 | Sales Management | Specialization Elective | | | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 11 | MKTG604 | Consumer Behavior | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 12 | MKTG715 | Direct Marketing | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 13 | New Course | Financial Modeling | 2 | | | | 0 | | | | 2 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 14 | FIBA715 | Management Control Systems | 2 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | 3 | | | | | | |
| 15 | QAM602 | Decision Science | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 16 | LAW651 | Industrial Relation and Labour Laws | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 17 | HR704 | Negotiation and Conflict Management | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 18 | HR605 | Neuro Linguistic Programming | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 19 | HR611 | Organizational Change and Development |  | | | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 20 | IB602 | International Business and Practice | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 21 | RETL601 | Principles of Retailing | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 22 | RETL721 | Franchising in Retailing | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| 23 | ENTR603 | Creating and Leading Entrepreneurial Organization | 2 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | 3 | | | | | | |
| 24 | ENTR604 | Small Business Management | 2 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | 3 | | | | | | |
| 25 | ENTR711 | Social Entrepreneurship | 1 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 4 | | | 3 | | | | | | |
| 26 | RUR 605 | Fundamentals of Rural Management |  | | | 3 | | | | 0 | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | 3 | | | | | | |
| **Total** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **25** | | | | | | |
| **Semester 3** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | | | **Credit** | | | | | | | | | | |  | | | | | | |  | | | | | | | | **Total Credits** | | | | | | |
| L | | | | T | | PS | | | | | | | FW | | | | | | | SW | | | | | | | |  | | | | |
| 1 | STRA701 | Strategic Management | Core Courses | | | 3 | | | | 0 | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | 4 | | | | |
| 2 | BS701 | Professional Competencies and Career Development | 1 | | | | 0 | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 1 | | | | |
| 3 | BC702 | Business Communication for Managerial Competence | 1 | | | | 0 | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 1 | | | | |
| 4 |  | FBL | FAC | | | 2 | | | | 0 | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | |
| 5 |  | Summer Internship | NTCC | | |  | | | |  | |  | | | | | | |  | | | | | | |  | | | | | | | | 3 | | | | |
| **Marketing** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | MKTG 711 | Product and Brand Management | Specialization / Sectoral Electives | | | 3 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 3 | | | | | |
| 2 | MKTG733 | Digital Marketing | 2 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | 3 | | | | | |
| 3 | MKTG 705 | Advanced Sales Management | 2 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | 3 | | | | | |
| 4 | MKTG 735 | Bottom of Pyramid Marketing | 3 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 3 | | | | | |
| 5 | New Course | Marketing Channel Management | 2 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | 3 | | | | | |
| 6 | New Course | Marketing of Health Care Services | 2 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | 3 | | | | | |
| 7 | MKTG734 | Marketing of Financial Services | 2 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | 3 | | | | | |
| **Finance** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | FIBA732 | Security Analysis and Portfolio Management | Specialization / Sectoral Electives | | | 3 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 3 | | | | | |
| 2 | ACCT801 | Corporate Tax Planning and Management | 2 | 1 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 3 | | | | | |
| 3 | FIBA713 | International Finance and Forex Management | 2 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | 3 | | | | | |
| 4 | FIBA 721 | Management of Financial Services | 2 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | 3 | | | | | |
| 5 | FIBA701 | Behavioural Finance | 2 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | 3 | | | | | |
| 6 | FIBA734 | Wealth Management | 2 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | 3 | | | | | |
| 7 | FIBA724 | Project Planning Appraisal and Control | 3 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 3 | | | | | |
| 8 | INS723 | Principles and Practices of Banking |  | | | 3 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 3 | | | | | |
| 9 | ACCT611 | Cost and Management Accounting |  | | | 3 | 0 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 3 | | | | | |
| **HR** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | HR717 | Performance and Competency Management | Specialization / Sectoral Electives | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 4 | | |
| 2 | HR703 | Recruitment Selection and Retention | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 3 | HR716 | HR Analytics | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 4 | | |
| 4 | HR721 | Leading Change in Organization | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 5 | HR714 | Strategic Human Resource Management | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 6 | HR712 | Compensation and Reward Management | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 7 | HR725 | Emotional Intelligence for Managers | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 8 | HR718 | Workplace Psychology | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 4 | | |
| 9 | HR724 | Corporate Image Building | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| **IT and Analytics** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | New Course | Contemporary Information Systems and Knowledge Management. | Specialization / Sectoral Electives | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 2 | New Course | Data Mining and Data Warehousing | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 3 | CSIT705 | Information Technology Project Management. | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 4 | New Course | Management of Technological Innovations and Changes. | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 5 | New Course | Predictive Analytics using R | 1 | | | | 0 | | | | | 2 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 6 | New Course | Introduction to IoT | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 7 | New Course | Business Process and Enterprise Management | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 8 | New Course | Cyber security & Risk Management |  | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 9 | New Course | Network Security |  | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 10 | New Course | Safeguarding Information in Cyber World |  | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| **Productions and Operations Management** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | POM702 | Supply Chain Management | Specialization / Sectoral Electives | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 2 | POM704 | Capacity Planning and Management | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 3 | POM706 | Theory of Constraints Linked Management | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 4 | POM705 | Operations Planning, Scheduling and Control | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 5 | POM703 | Product-service System Design | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 6 | POM711 | Service Operations Management | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 7 | POM701 | Technology Management and Innovation | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| **Rural Management** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | RUR712 | Rural Marketing | Specialization / Sectoral Electives | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 4 | | |
| 2 | RUR702 | Rural Micro Finance Management |  | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 4 | | |
| 3 | RUR701 | CSR Practices in Rural Areas |  | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 4 | | |
| 4 | RUR601 | Rural Poverty & Livelihoods Promotion |  | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 5 | RUR602 | Panchayati Raj and Local Development |  | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 6 | RUR603 | Rural Society and Polity |  | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| **International Business** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | IB714 | Global Commodity Trade | Specialization / Sectoral Electives | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 2 | IB712 | International Currency Management | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 3 | IB713 | WTO and International Regulatory Environment | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 4 | IB723 | International Business Negotiation | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| **Entrepreneurship and Startup** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | ENTR602 | Business Incubation | Specialization / Sectoral Electives | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 2 | ENTR 611 | Mentored Study in Entrepreneurship | 0 | | | | 1 | | | | | 0 | | | | | | | 0 | | | | | | | 4 | | | | | | | | | 3 | | |
| 3 | ENTR701 | Enterprise Planning Appraisal and Financing | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 4 | ENTR703 | Entrepreneurial Marketing | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 5 | ENTR714 | Creativity and Innovation in Business and Entrepreneurship | 1 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 4 | | | | | | | | | 3 | | |
| **Family Business** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | ENTR702 | Family Business Management | Specialization / Sectoral Electives | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 2 | ENTR 705 | Enterprise Growth and succession | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 3 | ENTR712 | Building Entrepreneurial Culture and Team | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 4 | ENTR713 | Creating and Managing New Businesses in Emerging Markets | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 5 | ENTR734 | Corporate Crisis and Strategic Restructuring | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| **Retail** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | RETL723 | Luxury Retail | Specialization / Sectoral Electives | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 2 | RETL713 | Marketing of Retail Services | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 3 | RETL605 | Merchandising and Category Management | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 4 | RETL604 | Visual Merchandising and Space Planning | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 5 | RETL714 | Retail Supply Chain and Logistics Management | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 6 | RETL704 | International Retailing |  | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| 7 | RETL711 | Mall Management |  | 2 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 2 | | | | | | | | | 3 | | |
| **Telecommunication** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | TELE652 | Next Generation Telecom Technology | Specialization / Sectoral Electives | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 2 | TELM704 | Management of Telecom Physical Assets | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 3 | TELM716 | Territory Sales Management - Broadband Products and Services | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| **Transport and Logistics** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | TRAN701 | Distribution and Logistics Management | Specialization / Sectoral Electives | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 2 | TRAN703 | Multimodal Transportation | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 3 | TRAN705 | Logistics Infrastructure | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 4 | TRAN711 | Exim Documentation and Logistics | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| 5 | TRAN713 | Logistical Risks and Insurance | 3 | | | | 0 | | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | | 3 | | |
| **Total Credits** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **29** | | |
| **Semester 4** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | | | | | | | | | | | | |  | | | | | |  | | | | | | | **Total Credits** | | | |
| L | | | T | | | | | | | | PS | | | | | | | FW | | | | | | SW | | | | | | |
| 1 | MGMT705 | Management in Action - Social Economic and Ethical Issues | Core Courses | 3 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | 2 | | | | | | | 4 | | | |
| 2 | BS702 | Leadership and Managing Excellence | 1 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | 0 | | | | | | | 1 | | | |
| 3 | BC703 | Business Etiquette and Protocol | 1 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | 0 | | | | | | | 1 | | | |
| 4 |  | FBL | FAC | 2 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | 0 | | | | | | | 2 | | | |
| 5 |  | Dissertation |  |  | | |  | | | | | | | |  | | | | | | |  | | | | | | 6 | | | | | | | 6 | | | |
| **Marketing** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | New Course | Marketing Analytics | Specialization / Sectoral Electives | 3 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 4 | |
| 2 | New Course | Marketing Strategies | 2 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 | |
| 3 | MKTG714 | Industrial Marketing | 2 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 | |
| 4 | MKTG723 | Pricing Strategies | 3 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 | |
| 5 | MKTG721 | Customer Relationship Management | 3 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 4 | |
| 6 | MKTG713 | Advertising and Sales Promotion | 2 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 | |
| 7 | MKTG732 | International Strategic Marketing | 2 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 | |
| 8 | New Course | Social Marketing |  | 2 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 | |
| **Finance** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | FIBA704 | Financial Engineering | Specialization / Sectoral Electives | 3 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 | |
| 2 | FIBA703 | Corporate Restructuring, Mergers and Acquisitions | 3 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 4 | |
| 3 | ACCT612 | Advanced Corporate Accounting | 3 | | | 1 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 4 | |
| 4 | FIBA733 | Strategic Financial Management | 3 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 | |
| 5 | New Course | Financial Analytics | 2 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 | |
| 6 | FIBA731 | Risk Management | 2 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 | |
| 7 | FIBA723 | Private Equity and Venture Capital |  | 3 | | | 0 | | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 | |
| **HR** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | New Course | Power, Politics and Leadership | Specialization / Sectoral Electives | | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 4 |
| 2 | HR722 | Organization Development and Effectiveness | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 3 | New Course | Human Resource Outsourcing | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 4 | HR723 | Managerial Counselling | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 5 | New Course | Transactional Analysis | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 6 | New Course | Global Human Resource Management | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 4 |
| 7 | PSYC794 | Psychological Testing for HR Professional | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 8 | HR715 | Training and Development |  | | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 9 | HR731 | Organization Design and Structural Processes |  | | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| **IT and Analytics** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | CSIT735 | Enterprise Cloud Computing | Specialization / Sectoral Electives | | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 2 | New Course | Artificial Intelligence and Robotic Applications | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 3 | New Course | Data Visualization Tools and Techniques | 2 | | | | 0 | | | | | | |  | | | | | | | 0 | | | | | | | | 4 | | | | | | | 4 |
| 4 | New Course | Managing IT Products and Services | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 5 | New Course | Block chain for Business | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 6 | New Course | Ethical hacking & cyber security |  | | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 7 | New Course | Exploit writing |  | | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 8 | New Course | Web application security |  | | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| **Operations** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | New Course | Managing Projects | Specialization / Sectoral Electives | | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 4 |
| 2 | POM724 | Operations Strategy | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 3 | POM723 | Green Operations Management | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 4 | POM725 | Manufacturing and Service Competitiveness | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 5 | New Course | Management of Virtual Enterprises |  | | 2 | | | | 1 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 4 |
| 6 | POM731 | Lean Sigma |  | | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| **Rural Management** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | RUR604 | Rural Project Planning & Management | Specialization / Sectoral Electives | | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 2 | RUR611 | Rural Entrepreneurship and Development | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 4 |
| 3 | RUR711 | Cooperative Management | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 4 | RUR703 | Rural Industrialization | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 5 | RUR705 | Rural Social Services | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| **International Business** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | IB742 | Foreign Trade Policy | Specialization / Sectoral Electives | | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 2 | IB722 | Doing Business with China | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 3 | IB734 | Global Outsourcing | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 4 | IB715 | International Trade Risk Management | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 5 | IB721 | Managing Business in Emerging Markets | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 6 | IB741 | Environment and Global Competitiveness | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| **Entrepreneurship and Startup** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | ENTR723 | Corporate Entrepreneurship | Specialization / Sectoral Electives | | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 2 | ENTR733 | Venture Capital and Private Equity | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 3 | ENTR752 | Product Design, Development and Commercialization | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 4 | ENTR715 | Managing Innovation Process | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 5 | ENTR731 | Managing Creativity and Building Learning Organizations |  | | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| **Family Business** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | ENTR722 | Managing a Growing Business | Specialization / Sectoral Electives | | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 2 | ENTR725 | Leading Change in Family Business | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 3 | New Course | Professionalization of Family Business | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 5 | New Course | Building Lasting Family Business | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 6 | New Course | Competitive Strategies and management of Family Business and Business Portfolio | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| **Retail** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | RETL701 | Retail Store Operations | Specialization / Sectoral Electives | | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 2 | RETL724 | Rural Retail | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 3 | RETL712 | Retail Branding & CRM | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 4 | RETL702 | Technology in Retail | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 5 | RETL715 | E-Retailing | 2 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 2 | | | | | | | 3 |
| 6 | RETL703 | Sourcing and Vendor Management | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| **Telecommunication** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | TELE651 | Mobile Wireless Network Management |  | | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 2 | TELM705 | Mobile Application Design and Development | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 3 | TELM712 | Mvas Marketing | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| **Transport and Logistics** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | TRAN601 | Packaging and Material Handling | Specialization / Sectoral Electives | | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 2 | TRAN712 | Reverse Logistics | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 3 | TRAN721 | Logistics Service Business | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 4 | TRAN723 | Port Economics and Logistics | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| 5 | TRAN725 | Transportation and Logistics Competitiveness | 3 | | | | 0 | | | | | | | 0 | | | | | | | 0 | | | | | | | | 0 | | | | | | | 3 |
| **Total Credits** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **27** |

**Total Credits for the Programme: 105 Minimum Credits Prescribed by the University:**

**(a) Semester Level - 25**

**(b) Programme Level - 105**

**Programme Learning Outcomes (PLOs):**

**1.** Student shall be able to define and analyze principle management concepts and theories in the functional areas of business.

2. Student shall be able to formulate research strategy and apply research skills appropriate for decision making.

3. Student shall be able to identify the impact of emerging and disruptive Information Technologies on business and apply appropriate IT Tools for Business Analytics.

4. Student shall be able to define, relate, and demonstrate decision making skills by applying problem-solving concepts, critical thinking skills and analytical techniques.

5. Student shall be able to identify critical situations and demonstrate effective communication skills by communicating information accurately and clearly.

6. Student shall be able to demonstrate effective interpersonal skills, including the ability to lead and to work in a team.

7. Student shall be able to manage cultural diversity and demonstrate managerial skills in global business context.

8. Student shall be able to judge ethical problems and operate standards of ethical behaviour in management business.

9. Student shall be able to develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of Specialisation.

10. Student shall be able to use various information sources to acquire knowledge and apply it for life-long learning.

**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 |  |  |  |  |  |  |  | **√** |

**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 of strategies to problem solving | \*Business Simulation (Rubrics)  \*Comprehensive Exam | Student Exit Survey |
| **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 |  | **√** |  |  |  |  |  |  |  |  |  |  |
| **In-direct** | 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):**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Sl.No | Industry/Sector | Research Analyst | Project Management Trainee | Tax consultant | Asst Relationship manager | HR Generalist or specialist | Management Trainee -IT/Operations/ Finance |
| 1 | Advertising, Media, E -Commerce | [P] | [X] | [X] | [X] | [X] | [P] |
| 2 | Automobile, Auto Ancillaries & Dealers | [X] | [X] | [X] | [X] | [X] | [P] |
| 3 | Beverages | [X] | [X] | [X] | [P] | [X] | [X] |
| 4 | BFSI | [X] | [X] | [P] | [X] | [X] | [P] |
| 5 | Business Process Outsourcing | [X] | [X] | [X] | [X] | [X] | [X] |
| 6 | Cement | [X] | [X] | [X] | [X] | [X] | [P] |
| 7 | Chemical- Panits | [X] | [X] | [X] | [X] | [X] | [P] |
| 8 | Construction, Infrastructure | [X] | [X] | [X] | [X] | [X] | [P] |
| 9 | Consultancy firms | [X] | [X] | [X] | [X] | [P] | [P] |
| 10 | Consumer Durables, Home Appliances, Electrical , Electronics | [X] | [X] | [X] | [X] | [X] | [P] |
| 11 | e-commerce | [X] | [X] | [X] | [X] | [P] | [P] |
| 12 | Food , FMCG , Agriculture | [X] | [X] | [X] | [X] | [X] | [P] |
| 13 | Healthcare | [X] | [X] | [X] | [X] | [P] | [X] |
| 14 | Hotels & Restaurants, E -Commerce | [X] | [X] | [X] | [X] | [X] | [P] |
| 15 | HR, Recruitment, Training & Placement Consultant | [X] | [X] | [X] | [X] | [P] | [P] |
| 16 | IT/ITES | [X] | [P] | [X] | [X] | [P] | [P] |
| 17 | Logistics | [X] | [X] | [X] | [X] | [X] | [P] |
| 18 | Management Consulting | [X] | [P] | [X] | [X] | [P] | [P] |
| 19 | Petroleum , Oil , Gas , Refineries | [X] | [X] | [X] | [X] | [P] | [P] |
| 20 | Pharmaceuticals, Labs | [X] | [X] | [X] | [X] | [X] | [P] |
| 21 | Real Estate | [X] | [X] | [X] | [P] | [P] | [P] |
| 22 | Retail | [X] | [X] | [X] | [X] | [P] | [P] |
| 23 | Telecom | [P] | [X] | [X] | [X] | [P] | [P] |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited and currently aiming for 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:

**PEO1** Students will have Human Resource Management knowledge and will be acquiring and applying analytical skills to visualize a complex business problem and make informed decisions based on available information

**PEO2** Students will be able to exhibit business‐related behavioral skills including leadership, interpersonal, communication (written and oral), team building skills to achieve desired business outcomes and lead change

**PEO3** Students will be able to create, select, and apply appropriate techniques, resources, and modern management and IT tools with an understanding of the limitations of Human Resource Management

**PEO4** Students should be able to demonstrate the ability to communicate effectively with a wide range of audiences to listen and to read attentively, and to express ideas with clarity in both oral and written communications

**PEO5** Students will be able to demonstrate competence in the field of professional HR management and identify practitioner for the purposes of strategic development with focus on recruitment, selection, careers, learning, performance, reward, appraisal, job design and labour relation.

**PEO6** Students will be able to demonstrate their ability to assess and evaluate the dynamic internal and external elements of the competitive global environment the challenges of global workforce

**PEO7** Students will be able to apply ethical principles and commit to professional ethics and responsibilities and norms within a business organization.

**PEO8** Students will develop professional skills that promote them for employment and for life-long learning in advanced areas of Human Resource Management.

### 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 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 practice 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 1** | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | | | | | Credit Units |
|  |  |  | L | T | P | FW | SW |  |
| ACCT602 | Accounting for Managers | CC | 3 | 0 | 0 | 0 | 0 | 3 |
| New offer | Applications of Disruptive Technologies in Business | CC | 2 | 0 | 0 | 0 | 2 | 3 |
| MKTG60 | Marketing Management | CC | 3 | 0 | 0 | 0 | 0 | 3 |
| HR601 | Organizational Behavior | CC | 2 | 0 | 0 | 0 | 2 | 3 |
| ECON605 | Managerial Economics | CC | 3 | 0 | 0 | 0 | 0 | 3 |
| QAM601 | Statistics for Management | CC | 3 | 0 | 0 | 0 | 0 | 3 |
|  | Value Added Course |  |  |  |  |  |  | 4 |
| ENTR601 | Entrepreneurship and New Venture Creation | Skill Enhancement | 2 | 0 | 0 | 0 | 2 | 3 |
| Total | | | | | | | | 25 |

|  |
| --- |
| **Semester 2** |
| Course Code | Course Title | Course Type | Credit | | | | | Credit Units |
|  |  |  | L | T | P | FW | SW |  |
| MGMT603 | Business Research Methods | CC | 3 | 0 | 0 | 0 | 0 | 3 |
| FIBA601 | Financial Management | CC | 3 | 0 | 0 | 0 | 0 | 3 |
| HR612 | Human Resource Management | CC | 3 | 0 | 0 | 0 | 0 | 3 |
| POM602 | Operations Management | CC | 3 | 0 | 0 | 0 | 0 | 3 |
| LAW670 | Legal Aspects of Business | CC | 3 | 0 | 0 | 0 | 0 | 3 |
|  | Value Added Course |  |  |  |  |  |  | 4 |
| New offer | Business Analytics and Modelling | Skill Enhancement | 2 | 0 | 2 | 0 | 0 | 3 |
| LAW651 | Industrial Relation and Labour Laws | SEC | 3 | 0 | 0 | 0 | 0 | 3 |
| HR704 | Negotiation and Conflict Management | 3 | 0 | 0 | 0 | 0 | 3 |
| HR605 | Neuro Linguistic Programming | 3 | 0 | 0 | 0 | 0 | 3 |
| HR611 | Organization Change and Development | 3 | 0 | 0 | 0 | 0 | 3 |
| Total | | | | | | | | 25 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester 3** | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | | | | | Credit Units |
|  |  |  | L | T | P | FW | SW |  |
| STRA701 | Strategic Management | Core Courses | 3 | 0 | 0 | 0 | 2 | 4 |
|  | Value Added Course |  |  |  |  |  |  | 4 |
| HR717 | Performance and Competency Management | SEC | 3 | 0 | 0 | 0 | 2 | 4 |
| HR703 | Recruitment Selection and Retention | 3 | 0 | 0 | 0 | 0 | 3 |
| HR713 | Training and Development - Systems Strategies and Practices | 3 | 0 | 0 | 0 | 0 | 3 |
| HR716 | HR Analytics | 3 | 0 | 0 | 0 | 2 | 4 |
| HR714 | Strategic Human Resource Management | 3 | 0 | 0 | 0 | 0 | 3 |
| HR705 | Strategic Compensation Management | 3 | 0 | 0 | 0 | 0 | 3 |
| HR725 | Emotional Intelligence for Managers | 3 | 0 | 0 | 0 | 0 | 3 |
| HR718 | Workplace Psychology | 3 | 0 | 0 | 0 | 2 | 4 |
| HR724 | Corporate Image Building | 3 | 0 | 0 | 0 | 0 | 3 |
| HR741 | Resource Based Strategy | 3 | 0 | 0 | 0 | 0 | 3 |
| HR721 | Leading Change in Organization | 3 | 0 | 0 | 0 | 0 | 3 |
| Total | | | | | | | | 29 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester 4** | | | | | | | | |
| Course Code | Course Title | Course Type | Credit | | | | | Credit Units |
|  |  |  | L | T | P | FW | SW |  |
| MGMT705 | Management in Action - Social Economic and Ethical Issues | Core Courses | 3 | 0 | 0 | 0 | 2 | 4 |
|  | Value Added Course |  |  |  |  |  |  | 4 |
| HR726 | Power, Politics and Leadership | SEC | 3 | 0 | 0 | 0 | 2 | 4 |
| HR722 | Organization Development and Effectiveness | 3 | 0 | 0 | 0 | 0 | 3 |
| HR731 | Organization Design and Structural Processes | 3 | 0 | 0 | 0 | 0 | 3 |
| New offer | Human Resource Outsourcing | 3 | 0 | 0 | 0 | 0 | 3 |
| HR723 | Managerial Counselling | 3 | 0 | 0 | 0 | 0 | 3 |
| New offer | Transactional Analysis | 3 | 0 | 0 | 0 | 0 | 3 |
| New offer | Global Human Resource Management | 3 | 0 | 0 | 0 | 2 | 4 |
| PSYC794 | Psychological Testing for HR Professional | 3 | 0 | 0 | 0 | 0 | 3 |
|  | Dissertation | NTCC |  |  |  |  |  | 6 |
| Total | | | | | | | | 27 |

**Total Credits for the Programme: 106**

**Minimum Credits Prescribed by the University: 102**

**Total Credits for the Programme: 106**

**Minimum Credits Prescribed by the University: 102**

**Total Credits for the Programme: 106**

**Minimum Credits Prescribed by the University: 102**

**Total Credits for the Programme: 105 Minimum Credits Prescribed by the University:**

**(a) Semester Level - 25**

**(b) Programme Level - 105**

### Programme Learning Outcomes (PLOs):

**PLO1** Students will be able to acquire the knowledge, skills and competence required for successful implementation of HR practices and develop a holistic personality to lead fulfilling personal and professional lives and also the skills that HR specialists need in performing their strategic role

**PLO2** Students will be able to acquire, evaluate and demonstrate knowledge in HR Discipline and apply various HR methods to assess and “fit” into an organizational environment to communicate clearly, concisely and correctly using analyzed systematic data.

**PLO3** Students will be able to recognize Business information needs and apply systematic approaches to solve problems and produce reports for management decision-making and operational excellence.

**PLO4** Student will be able to evaluate the role of HR Analytics in improved decision making in business with respect to different management levels and implement organizational development strategies aimed at promoting organizational effectiveness.

**PLO5** Student will be able to recognize and possess a high standard of necessary skills such as communication, advocacy and leadership, problem solving, critical thinking, team building, respect for diversity, intervention, documentation, organizational skills and understanding of human relationships.

**PLO6** Students will be able to contribute effectively as an individual, work collaboratively with the capacity to be a team leader in cross-functional, multi-cultural teams to achieve common goals.

**PLO7** Student will be able to demonstrate highest regard for Personal & institutional Integrity, social and ethical responsibility, honesty, teamwork and continuous Learning to be recognized as industry ready graduates.

**PLO8** Student will be able to recognize themselves as independent learners and manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice.

### 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 |  |  |  |  |  |  | **√** |  |

**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 contribute 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**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Levels/ Roles**  **Competencies / skills** | **Management Trainee – HR /Recruitment / Talent Acquisition** | **Associate Consultant-HR** | **HR Administrator** | **HR Analyst/Research Analyst** |
| * **Technical / Functional Skills** |  |  |  |  |
| 1. Leadership & Navigation | Advanced | Advanced | Intermediate | Expert |
| 1. Critical Evaluation | Advanced | Advanced | Intermediate | Intermediate |
| 1. Consultation | Advanced | Advanced | Advanced | Intermediate |
| 1. Problem Solving | Expert | Advanced | Advanced | Advanced |
| 1. Measurement and Evaluation | Expert | Advanced | Advanced | Expert |
| * **Career / Employment Skills** |  |  |  |  |
| 1. Communication | Expert | Expert | Expert | Expert |
| 1. Coaching | Expert | Expert | Expert | Expert |
| 1. Relationship Management | Expert | Expert | Advanced | Advanced |
| 1. Business Acumen | Expert | Expert | Expert | Expert |
| 1. Research and Enquiry | Expert | Expert | Advanced | Advanced |
| * **Human/Lifestyle Skills** |  |  |  |  |
| 1. Self-Management | Expert | Expert | Expert | Expert |
| 1. Decision Making | Expert | Expert | Advanced | Advanced |
| 1. Ethical Practice | Expert | Advanced | Advanced | Expert |
| 1. Creativity & Innovation | Expert | Advanced | Advanced | Expert |
| 1. Teamwork | Expert | Advanced | Advanced | Expert |
| 1. Committing to change | Advanced | Advanced | Expert | Expert |
| 1. Demonstrating personal effectiveness | Advanced | Advanced | Expert | Expert |
| 1. Global & Cultural Effectiveness | Expert | Expert | Advanced | Advanced |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| **Industry/Sector** | **Management Trainee – HR /Recruitment / Talent Acquisition** | **Associate Consultant-HR** | **HR Administrator** | **HR Analyst/Research 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 QAA, IACBE, WASC and NAAC accredited and currently aiming for NBA.

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### 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 practice 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** | | | **Credit Units** |
|  |  |  | L | T | P/SW |  |
| ACCT602 | Accounting for Managers | Core Course | 3 | 0 | 0 | **3** |
| New offer | Application of Disruptive Technologies in Business | Core Course | 2 | 0 | 2 | **3** |
| MKTG 601 | Marketing Management | Core Course | 3 | 0 | 0 | **3** |
| HR 601 | Organizational Behavior | Core Course | 2 | 0 | 2 | **3** |
| ECON605 | Managerial Economics | Core Course | 3 | 0 | 0 | **3** |
| QAM601 | Statistics for Management | Core Course | 3 | 0 | 0 | **3** |
| VAC | | | | | | **4** |
| MKTG 603 | Sales Management | Specialization Elective/Sectoral Elective | 3 | 0 | 0 | **3** |
| ENTR601 | Entrepreneurship and New Venture Creation | Skill enhancement | 2 | 0 | 2 | **3** |
|  |  |  |  |  |  |  |
| **Total number of credits** | | | | | | **25** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester II** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | P/SW |  |
| MGMT603 | Business Research Methods | Core Course | 3 | 0 | 0 | 3 |
| FIBA601 | Financial Management | Core Course | 3 | 0 | 0 | 3 |
| HR612 | Human Resource Management | Core Course | **3** | 0 | 0 | 3 |
| POM602 | Operations Management | Core Course | 3 | 0 | 0 | 3 |
| LAW 670 | Legal Aspect of Business | Core Course | 3 | 0 | 0 | 3 |
| MKTG 604 | Consumer Behavior | Core Course | 3 | 0 | 0 | 3 |
| VAC | | | | | | 4 |
| MKTG 722 | Marketing of Services | Specialization Elective/Sectoral Elective | 3 | 0 | 0 | 3 |
| RETL 601 | Principles of Retailing | Specialization Elective/Sectoral Elective | 3 | 0 | 0 | 3 |
| MKTG 715 | Direct Marketing | Specialization Elective/Sectoral Elective | 3 | 0 | 0 | 3 |
| NTCC | | | | | | (0-3) |
| New Offer | Business Analytics and Modelling | Skill Enhancement | 2 |  | 2 | 3 |
| **Total number of credits** | | | | | | **25** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester III** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | P/SW |  |
| STRA701 | Strategic Management | Core Course | 3 |  | 2 | 4 |
| VAC | | | | | | 4 |
| MKTG 711 | Product and Brand Management | Specialization Elective/Sectoral Elective: Marketing | 3 | 0 | 0 | 3 |
| MKTG733 | Digital Marketing | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG 705 | Advanced Sales Management | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG 735 | Bottom of Pyramid Marketing | Specialization Elective/Sectoral Elective: Marketing | 3 | 0 | 0 | 3 |
| New Course | Marketing Channel Management | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| New Course | Marketing of Health Care Services | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG734 | Marketing of Financial Services | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| RETL723 | Luxury Retail | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL713 | Marketing of Retail Services | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL605 | Merchandising and Category Management | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL604 | Visual Merchandising and Space Planning | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| RETL714 | Retail Supply Chain and Logistics Management | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL704 | International Retailing | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| RETL711 | Mall Management | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| RUR712 | Rural Marketing | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 2 | 4 |
| RUR702 | Rural Micro Finance Management | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 2 | 4 |
| RUR701 | CSR Practices in Rural Areas | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 2 | 4 |
| RUR601 | Rural Poverty & Livelihoods Promotion | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| RUR602 | Panchayati Raj and Local Development | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| RUR603 | Rural Society and Polity | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| ENTR702 | Family Business Management | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR 705 | Enterprise Growth and succession | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR712 | Building Entrepreneurial Culture and Team | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR713 | Creating and Managing New Businesses in Emerging Markets | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR734 | Corporate Crisis and Strategic Restructuring | Specialization Elective/Sectoral Elective: Family Business | 3 | 0 | 0 | 3 |
| MSSI600 | Summer Internship | NTCC |  |  | 6 | 3 |
| **Total number of credits** | | | | | | **28** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester IV** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | P/SW |  |
| MGMT705 | Management in Action - Social Economic and Ethical Issues | Core Course | 3 | 0 | 2 | 4 |
| VAC | | | | | | 4 |
| MKTG740 | Marketing Analytics | Specialization Elective/Sectoral Elective: Marketing | 3 | 0 | 2 | 4 |
| MKTG739 | Marketing Strategies | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG 714 | Industrial Marketing | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG 723 | Pricing Strategies | Specialization Elective/Sectoral Elective: Marketing | 3 | 0 | 0 | 3 |
| MKTG 721 | Customer Relationship Management | Specialization Elective/Sectoral Elective: Marketing | 3 | 0 | 2 | 4 |
| MKTG 713 | Advertising and Sales Promotion | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG 732 | International Strategic Marketing | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG738 | Social Marketing | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| RETL724 | Rural Retail | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL712 | Retail Branding & CRM | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| RETL702 | Technology in Retail | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL701 | Retail Store Operations | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| RETL715 | E-Retailing | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| RETL703 | Sourcing and Vendor Management | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RUR604 | Rural Project Planning & Management | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| RUR611 | Rural Entrepreneurship and Development | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 2 | 4 |
| RUR711 | Cooperative Management | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| RUR703 | Rural Industrialization | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| RUR705 | Rural Social Services | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| ENTR722 | Managing a Growing Business | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR725 | Leading Change in Family Business | Specialization Elective/Sectoral Elective: Family Business | 1 | 0 | 4 | 3 |
| ENTR731 | Managing Creativity and Building Learning Organizations | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR715 | Managing Innovation Process | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| MSDS600 | Dissertation | NTCC | 0 | 0 | 12 | 6 |
| **Total number of credits** | | | | | | **27** |

**Total Credits for the Programme: 105**

**Minimum Credits Prescribed by the University: 105**

### Programme Learning Outcomes (PLOs):

1. Demonstrate the knowledge of marketing and sales management to understand various issues and problems of contemporary marketing.
2. Apply conceptual knowledge of marketing to find practical solutions for competing and increasing market share.
3. Conduct primary research to evaluate a potential market opportunity by collecting analyzing and interpreting marketing data and information.
4. Retrieve important demographic/psychographic information from web and use such information in critical and creative thinking and appropriate use of contemporary and disruptive technologies.
5. Communicate proficiently in oral and written presentation of marketing plans and strategies to increase the market share and brand value.
6. Assert and articulate effectively to negotiate responsibly with various stakeholders for business development in culturally diverse environments.
7. Develop innovative and creative solutions for marketing, branding, and advertising issues to take advantage of market opportunities.
8. Function effectively as an individual, and as a member or leader of diverse teams, and in multidisciplinary settings.
9. Apply ethical principles for making judicious managerial decisions.
10. Engage in independent and life- long learning.

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

**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 feedback for enhancing participatory  decision making among marketing teams | \*Comprehensive Exam | Student Survey | Exit |
| **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**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Levels/ Roles**  **Competencies / skills** | **Executive – Marketing/Sales/ Business Development** | **Management Trainee- Digital/ Online Marketing** | **Client Specialist/ Relationship Manager** | **Public Relation Executive/ Promotions Executive** | **Marketing Research Analyst/ Associate** | **Trainee- Sales** |
| * **General competencies / skills** |  |  |  |  |  |  |
| 1. Management Knowledge with expertise in Marketing & Sales | Intermediate | Intermediate | Advanced | Intermediate | Intermediate | Intermediate |
| 1. Research & Enquiry | Intermediate | Intermediate | Intermediate | Intermediate | Advanced | Intermediate |
| 1. Information & Technology Literacy | Intermediate | Advanced | Intermediate | Intermediate | Advanced | Basic |
| 1. Problem identification and formulation | Advanced | Advanced | Intermediate | Intermediate | Advanced | Intermediate |
| 1. Persuasion & Communication Skills | Advanced | Intermediate | Advanced | Advanced | Intermediate | Advanced |
| 1. Behavioural Skills, Teamwork and Leadership | Advanced | Advanced | Advanced | Intermediate | Intermediate | Advanced |
| 1. Ethics & Professional Conduct | Advanced | Intermediate | Advanced | Intermediate | Advanced | Advanced |
| * Professional competencies/skills |  |  |  |  |  |  |
| 1. Employability, Enterprise and Entrepreneurship | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| 1. Decision Making | Advanced | Advanced | Intermediate | Intermediate | Intermediate | Advanced |
| 1. Business Networking Skills | Intermediate | Intermediate | Advanced | Intermediate | Intermediate | Intermediate |
| 1. Lifelong Learning | Advanced | Advanced | Advanced | Intermediate | Advanced | Intermediate |
| 1. Global Outlook | Basic | Intermediate | Basic | Basic | Intermediate | Intermediate |

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Executive – Marketing/Sales/ Business Development** | **Management Trainee- Digital/ Online Marketing** | **Client Specialist/ Relationship Manager** | **Public Relation Executive/ Promotions Executive** | **Marketing Research Analyst/ Associate** | **Trainee- Sales** |
| Insurance & Banking | x | x | x | x | x | x |
| Business Process Outsourcing | x | x | x | x | x |  |
| Consultancy Firms | x | x | x | x | x |  |
| Education | x |  | x | x | x | x |
| Event Management | x | x | x | x | x | x |
| Apparel | x |  | x | x |  | x |
| FMCG | x | x | x | x |  | x |
| Healthcare | x | x | x | x |  | x |
| Manufacturing | x |  | x | x | x |  |
| Media and Entertainment | x | x | x | x | x |  |
| Real Estate and Urban Development | x | x | x | x |  | x |
| Retail | x | x | x | x | x | x |
| Transport & Logistics | x | x | x | x |  | x |
| Telecom | x | x | x | x |  | x |
| Tourism & Hospitality | x | x | x | x |  | x |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited and currently aiming for 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 shall know to identify entrepreneurial opportunities and understand the fast-changing and diverse world of business, its economic interdependencies that signify political, economic, technological, cultural, and legal issues to make business decisions.
2. Students shall be able to demonstrate critical thinking skills and research ability using technologies to identify new and innovative business opportunities in Global business environments.
3. Students shall utilize interpersonal and leadership skills to be effective business leaders, demonstrating self-awareness, curiosity towards learning and working in teams.
4. Students shall know to communicate logically, clearly, and persuasively in spoken, written, and visual form and facilitate information flow in a variety of organizational, social, and intercultural contexts.
5. Students shall demonstrate ethical reasoning skills and professional responsibilities in creating responsible businesses.
6. Students shall be able to identify cross cultural issues while strategically analyze complex business problems in the context to rapidly changing global environment.
7. Students shall have an understanding of the entrepreneurial ecosystem and will harness required competencies to create newer businesses leading to creation of employment opportunities.

### 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 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** | **Credits** | | | | **Credit Units** |
|  |  |  | L | T | PS | SW |
| ACCT601 | Accounting For Managers | Core Course | 3 | 0 | 0 | 0 | 3 |
| ECON605 | Managerial Economics | Core Course | 3 | 0 | 0 | 0 | 3 |
| QAM601 | Statistics for Management | Core Course | 3 | 0 | 0 | 0 | 3 |
| MKTG601 | Marketing Management | Core Course | 3 | 0 | 0 | 0 | 3 |
| HR601 | OrganizationalBehaviour | Core Course | 2 | 0 | 0 | 2 | 3 |
| ENTR601 | Entrepreneurship and New Venture Creation | Core Course | 2 | 0 | 0 | 2 | 3 |
| **New Course** | Applications of Disruptive Technologies in Business | Skill Enhancement Courses | 2 | 0 | 0 | 2 | 3 |
|  |  | VAC |  |  |  |  | 4 |
| **Total number of credits** | | | | | | | **25** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER II** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credits** | | | | **Credit Units** |
|  |  |  | L | T | PS | SW |
| FIBA601 | Financial Management | Core Course | 3 | 0 | 0 | 0 | 3 |
| HR612 | Human Resource Management | Core Course | 3 | 0 | 0 | 0 | 3 |
| MGMT603 | Business Research Methods | Core Course | 3 | 0 | 0 | 0 | 3 |
| POM602 | Operations Management | Core Course | 3 | 0 | 0 | 0 | 3 |
| ENTR604 | Small Business Management | Core Course | 2 | 0 | 0 | 2 | 3 |
| ENTR603 | Creating and Leading Entrepreneurial Organization | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| ENTR 605 | Financing New Ventures and Businesses | Specialization elective | 3 | 0 | 0 | 0 | 3 |
| ENTR714 | Creativity and Innovation in Business and Entrepreneurship | Specialization elective | 1 | 0 | 0 | 4 | 3 |
| New offer | Business Analytics and Modelling | Skill Enhancement courses | 2 | 0 | 0 | 2 | 3 |
|  | VAC |  |  |  |  |  | 4 |
| **Total number of credits** | | | | | | | **25** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER III** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credits** | | | | **Credit Units** |
|  |  |  | L | T | PS | SW |
| STRA701 | Strategic Management | Core Course | 3 | 0 | 0 | 2 | 4 |
| **Group I: Entrepreneurship and New venture creation** | | | | | | | |
| ENTR602 | Business Incubation | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| ENTR 611 | Mentored Study in Entrepreneurship | Specialization elective | 0 | 1 | 0 | 4 | 3 |
| ENTR701 | Enterprise Planning Appraisal and Financing | Specialization elective | 3 | 0 | 0 | 0 | 3 |
| ENTR703 | Entrepreneurial Marketing | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| ENTR711 | Social Entrepreneurship | Specialization elective | 1 | 0 | 0 | 4 | 3 |
| ENTR735 | Managing Innovation: Emerging Trends | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| **Group II: Family Business** | | | | | | | |
| ENTR702 | Family Business Management | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| ENTR 705 | Enterprise Growth and succession | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| ENTR712 | Building Entrepreneurial Culture and Team | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| ENTR713 | Creating and Managing New Businesses in Emerging Markets | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| ENTR734 | Corporate Crisis and Strategic Restructuring | Specialization elective | 3 | 0 | 0 | 0 | 3 |
| IB703 | International Trade Documentation and Logistics | Specialization elective | 3 | 0 | 0 | 0 | 3 |
|  | Cyber Security (Swayaam) | MOOCs |  |  |  |  | 4 |
|  | Summer Internship | NTCC | 0 | 0 | 0 | 6 | 3 |
|  |  | VAC |  |  |  |  | 4 |
| **Total number of credits** | | | | | | | 29 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER IV** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credits** | | | | Credit Units |
|  |  |  | **L** | **T** | **PS** | **SW** |
| MGMT705 | Management in Action-Social, Economic & Ethical Issues | Core Course | 3 | 0 | 0 | 2 | 4 |
| **Group I: Entrepreneurship and New venture creation** | | | | | | | |
| ENTR723 | Corporate Entrepreneurship | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| ENTR733 | Venture Capital and Private Equity | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| ENTR752 | Product Design, Development and Commercialization | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| MKTG 733 | Digital Marketing | Specialization elective | 3 | 0 | 0 | 0 | 3 |
| RUR611 | Rural Entrepreneurship and Development | Specialization elective | 3 | 0 | 0 | 2 | 4 |
| **Group II: Family Business** | | | | | | | |
| ENTR722 | Managing a Growing Business | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| ENTR725 | Leading Change in Family Business | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| New offer | Professionalization of Family Business | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| New Offer | Building Lasting Family Business | Specialization elective | 2 | 0 | 0 | 2 | 3 |
| New offer | Competitive Strategies and management of Family Business and Business Portfolio | Specialization elective | 3 | 0 | 0 | 2 | 3 |
|  | WEB-CONTENT MANAGEMENT (SWAYAAM) | MOOCs |  |  |  |  | 3 |
|  | GST | MOOCs |  |  |  |  | 4 |
|  | Dissertation Management Studies(PG) | NTCC | 0 | 0 | 0 | 12 | 6 |
|  |  | VAC |  |  |  |  | 4 |
| **Total number of credits** | | | | | | | 27 |

**Total Credits for the Programme: 105**

**Minimum Credits Prescribed by the University105**

### Programme Learning Outcomes (PLOs):

1. Students will be able to Demonstrate entrepreneurial skills, identify business opportunities from any business context, develop new ideas, create innovative solutions, analyzing and appraising business plan.
2. Students will be able to Conduct primary research to evaluate a potential market for an entrepreneurial opportunity and articulate business propositions using appropriate technologies
3. Students will be able to Present information in a coherent manner across different contexts to attract investors, competence to interact and collaborate with others effectively, including in teams, organizations and in culturally diverse contexts.
4. Students will be able to Comprehend the global entrepreneurial eco-system, recognize different cultures for creating ventures in new and emerging markets.
5. Students will be able to Demonstrate the ability to formulate entrepreneurial strategy for the growth of their start-up and family-owned business in a VUCA Business Environment.
6. Students will be able to Demonstrate ethical decision-making skills and its effect on the wellbeing of their businesses be it a in new enterprise or family business

### 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 |  |  |  | **√** | **√** |  |  |

**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  creative thinking for avoiding business  threats, Proficiency in the appropriate use of contemporary technologies. | | | Comprehensive  Exam | Student Exit  Survey | |
| **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  building enterprises | | | \*Plagiarism  Checking of Dissertation | Feedback of  Industry Internship Guide | |
| \* 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**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Levels/ Roles** | **NOVICE/ FIRST GENERATION ENTREPRENEURS** | **SECOND GENERATION ENTREPRENEUR** | **SERIAL ENTREPRENEUR** | **MANGER/CORPORATE ENTREPRENEUR** | **SOCIAL ENTREPRENEUR** |
| **Competencies / skills** |
|  Functional |  |  |  |  |  |
| Critical thinking and problem solving | Intermediate | Advanced | Expert | Basic | Expert |
| Sensing opportunity | Intermediate | Intermediate | Expert | Intermediate | Intermediate |
| Information seeking | Advanced | Advanced | Expert | Intermediate | Intermediate |
| Risk taking ability | Advanced | Intermediate | Expert | Basic | Intermediate |
| Judgement Decision making | Intermediate | Expert | Expert | Intermediate | Intermediate |
|   **Career** |  |  |  |  |  |
| Creativity | Advanced | Expert | Expert | Basic | Intermediate |
| Digital Literate | Intermediate | Advanced | Expert | Intermediate | Advanced |
| Persuasiveness | Basic | Intermediate | Advanced | Advanced | Advanced |
|
| Networking with stakeholders | Basic | Expert | Advanced | Basic | Advanced |
| Cognitive flexibility | Advanced | Expert | Expert | Basic | Intermediate |
| **Human** |  |  |  |  |  |
| Listening and patience | Basic | Basic | Advanced | Advanced | Advanced |
| Initiative and leadership | Intermediate | Intermediate | Expert | Intermediate | Advanced |
|
| Emotional Intelligence | Intermediate | Intermediate | Expert | Intermediate | Advanced |
| Coordinating and working with teams | Intermediate | Intermediate | Advanced | Advanced | Advanced |
| Negotiation | Intermediate | Advanced | Expert | Basic | Intermediate |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Entrepreneur/ Founder/Director/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 QAA, IACBE, WASC and NAAC accredited and currently aiming for 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 |

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|  |  |  | 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 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** | | | **Credit Units** |
|  |  |  | L | T | P/SW |  |
| ACCT602 | Accounting for Managers | Core Course | 3 | 0 | 0 | **3** |
| New offer | Applications of Disruptive Technologies in Business | Core Course | 2 | 0 | 2 | **3** |
| MKTG 601 | Marketing Management | Core Course | 3 | 0 | 0 | **3** |
| HR 601 | Organizational Behavior | Core Course | 2 | 0 | 2 | **3** |
| ECON605 | Managerial Economics | Core Course | 3 | 0 | 0 | **3** |
| QAM601 | Statistics for Management | Core Course | 3 | 0 | 0 | **3** |
| VAC | | | | | | **4** |
| RETL601 | Principles of Retailing | Specialization Elective/Sectoral Elective | 3 | 0 | 0 | **3** |
| ENTR601 | Entrepreneurship and New Venture Creation | Skill enhancement | 2 | 0 | 2 | **3** |
| **Total number of credits** | | | | | | **25** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester II** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | P/SW |  |
| MGMT603 | Business Research Methods | Core Course | 3 | 0 | 0 | 3 |
| FIBA601 | Financial Management | Core Course | 3 | 0 | 0 | 3 |
| HR612 | Human Resource Management | Core Course | 3 | 0 | 0 | 3 |
| POM602 | Operations Management | Core Course | 3 | 0 | 0 | 3 |
| LAW 670 | Legal Aspect of Business | Core Course | 3 | 0 | 0 | 3 |
| MKTG 604 | Consumer Behavior | Core Course | 3 | 0 | 0 | 3 |
| VAC | | | | | | 4 |
| RETL602 | Retail Selling | Specialization Elective/Sectoral Elective | 3 | 0 | 0 | 3 |
| RETL603 | Shoppers Behavior | Specialization Elective/Sectoral Elective | 3 | 0 | 0 | 3 |
| RETL721 | Franchising in Retailing | Specialization Elective/Sectoral Elective | 3 | 0 | 0 | 3 |
| NTCC | (0-3 Credits) | NTCC | 0 | 0 | 3 |  |
| MNT604 | Minor Project | NTCC |  |  | 1 | 1 |
| MNT603 | Company Report | NTCC |  |  | 1 | 1 |
| New Offer | Business Analytics and Modelling | Skill Enhancement | 2 |  | 2 | 3 |
| **Total number of credits** | | | | | | **25** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester III** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | P/SW |  |
| STRA701 | Strategic Management | Core Course | 3 |  | 2 | 4 |
| VAC | | | | | | 4 |
| RETL723 | Luxury Retail | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL713 | Marketing of Retail Services | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL605 | Merchandising and Category Management | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL604 | Visual Merchandising and Space Planning | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| RETL714 | Retail Supply Chain and Logistics Management | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL704 | International Retailing | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| RETL711 | Mall Management | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| MKTG 711 | Product and Brand Management | Specialization Elective/Sectoral Elective: Marketing | 3 | 0 | 0 | 3 |
| MKTG733 | Digital Marketing | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG 705 | Advanced Sales Management | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG 735 | Bottom of Pyramid Marketing | Specialization Elective/Sectoral Elective: Marketing | 3 | 0 | 0 | 3 |
| New Course | Marketing Channel Management | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| New Course | Marketing of Health Care Services | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG734 | Marketing of Financial Services | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| RUR712 | Rural Marketing | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 2 | 4 |
| RUR702 | Rural Micro Finance Management | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 2 | 4 |
| RUR701 | CSR Practices in Rural Areas | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 2 | 4 |
| RUR601 | Rural Poverty & Livelihoods Promotion | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| RUR602 | Panchayati Raj and Local Development | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| RUR603 | Rural Society and Polity | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| ENTR702 | Family Business Management | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR 705 | Enterprise Growth and succession | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR712 | Building Entrepreneurial Culture and Team | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR713 | Creating and Managing New Businesses in Emerging Markets | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR734 | Corporate Crisis and Strategic Restructuring | Specialization Elective/Sectoral Elective: Family Business | 3 | 0 | 0 | 3 |
| MSSI600 | Summer Internship | NTCC |  |  | 6 | 3 |
| **Total number of credits** | | | | | | **29** |
| **Semester IV** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | P/SW |  |
| MGMT705 | Management in Action - Social Economic and Ethical Issues | Core Course | 3 | 0 | 2 | 4 |
| VAC | | | | | | 4 |
| RETL701 | Retail Store Operations | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| RETL724 | Rural Retail | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL712 | Retail Branding & CRM | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| RETL702 | Technology in Retail | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 0 | 3 |
| RETL715 | E-Retailing | Specialization Elective/Sectoral Elective: Retail | 2 | 0 | 2 | 3 |
| RETL703 | Sourcing and Vendor Management | Specialization Elective/Sectoral Elective: Retail | 3 | 0 | 3 | 3 |
| New Course | Marketing Analytics | Specialization Elective/Sectoral Elective: Marketing | 3 | 0 | 2 | 4 |
| New Course | Marketing Strategies | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG 714 | Industrial Marketing | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG 723 | Pricing Strategies | Specialization Elective/Sectoral Elective: Marketing | 3 | 0 | 0 | 3 |
| MKTG 721 | Customer Relationship Management | Specialization Elective/Sectoral Elective: Marketing | 3 | 0 | 2 | 4 |
| MKTG 713 | Advertising and Sales Promotion | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| MKTG 732 | International Strategic Marketing | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| New Course | Social Marketing | Specialization Elective/Sectoral Elective: Marketing | 2 | 0 | 2 | 3 |
| RUR604 | Rural Project Planning & Management | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| RUR611 | Rural Entrepreneurship and Development | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 2 | 4 |
| RUR711 | Cooperative Management | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| RUR703 | Rural Industrialization | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| RUR705 | Rural Social Services | Specialization Elective/Sectoral Elective: Rural | 3 | 0 | 0 | 3 |
| ENTR722 | Managing a Growing Business | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR725 | Leading Change in Family Business | Specialization Elective/Sectoral Elective: Family Business | 1 | 0 | 4 | 3 |
| ENTR731 | Managing Creativity and Building Learning Organizations | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| ENTR715 | Managing Innovation Process | Specialization Elective/Sectoral Elective: Family Business | 2 | 0 | 2 | 3 |
| MSDS600 | Dissertation | NTCC | 0 | 0 | 12 | 6 |
| **Total number of credits** | | | | | | **27** |

**Total Credits for the Programme: 105**

**Minimum Credits Prescribed by the University 105**

### Programme Learning Outcomes (PLOs):

1. Students will learn the fundamentals of retail business and develop management skills to work in managerial positions in the retail industry.
2. Student will have ability to engage effectively in the market research enquiry and discourses, to formulate research questions and critically analyse the date to provide interpretations. Use the available technologies to ensure robust learning.
3. Student will be able to recognize pertinent market, customer, and business information needs, use appropriate technologies and methodologies to locate access and use information.
4. Student will be able to 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. and will be able to utilize real world problems to build marketing knowledge, develop structural knowledge of problems appropriate to interdisciplinary inquiry for better retail management.
5. Student will be able to communicate effectively with others using ICTs, multimedia, visual, musical, and other forms appropriate to persuade the customers B2C/B2B.
6. Student will be able to work in Collaborative teams, Capable of initiating as well as embracing change, to stay calm in crisis situations, to motivate others.
7. Student will be 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. Student will have clearly understanding and demonstration of ethical, legal, social and civic responsibility as a retail manager and member of the discipline.
9. Student will be able to innovate, plan and organize retail management activities that contribute 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.

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

**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  Marketing knowledge, develop structural  knowledge of problems appropriate to interdisciplinary inquiry for better retail management & operations | \*Business Simulation (Rubrics) | Student Exit Survey |
| \*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  management skills in coordinating with  retail outlet management. | \*Scoring Rubrics | Student Exit Survey |
| \*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**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Levels/ Roles**  **Competencies / skills** | **Product Manager/ Associate Product Manager** | **Store Manager/ Store Supervisor** | **Account Manager** | **Management Trainee- Merchandising** | **Retail Customer Service Associate** | **Retail Sales Representative** |
| * **General competencies / skills** |  |  |  |  |  |  |
| 1. **Management Knowledge with expertise in Retail Management** | Advanced | Intermediate | Advanced | Intermediate | Intermediate | Intermediate |
| 1. **Research & Enquiry** | Advanced | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| 1. **Information & Technology Literacy** | Intermediate | Intermediate | Intermediate | Intermediate | Basic | Basic |
| 1. **Problem identification and formulation** | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| 1. **Persuasion & Communication Skills** | Intermediate | Intermediate | Intermediate | Basic | Advanced | Advanced |
| 1. **Behavioural Skills, Teamwork and Leadership** | Advanced | Advanced | Intermediate | Intermediate | Intermediate | Intermediate |
| 1. **Ethics & Professional Conduct** | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| * **Professional competencies/skills** |  |  |  |  |  |  |
| 1. **Employability, Enterprise, and Entrepreneurship** | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| 1. **Decision Making** | Advanced | Advanced | Intermediate | Intermediate | Intermediate | Intermediate |
| 1. **Business Networking Skills** | Intermediate | Intermediate | Advanced | Intermediate | Intermediate | Intermediate |
| 1. **Lifelong Learning** | Advanced | Intermediate | Advanced | Intermediate | Intermediate | Intermediate |
| 1. **Global Outlook** | Basic | Basic | Basic | Basic | Basic | Basic |

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Product Manager/ Associate Product Manager** | **Store Manager/ Store Supervisor** | **Account Manager** | **Management Trainee- Merchandising** | **Retail Customer Service Associate** | **Retail Sales Representative** |
| Retail | X | X | X | X | X | X |
| FMCG | X |  |  |  |  | X |
| Apparel | X |  |  | X |  | X |
| Logistics |  |  |  |  |  |  |
| Luxury |  |  |  | X | X |  |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited and currently aiming for NBA

### Appendix – b.6

**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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester I** | | | | | | | | | | | | | | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | | | | | | | | | **Credit Units** | | | |
|  |  |  | L | | | | | T | P | | | FW | | | SW | | |  | | |
| ACCT602 | Accounting for Managers | Core Courses | 3 | | | | | 0 | 0 | | | 0 | | | 0 | | | 3 | | |
| New offer | Applications of Disruptive Technologies in Business | Core Courses | 2 | | | | | 0 | 0 | | | 0 | | | 2 | | | 3 | | |
| MKTG601 | Marketing Management | Core Courses | 3 | | | | | 0 | 0 | | | 0 | | | 0 | | | 3 | | |
| HR601 | Organizational Behavior | Core Courses | 2 | | | | | 0 | 0 | | | 0 | | | 2 | | | 3 | | |
| ECON605 | Managerial Economics | Core Courses | 3 | | | | | 0 | 0 | | | 0 | | | 0 | | | 3 | | |
| QAM601 | Statistics for Management | Core Courses | 3 | | | | | 0 | 0 | | | 0 | | | 0 | | | 3 | | |
| FIBA 721 | Management of Financial Services | Specialization /Sectoral Electives | 2 | | | | | 0 | 0 | | | 0 | | | 2 | | | 3 | | |
| FIBA 705 | Financial Reporting and Decision Making | Specialization /Sectoral Electives | 3 | | | | | 0 | 0 | | | 0 | | | 0 | | | 3 | | |
|  | VAC |  | 0 | | | | | 0 | 0 | | | 0 | | | 0 | | | 4 | | |
| ENTR601 | Entrepreneurship and New Venture Creation | Skill Enhancement | 2 | | | | | 0 | 0 | | | 0 | | | 2 | | | 3 | | |
| **Total number of credits** | | | | | | | | | | | | | | | | | **25** | | | |
| **Semester II** | | | | | | | | | | | | | | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | | | | | | | | | | | **Credit Units** | |
|  |  |  | L | | | T | | P | | | FW | | | | | SW | | |  | |
| MGMT603 | Business Research Methods | Core Courses | 3 | | | 0 | | 0 | | | 0 | | | | | 0 | | | 3 | |
| FIBA601 | Financial Management | Core Courses | 3 | | | 0 | | 0 | | | 0 | | | | | 0 | | | 3 | |
| HR612 | Human Resource Management | Core Courses | 3 | | | 0 | | 0 | | | 0 | | | | | 0 | | | 3 | |
| POM602 | Operations Management | Core Courses | 3 | | | 0 | | 0 | | | 0 | | | | | 0 | | | 3 | |
| LAW670 | Legal Aspects of Business | Core Courses | 3 | | | 0 | | 0 | | | 0 | | | | | 0 | | | 3 | |
| New Offer | Financial Modeling | Specialization /Sectoral Electives | 2 | | | 0 | | 2 | | | 0 | | | | | 0 | | | 3 | |
| FIBA732 | Security Analysis and Portfolio Management | Specialization /Sectoral Electives | 3 | | | 0 | | 0 | | | 0 | | | | | 0 | | | 3 | |
| FIBA715 | Management Control Systems | Specialization /Sectoral Electives | 2 | | | 0 | | 0 | | | 0 | | | | | 2 | | | 3 | |
|  | VAC |  | 0 | | | 0 | | 0 | | | 0 | | | | | 0 | | | 4 | |
| New Offer | Business Analytics and Modeling | Skill Enhancement | 2 | | | 0 | | 0 | | | 0 | | | | | 2 | | | 3 | |
| **Total number of credits** | | | | | | | | | | | | | | | | | | | **25** | |
| **Semester III** | | | | | | | | | | | | | | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | | | | | | | | | | | **Credit Units** | |
|  |  |  | **L** | | | **T** | | **P** | **FW** | | | | | **SW** | | | | | |  |
| STRA701 | Strategic Management | Core Courses | 3 | | | 0 | | 0 | 0 | | | | | 2 | | | | | | 4 |
| ACCT801 | Corporate Tax Planning and Management | Specialization Electives | 2 | | | 1 | | 0 | 0 | | | | | 0 | | | | | | 3 |
| FIBA713 | International Finance and Forex Management | Specialization Electives | 2 | | | 0 | | 0 | 0 | | | | | 2 | | | | | | 3 |
| FIBA701 | Behavioural Finance | Specialization Electives | 2 | | | 0 | | 0 | 0 | | | | | 2 | | | | | | 3 |
| FIBA734 | Wealth Management | Specialization Electives | 2 | | | 0 | | 0 | 0 | | | | | 2 | | | | | | 3 |
| FIBA724 | Project Planning Appraisal and Control | Specialization Electives | 3 | | | 0 | | 0 | 0 | | | | | 0 | | | | | | 3 |
| INS723 | Principles and Practices of Banking | Specialization Electives | 3 | | | 0 | | 0 | 0 | | | | | 0 | | | | | | 3 |
| ACCT611 | Cost and Management Accounting | Specialization Electives | 3 | | | 0 | | 0 | 0 | | | | | 0 | | | | | | 3 |
| FIBA722 | Mutual Funds Management | Specialization / Electives | 3 | | | 0 | | 0 | 0 | | | | | 0 | | | | | | 3 |
|  | VAC |  | 0 | | | 0 | | 0 | 0 | | | | | 0 | | | | | | 4 |
|  | NTCC |  | 0 | | | 0 | | 0 | 0 | | | | | 0 | | | | | | 3 |
| **Total number of credits** | | | | | | | | | | | | | | | | | | | **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 | | 3 | 0 | | 0 | | | 0 | | | 2 | | | | | | 4 | |
| FIBA704 | Financial Engineering | Specialization / Electives | | 3 | 0 | | 0 | | | 0 | | | 0 | | | | | | 3 | |
| FIBA703 | Corporate Restructuring, Mergers and Acquisitions | Specialization / Electives | | 3 | 0 | | 0 | | | 0 | | | 2 | | | | | | 4 | |
| ACCT612 | Advanced Corporate Accounting | Specialization / Electives | | 3 | 1 | | 0 | | | 0 | | | 0 | | | | | | 4 | |
| FIBA733 | Strategic Financial Management | Specialization / Electives | | 3 | 0 | | 0 | | | 0 | | | 0 | | | | | | 3 | |
| New Offer | Financial Analytics | Specialization / Electives | | 2 | 0 | | 0 | | | 0 | | | 2 | | | | | | 3 | |
| FIBA731 | Risk Management | Specialization / Electives | | 2 | 0 | | 0 | | | 0 | | | 2 | | | | | | 3 | |
| FIBA723 | Private Equity and Venture Capital | Specialization / Electives | | 3 | 0 | | 0 | | | 0 | | | 0 | | | | | | 3 | |
|  | VAC |  | | 3 | 0 | | 0 | | | 0 | | | 0 | | | | | | 4 | |
|  | Dissertation | NTCC | | 0 | 0 | | 0 | | | 0 | | | 0 | | | | | | 6 | |
| **Total number of credits** | | | | | | | | | | | | | | | | | | | **27** | |

**Total Credits for the Programme:107**

**Minimum Credits Prescribed by the University: 107**

### Programme Learning Outcomes (PLOs):

### 

**Programme Learning Outcomes:**

1. To apply management concepts in a multi-disciplinary context and critically analyze financial management problems in volatile business environment.
2. To incorporate value added research in the current investment theory, practice, empirical data, corporate trends and real-time market intelligence to generate high quality investment ideas.
3. To apply strategies for financial decision making by challenging conventional ways of thinking and paying attention to details.

4. To proficiently communicate, search information and display extraordinary listening skills in the corporate world.

5. To adopt innovative ideas to deal with financing needs and challenges at various stages in the lifecycle of an organization or an individual.

6. To allocate financial resources prudently that contributes to strategic business plan of the organization.

7. To understand and practice the highest standards of ethical behavior associated with the finance profession.

8. To be able to acquire and evaluate new knowledge through financial research methods, interpret results for achieving optimum end results.

9. To evaluate performance of investment decisions and effectiveness of asset allocation strategies for portfolios consisting of debt and equity securities, derivatives, real estate and other alternative investments.

10. To be able to apply FinTech in big data analytics for strategic financial decision making to achieve long term sustainability.

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

**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**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Levels/ Roles**  **Competencies / skills** | **Research Associate** | **Relationship Manager** | **Tax Consultant** | **Wealth Manager** | **Project Management Trainee** | **Credit Analyst** | **Service Manager** | **Asst. Manager Finance** |
| * **General competencies / skills** |  |  |  |  |  |  |  |  |
| 1. Management Knowledge | Basic | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Advanced | Advanced |
| 2. Problem Solving | Intermediate | Intermediate | Advanced | Intermediate | Intermediate | Intermediate | Advanced | Advanced |
| 3. Communication skills | Basic | Advanced | Advanced | Advanced | Intermediate | Intermediate | Intermediate | Intermediate |
| 4. Decision Making | Basic | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| 5. Leadership | Basic | Advanced | Intermediate | Advanced | Intermediate | Intermediate | Advanced | Intermediate |
| * **Professional competencies/skills** |  |  |  |  |  |  |  |  |
| 1. Research tools knowledge | Advanced | Basic | Basic | Basic | Basic | Basic | Basic | Basic |
| 2. Negotiation skills | Basic | Advanced | Intermediate | Advanced | Intermediate | Intermediate | Intermediate | Intermediate |
| 3. Digital / Technical | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| 4. Ethical Practices | Expert | Expert | Expert | Expert | Expert | Expert | Expert | Expert |
| 5 Networking | Intermediate | Advanced | Advanced | Advanced | Advanced | Advanced | Intermediate | Intermediate |

**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 QAA, IACBE, WASC and NAAC accredited and currently aiming for NBA

### Appendix – b.7

**Institution: Amity Business School Programme Title: MBA (Consultancy Mgt) 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 Corporate ready professionals in the area of Consultancy Management but also good human being with a deep understanding and regards for human values, strong integrity, sense of pride and esteem in their heritage. A strong intellect of civic wisdom and profound desire for perfection and quality enhancement and imbibe attributes of courage of conviction and action.

### Programme Description:

The two years full time Master in Business Administration - Consultancy Management Programme aims to impart professional knowledge, analytical ability, and management perspectives, enabling them to lead, motivate and manage the consultancy business enterprise with sound governance practices in today’s continuously evolving businesses in the new technological era. This programme has been prepared with the inputs from the industry focusing on expectations of the Consultancy Industry from an MBA curriculum. 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 which are the prerequisite of a good consultant. The programme facilitates learning modern concepts, techniques, and practices in the management of Consultancy to enhance the effectiveness in managerial decision making and organization building.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr**  **No.** | **Institution Graduate**  **Attributes** | **Programme**  **Graduate Attributes** | **Indicators** |
| 1 | Management Knowledge and Critical thinking | Management Knowledge with expertise in Consultancy Management | Students will be able to acquire the knowledge, skills and competence required for successful implementation of Consultancy practices and develop a holistic personality to lead fulfilling personal and professional lives and also the skills that Consultancy specialists need in performing their strategic role |
| 2 | Research Literacy and Collaborative Enquiry | Research and Enquiry | Students will be able to recognize Business information needs and apply systematic approaches to solve problems through research literacy and produce reports for management decision-making and operational excellence through continuous learning. |
| 3 | Information and Technology Literate | Information and Technology Literate | Students will be able to contribute effectively as an individual, work collaboratively with the capacity to be a team leader in cross-functional, multi-cultural teams to achieve common goals in the time of disruptive technology environment. |
| 4 | Problem Solving | Approaching problems | Student will be able to evaluate the role of Business Analytics in improved decision making in business with respect to different management levels and implement organizational development strategies aimed at promoting organizational effectiveness with the help of critical thinking and problem-solving skills |
| 5 | Business Communication  Skills | Persuasion &  Communication Skills | Student will be able to recognize and possess a high standard of necessary skills such as communication, advocacy and leadership, problem solving, critical thinking, team building, respect for diversity, intervention, documentation, organizational skills and understanding of human relationships and thus develop skills of effective business communication |
| 6 | Leadership and Behaviour  skills | Behavioral Skills,  Teamwork and Leadership | Student will be able to recognize themselves as independent learners and manage own professional development and provide leadership to others in the achievement of ongoing competence in Consultancy professional practice with best leadership and effective behavioral skills |
| 7 | Global Manager | Global Citizen | Students will be able to emerge as Global Leaders with updated and comprehensive knowledge about effective consulting |
| 8 | Ethics and professional  conduct | Ethics and  professional conduct | Students will understand the role of ethics and professional conduct in their consulting assignments so as to bring best values to the clients |
| 9 | Employability and  Entrepreneurship | Employability,  Enterprise & Entrepreneurship | Students will develop high probability of employability and effective entrepreneurial skills for long term competitive advantage |
| 10 | Lifelong learning | Lifelong learning | Students will develop a lifelong learning for understanding essentials for effective consulting for organization effectiveness |
| 11 | Decision Making | Decision Making | Students will be able to recognize Business information needs and apply systematic approaches to solve problems through research literacy and produce reports for management decision-making and operational excellence through continuous learning |
| 12 | Business Networking skills | Business Networking  skills | Students will develop through their interactions across research work effective social networking skills that will give them understanding |

### Programme Educational Objectives/Goals:

**PEO1** Students will have Consultancy Management knowledge and will be acquiring and applying analytical skills to visualize a complex business problem and make informed decisions based on available information.

**PEO2** Students will be able to exhibit business‐related behavioral skills including leadership, interpersonal, communication (written and oral), team building skills to achieve desired business outcomes and lead change.

**PEO3** Students will be able to create, select, and apply appropriate techniques, resources, and modern management and IT tools with an understanding of the limitations of Consultancy Management.

**PEO4** Students should be able to demonstrate the ability to communicate effectively with a wide range of audiences to listen and to read attentively, and to express ideas with clarity in both oral and written communications.

**PEO5** Students will be able to demonstrate competence in the field of professional Consultancy management and identify practitioner for the purposes of Consultancy Management.

**PEO6** Students will be able to demonstrate their ability to assess and evaluate the dynamic internal and external elements of the competitive global environment the challenges of global business.

**PEO7** Students will be able to apply ethical principles and commit to professional ethics and responsibilities and norms within a business organization.

**PEO8** Students will develop professional skills that promote them for employment and for life-long learning in advanced areas of Consultancy Management.

### Programme Operational Objectives

**POO 1** The MBA (Consultancy Management) programme will facilitate students to use managerial skills to foster innovation, environment of research excellence and lead change in a dynamic business environment.

**POO 2** The MBA (Consultancy Management) programme provides an academic environment for holistic development of students and preparing them for leadership positions.

**POO 3** The MBA (Consultancy Management) programme will encourage cultural diversity and a sense of social, ethical, and environmental responsibility among students.

**POO 4** The MBA (Consultancy Management) programme will provide critical thinking skills in understanding managerial issues and problems related to the global economy and international business

**POO 5** The MBA (Consultancy Management) programme will provide opportunities for students to continuously interact with area expert and demonstrate their ability to adapt to a rapidly changing environment through learning and application of new skills and added competencies.

**POO 6** The MBA (Consultancy Management) programme will facilitate employment opportunities and develop an entrepreneurial mind set with insights about the critical role of Creativity and innovation

**POO 7** The MBA (Consultancy 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

### POO 8 The MBA (Consultancy Management) programme aims to help students understand the complexities of business ethics in a global environment and act with integrity

### Programme Structure as per prescribed programme model Framework

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **I SEMESTER** | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | |  |  | **Credit Units** |
| **L** | **T** | **P/S** | **FW** | **SW** |
| 1 | ACCT602 | Accounting for Managers | Core Courses | 3 | 0 | 0 | 0 | 0 | 3 |
| 2 | CSIT648 | Application of Disruptive Technologies in Business | 2 | 0 | 0 | 0 | 2 | 3 |
| 3 | MKTG601 | Marketing Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 4 | HR601 | Organizational Behavior | 2 | 0 | 0 | 0 | 2 | 3 |
| 5 | ECON605 | Managerial Economics | 3 | 0 | 0 | 0 | 0 | 3 |
| 6 | QAM601 | Statistics for Management | 3 | 0 | 0 | 0 | 0 | 3 |
| 7 | ENTR601 | Entrepreneurship and New Venture Creation | Skill Enhancement | 2 | 0 | 0 | 0 | 2 | 3 |
| 8 |  | FBL |  | 2 | 0 | 0 | 0 | 0 | 2 |
| 9 |  | Business Communication for Managers | VAC |  |  |  |  |  | 3 |
| 10 |  | OABC (Once in Programme) | OABC |  |  |  |  |  | 2 |
| **Total Number of Credits** | | | | | | | | |  |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER -II** | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | |  |  | **Credit Units** |
| **L** | **T** | **P/S** | **FW** | **SW** |
| 1 | MGMT603 | Business Research Methods | Core Courses | 2 | 0 | 0 | 0 | 2 | 3 |
| 2 | FIBA601 | Financial Management | 3 | 0 | 0 | 0 | 0 | 3 |
| 3 | HR612 | Human Resource Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 4 | POM602 | Operations Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 5 | LAW670 | Legal Aspects of Business | 3 | 0 | 0 | 0 | 0 | 3 |
| 6 | CSIT660 | Business Analytics and Modelling | Skill Enhancement | 2 | 0 | 0 | 0 | 2 | 3 |
| 7 | HR619 | Consultancy Practice | Specialization elective/Sectoral elective | 3 | 0 | 0 | 0 | 0 | 3 |
| 8 | HR611 | Organization Change and Development | 2 | 0 | 0 | 0 | 2 | 3 |
| 9 | QAM602 | Decision Science | 2 | 0 | 0 | 0 | 2 | 3 |
| 10 | CSIT670 | Advanced Excel and PowerPoint | 2 | 0 | 0 | 0 | 2 | 3 |
| 11 | BS | Behavioural Science | VAC |  |  |  |  |  | 3 |
| 12 |  | FBL | 2 | 0 | 0 | 0 | 0 | 2 |
| 13 |  | OABC (Once in Programme) | OABC |  |  |  |  |  | 2 |
| **Total Number of Credits** | | | | | | | | | 26 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER - III** | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | |  |  | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** |
| 1 | STRA701 | Strategic Management | Core Courses | 3 | 0 | 0 | 0 | 2 | 4 |
| 2 | HR728 | Consulting & People Skills | Specialization elective/Sectoral elective | 2 | 0 | 0 | 0 | 2 | 3 |
| 3 | CSIT789 | Architecture and design of consulting processes | 2 | 0 | 0 | 0 | 2 | 3 |
| 4 | CSIT768 | Business Process and Enterprise Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 5 | ENTR714 | Creativity and Innovation in Business and Entrepreneurship | 2 | 0 | 0 | 0 | 2 | 3 |
| 6 | ENTR734 | Corporate Crisis and Strategic Restructuring | 2 | 0 | 0 | 0 | 2 | 3 |
| 7 | POM702 | Supply Chain Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 8 | FIBA724 | Project Planning Appraisal and Control | 2 | 0 | 0 | 0 | 2 | 3 |
| 9 | CSIT756 | Contemporary Information Systems and Knowledge Management. | 2 | 0 | 0 | 0 | 2 | 3 |
| 10 | HR731 | Organization Design and Structural Processes | 2 | 0 | 0 | 0 | 2 | 3 |
| 11 | CSIT746 | Predictive Analytics using R | 2 | 0 | 0 | 0 | 2 | 3 |
| 12 | HR721 | Leading Change in Organization | 2 | 0 | 0 | 0 | 2 | 3 |
| 13 | MSSI600 | Summer Internship | NTCC | 0 | 0 | 0 | 0 | 0 | 3 |
| 14 |  | FBL |  | 2 | 0 | 0 | 0 | 0 | 2 |
| 15 |  | Professional Ethics | VAC |  |  |  |  |  | 2 |
| 16 |  | OABC (Once in Programme) | OABC |  |  |  |  |  | 2 |
| **Total Number of Credits** | | | | | | | | | 28 |

### 

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SEMESTER - IV** | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | |  |  | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** |
| 1 | MGMT705 | Management in Action - Social Economic and Ethical Issues | Core Courses | 3 | 0 | 0 | 0 | 2 | 4 |
| 2 | FIBA703 | Corporate Restructuring, Mergers and Acquisitions | Specialization elective/Sectoral elective | 2 | 0 | 0 | 0 | 2 | 3 |
| 3 | HR722 | Organization Development and Effectiveness | 2 | 0 | 0 | 0 | 2 | 3 |
| 4 | ENTR731 | Managing Creativity and Building Learning Organizations | 2 | 0 | 0 | 0 | 2 | 3 |
| 5 | ENTR715 | Managing Innovation Process | 2 | 0 | 0 | 0 | 2 | 3 |
| 6 | POM717 | Managing Projects | 3 | 0 | 0 | 0 | 2 | 4 |
| 7 | FIBA731 | Risk Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 8 | MKTG739 | Marketing Strategies | 2 | 0 | 0 | 0 | 2 | 3 |
| 9 | POM731 | Lean Sigma | 3 | 0 | 0 | 0 | 0 | 3 |
| 10 | MSDS600 | Dissertation | NTCC |  |  |  |  |  | 6 |
| 11 |  | FBL |  | 2 | 0 | 0 | 0 | 0 | 2 |
| 12 |  | OABC (Once in Programme) | OABC |  |  |  |  |  | 2 |
| **Total Number of Credits** | | | | | | | | | 25 |

**Total Credits for the Programme: 105**

### Minimum Credits Prescribed by the University: 105

**Total Credits for the Programme: 105**

**Minimum Credits Prescribed by the University: 105**

**Total Credits for the Programme: 105**

**Minimum Credits Prescribed by the University: 105**

### Programme Learning Outcomes (PLOs):

**PLO1** Students will be able to acquire the knowledge, skills and competence required for successful implementation of Consultancy practices and develop a holistic personality to lead fulfilling personal and professional lives and the skills that Consultancy specialists need in performing their strategic role

**PLO2** Students will be able to acquire, evaluate and demonstrate knowledge in Consultancy and General Management Discipline and apply various Management methods to assess and “fit” into an organizational environment to communicate clearly, concisely and correctly using analyzed systematic data.

**PLO3** Students will be able to recognize Business information needs and apply systematic approaches to solve problems and produce reports for management decision-making and operational excellence.

**PLO4** Student will be able to evaluate the role of Business Analytics in improved decision making in business with respect to different management levels and implement organizational development strategies aimed at promoting organizational effectiveness.

**PLO5** Student will be able to recognize and possess a high standard of necessary skills such as communication, advocacy and leadership, problem solving, critical thinking, team building, respect for diversity, intervention, documentation, organizational skills and understanding of human relationships.

**PLO6** Students will be able to contribute effectively as an individual, work collaboratively with the capacity to be a team leader in cross-functional, multi-cultural teams to achieve common goals.

**PLO7** Student will be able to demonstrate highest regard for Personal & institutional Integrity, social and ethical responsibility, honesty, teamwork, and continuous Learning to be recognized as industry ready graduates.

**PLO8** Student will be able to recognize themselves as independent learners and manage own professional development and provide leadership to others in the achievement of ongoing competence in Consultancy professional practice.

### 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** | Students will able to acquire the knowledge, skills and competence required for successful implementation of Consultancy practices and develop a holistic personality to lead fulfilling personal and professional lives and also the skills that Consultancy specialists need in performing their strategic role | \*Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Students will be able to acquire, evaluate and demonstrate knowledge in Consultancy and General Management Discipline and apply various Management methods to assess and “fit” into an organizational environment to communicate clearly, concisely and correctly using analyzed systematic data | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.3** | Students will able to recognize Business information needs and apply systematic approaches to solve problems and produce reports for management decision-making and operational excellence. | \*Comprehensive Exam | Student Exit Survey |
| **a.4** | Student will able to evaluate the role of Business Analytics in improved decision making in business with respect to different management levels and implement organizational development strategies aimed at promoting organizational effectiveness | \*Business Simulation (Rubrics) | Student Exit Survey |
| \*Comprehensive Exam |  |
| **a.5** | Student will able to recognize and possess a high standard of necessary skills such as communication, advocacy and leadership, problem solving, critical thinking, team building, respect for diversity, intervention, documentation, organizational skills and understanding of human relationships | \*Business  Communication Course Result analysis of all semesters | Student Exit  Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| **a.6** | Students will able to contribute effectively as an individual, work collaboratively with the capacity to be a team leader in cross-functional, multi-cultural teams to achieve common goals | \*Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student Exit  Survey |
| \* Rubrics |
| \* Comprehensive Exam |
| **a.7** | Students will be able to emerge as Global Leaders with updated and comprehensive knowledge about effective consulting | \*Foreign Business Language Result Analysis of all semesters | Student Exit  Survey |
| \* Rubrics |
| \* Comprehensive  Exam |
| **a.8** | Students will understand the role of ethics and professional conduct in their consulting assignments so as to bring best values to the clients | \*Plagiarism  Checking of Dissertation | Feedback of  Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| **a.9** | Students will develop high probability of employability and effective entrepreneurial skills for long term competitive advantage | \*Scoring Rubrics | Student Exit Survey |
| \*Comprehensive  Exam | Alumni Survey |
| **a.10** | Students will develop a lifelong learning for understanding essentials for effective consulting for organization effectiveness | \*Quiz (Rubrics) | Student Exit  Survey |
| \*Comprehensive Exam |
| **a.11** | Students will able to recognize Business information needs and apply systematic approaches to solve problems through research literacy and produce reports for management decision-making and operational excellence through continuous learning | \*Comprehensive Exam | Student Exit  Survey |
| **a.12** | Students will develop through their interactions across research work effective social networking skills that will give them understanding | \*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**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Levels/ Roles**  **Competencies / skills** | **Management Trainee** | **Associate Consultant** | **Domain (HR/IT/Fin/SCM/Mktg) Consultant** | **Research Analyst** |
| * **Technical / Functional Skills** |  |  |  |  |
| 1. Leadership & Navigation | Intermediate | Advanced | Advanced | Advanced |
| 2. Critical Evaluation | Intermediate | Advanced | Advanced | Expert |
| 3. Consultation | Expert | Expert | Expert | Expert |
| 4. Problem Solving | Intermediate | Advanced | Advanced | Advanced |
| 5. Measurement and Evaluation | Intermediate | Advanced | Advanced | Expert |
| * **Career / Employment Skills** |  |  |  |  |
| 1. Communication | Advanced | Advanced | Advanced | Advanced |
| 2. Coaching | Intermediate | Advanced | Advanced | Advanced |
| 3. Relationship Management | Advanced | Expert | Expert | Expert |
| 4. Business Acumen | Intermediate | Expert | Expert | Advanced |
| 5. Research and Enquiry | Intermediate | Advanced | Advanced | Expert |
| * **Human/Lifestyle Skills** |  |  |  |  |
| 1. Self-Management | Advanced | Expert | Expert | Advanced |
| 2. Decision Making | Intermediate | Advanced | Advanced | Advanced |
| 3. Ethical Practice | Advanced | Advanced | Advanced | Advanced |
| 4. Creativity & Innovation | Intermediate | Expert | Expert | Advanced |
| 5. Teamwork | Expert | Expert | Expert | Expert |
| 6. Committing to change | Advanced | Expert | Expert | Expert |
| 7. Demonstrating personal effectiveness | Intermediate | Advanced | Expert | Expert |
| 8. Global & Cultural Effectiveness | Advanced | Advanced | Advanced | Advanced |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| **Industry/Sector** | **Management Trainee** | **Associate Consultant** | **Domain Consultant** | **Research Analyst** |
| General Management Consultancy firms | ✓ | ✓ | ✓ | ✓ |
| Finance Consultancy | ✓ | ✓ | ✓ | ✓ |
| IT and ITES based Consultancy | ✓ | ✓ | ✓ | ✓ |
| 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 QAA, IACBE, WASC and NAAC accredited and currently aiming for NBA

### Appendix – b.08

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

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

**Programme Mission:**

To provide management education at Post graduate level and shape the overall personality of the students by making them industry ready professionals with specializations in the areas of Finance, Operations, Information Technology, Marketing, International Business, Human Resource, Retail Management and Entrepreneurship. The program aims to transform the students into good and responsible human beings with strong values and convictions, having pride in their heritage and culture, having a sense of right and wrong.

### Programme Description:

### The two years full time Master in Business Administration Programme in Technology Management aims to impart professional knowledge, analytical ability, and management perspectives, enabling them to lead, motivate and manage the business enterprise with sound governance practices in today’s continuously evolving businesses in the era of Digital Transformation. In wake of the Digital Bharat-Saksham Bharat campaign, there is an urgent requirement of competent individuals with not only specific technical job skills and expertise, but managerial capabilities to lead teams and emotional intelligence to enhance organizational productivity through better decision making in technological environments. The MBA program in Technology Management attempts to empower students to become leaders, managers and entrepreneurs, with suitable technical skills to work towards more digitally organized corporates and a more digitally competent society. This programme has been prepared with the stalwarts of industry focusing on what the MBA curriculum should be so that it matches the expectations of the global corporate requirements.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr**  **No.** | **Institution Graduate**  **Attributes** | **Programme**  **Graduate Attributes** | **Indicators** |
| 1 | Management Knowledge and Critical thinking | Management Knowledge with expertise in Technology Management | Student shall be able to define and analyze fundamental & applied Management concepts, skills in areas of Technology Management |
| 2 | Research Literacy and Collaborative Enquiry | Research and Enquiry | Student shall be able to formulate research strategy and apply research skills appropriate for decision making |
| 3 | Information and Technology Literate | Information and Technology Literate | Student shall be able to identify the impact of emerging and disruptive Information Technologies on business and use & apply appropriate IT Tools in Professional Setting |
| 4 | Problem Solving | Approaching problems | Student shall be able to formulate and articulate ideas, think critically, identify, evaluate and synthesize information and use appropriate concepts and methods to solve problems effectively and creatively |
| 5 | Business Communication  Skills | Persuasion &  Communication Skills | Students will be able to demonstrate effective communication skills that support and enhance managerial effectiveness by communicating information accurately and clearly, both verbally and written. |
| 6 | Leadership and Behaviour  skills | Behavioral Skills,  Teamwork and Leadership | Student shall be able to demonstrate effective interpersonal skills, including the ability to lead and to work in a team |
| 7 | Global Manager | Global Citizen | Student shall be able to manage cultural diversity and demonstrate managerial skills in global business context |
| 8 | Ethics and professional  conduct | Ethics and  professional conduct | Student shall be able to identify ethical issues in work-related situations and demonstrate integrity, ethical and professional behavior by being objective, unbiased and avoiding unethical behavior such as fabricating, falsifying or misrepresenting data or to committing plagiarism |
| 9 | Employability and  Entrepreneurship | Employability,  Enterprise & Entrepreneurship | Student shall be able to develop and demonstrate entrepreneurial and business acumen skills to support employability in area of the chosen specialization |
| 10 | Lifelong learning | Lifelong learning | Student shall demonstrate the ability to acquire knowledge and skills, including ‘learning how to learn’ that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal and professional development |
| 11 | Decision Making | Decision Making | Student shall be able to formulate and articulate ideas, think critically, identify, evaluate, and synthesize information and use appropriate concepts and methods to solve problems effectively and creatively |
| 12 | Business Networking skills | Business Networking skills | Student shall be able to participate in social affairs and shall be able to manage people network |

### Programme Educational Objectives/Goals:

### 

1. Students will be able to integrate the theoretical concepts and management perspectives in their decision making.
2. Students will be able to think independently, analyze business problems critically and suggest effective and innovative solutions.
3. The Programme cultivates in the students the values and attitudes that make them agents of social change
4. Students will be able to manage real-life challenges in a competitive business environment.
5. Students will be able to communicate effectively to a wide range of stakeholders.
6. Students will develop ability to work in teams and successfully implement change management strategies for seamless integration of new technology in workplaces
7. Students will be able bring managerial skills to technical workplaces to enhance the productivity of the organization
8. Students of the Management Programme will be prepared for continued learning throughout their career and represent themselves in various professional bodies.

### Programme Operational Objectives

**POO 1** The Faculty of MBA will use appropriate methodology and pedagogical tools for teaching, learning and development

**POO 2** The curriculum will be contemporary and relevant to meet industry requirements and benchmarked on global standards by incorporating feedback from all the stakeholders

**POO 3** The student of MBA will graduate in timely manner

**POO 4** University shall provide Academic facilities, Technological Resources for teaching and learning

**POO 5** The student of MBA will earn achievements in inter-university Extra Curricular activities

**POO 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

**POO 7** The MBA program will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff

**POO 8** The program will facilitate cultivation of cross-cultural humanitarian values

**POO 9** The program will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure

**POO 10** The program will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies

**POO 11** The program shall develop and maintain strong relationship with corporate

**POO 12** The Programme Shall maintain lifelong alumni network and keep the curriculum responsive to industry needs

**POO 13** The program will support all the students for quality placements or join family business or start their own venture.

**POO 14** The program will establish an internal quality cell for operational quality and process improvement

### Programme Structure as per prescribed programme model Framework

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester 1** | | | | | | | | | | | | | | | | | | | | |
| **S.No.** | **Course Code** | | | **Course Title** | | **Course Type** | **Credit** | | | | | | |  |  | | | | **Credit** | |
| L | | T | | | PS | | FW | SW | | | |
| 1 | ACCT602 | | | Accounting for Managers | | Core Courses | 3 | | 0 | | | 0 | | 0 | 0 | | | | 3 | |
| 2 | CSIT 648 | | | Applications of Disruptive Technologies in Business | | 2 | | 0 | | | 0 | | 0 | 2 | | | | 3 | |
| 3 | MKTG601 | | | Marketing Management | | 2 | | 0 | | | 0 | | 0 | 2 | | | | 3 | |
| 4 | HR601 | | | Organizational Behavior | | 2 | | 0 | | | 0 | | 0 | 2 | | | | 3 | |
| 5 | ECON605 | | | Managerial Economics | | 2 | | 0 | | | 0 | | 0 | 2 | | | | 3 | |
| 6 | QAM601 | | | Statistics for Management | | 3 | | 0 | | | 0 | | 0 | 0 | | | | 3 | |
| 7 | BC601 | | | Business Communication for Managers | | 2 | | 0 | | | 0 | | 0 | 2 | | | | 3 | |
| 8 |  | | | FBL | | 2 | | 0 | | | 0 | | 0 | 0 | | | | 2 | |
| 9 | ENTR601 | | | Entrepreneurship and New Venture Creation | | Skill Enhancement | 2 | | 0 | | | 0 | | 0 | 2 | | | | 3 | |
| **Semester 2** | | | | | | | | | | | | | | | | | | | | |
| **S.No.** | | **Course Code** | **Course Title** | | **Course Type** | | | **Credit** | | | | | | | | | | **Credits** | |
| L | | T | PS | | FW | | | SW | |
| 1 | | QAM603 | Business Research Methods | | Core Courses | | | 2 | | 0 | 0 | | 0 | | | 2 | | 3 | |
| 2 | | FIBA601 | Financial Management | | 3 | | 0 | 0 | | 0 | | | 0 | | 3 | |
| 3 | | HR612 | Human Resource Management | | 2 | | 0 | 0 | | 0 | | | 2 | | 3 | |
| 4 | | POM602 | Operations Management` | | 2 | | 0 | 0 | | 0 | | | 2 | | 3 | |
| 5 | | LAW670 | Legal Aspects of Business | | 3 | | 0 | 0 | | 0 | | | 0 | | 3 | |
| 6 | |  | VAC | | VAC | | | 0 | | 0 | 0 | | 0 | | | 0 | | 5 | |
| 7 | | CSIT 660 | Business Analytics and Modelling | | Skill Enhancement | | | 2 | | 0 | 0 | | 0 | | | 2 | | 3 | |
| 8 | | CSIT669 | Foundation of Tech. Management | | Specialization /Sectoral Electives | | | 2 | | 0 | 0 | | 0 | | | 2 | | 3 | |
| 9 | | CSIT668 | Digital Innovation, Transformation and Creativity | | 2 | | 0 | 0 | | 0 | | | 2 | | 3 | |
|  | | | | | | | | | | | | | | | | |  | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester 3** | | | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | |  | | |  | **Total Credits** |
| L | T | | PS | | | FW | SW |  |
| 1 | STRA701 | Strategic Management | Core Courses | 3 | 0 | | 0 | | | 0 | 2 | 4 |
| 2 |  | FBL | VAC | 2 | 0 | | 0 | | | 0 | 0 | 2 |
| 3 |  | Summer Internship | NTCC |  |  | |  | | |  |  | 3 |
| 4 | HR721 | Leading Change in Organizations | Specialization / Sectoral Electives  Specialisation Elective Courses | 3 | 0 | 0 | | | 0 | | 0 | 3 |
| 5 | MKTG733 | Digital Marketing | 2 | 0 | 0 | | | 0 | | 2 | 3 |
| 6 | HR725 | Emotional Intelligence for Managers | 2 | 0 | 0 | | | 0 | | 2 | 3 |
| 7 | CSIT787 | Technology Forecasting | 3 | 0 | 0 | | | 0 | | 0 | 3 |
| 8 | CSIT705 | I.T. Project Management | 2 | 0 | 0 | | | 0 | | 2 | 3 |
| 9 | CSIT 784 | Management of Technological Innovations and Changes | 2 | 0 | 0 | | | 0 | | 2 | 3 |
| 10 | CSIT 756 | Contemporary Information Systems and Knowledge Management. | 2 | 0 | 0 | | | 0 | | 2 | 3 |
| 11 | ENTR713 | Creating and Managing New Businesses in Emerging Markets | 2 | 0 | 0 | | | 0 | | 2 | 3 |
| **26** | | | | | | | | | | | | |

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|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester 4** | | | | | | | | | | | | | | | |
| **Sl.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | |  | |  | | **Total Credits** | |
| L | | T | | PS | | FW | | SW | |
| 1 | MGMT705 | Management in Action - Social Economic and Ethical Issues | Core Courses | 3 | | 0 | | 0 | | 0 | | 2 | | 4 | |
| 2 |  | FBL | FAC | 2 | | 0 | | 0 | | 0 | | 0 | | 2 | |
| 3 |  | Dissertation |  |  | |  | |  | |  | | 6 | | 6 | |
| **Technology Management** | | | | | | | | | | | | | | | |
| 1 | CSIT788 | Growth Management | Specialization / Sectoral Electives | | 2 | | 0 | | 0 | | 0 | | 2 | | 3 |
| 2 | CSIT778 | Artificial Intelligence and Robotics Applications | 2 | | 0 | | 0 | | 0 | | 2 | | 3 |
| 3 | CSIT759 | Data Visualization Tools and Techniques | 2 | | 0 | |  | | 0 | | 4 | | 4 |
| 4 | CSIT 779 | Managing IT Products and Services | 2 | | 0 | | 0 | | 0 | | 2 | | 3 |
| 5 | CSIT 666 | Block chain for Business | 2 | | 0 | | 0 | | 0 | | 2 | | 3 |
| 6 | CSIT 749 | Internet of Things Fundamentals | 2 | | 0 | | 0 | | 0 | | 2 | | 3 |
| 7 | ENTR752 | Product Design, Development and Commercialization. | 2 | | 0 | | 0 | | 0 | | 2 | | 3 |
|  | | | | | | | | | | | | | | | **25** |

### 

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

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

### Programme Learning Outcomes (PLOs):

PLO 1 Student shall be able to define and analyse fundamental & applied Management concepts, skills in areas of Technology Management.

PLO 2 Student shall be able to formulate research strategy and apply research skills appropriate for decision making.

PLO 3 Student shall be able to identify the impact of emerging and disruptive Information Technologies on business and use & apply appropriate IT Tools in Professional Setting.

PLO 4 Student shall be able to formulate and articulate ideas, think critically, identify, evaluate and synthesize information and use appropriate concepts and methods to solve problems effectively and creatively

PLO 5 Students will be able to demonstrate effective communication skills that support and enhance managerial effectiveness by communicating information accurately and clearly, both verbally 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 manage cultural diversity and demonstrate managerial skills in global business context

PLO 8 Student shall be able to identify ethical issues in work-related situations and demonstrate integrity, ethical and professional behavior by being objective, unbiased and avoiding unethical behavior such as fabricating, falsifying or misrepresenting data or to committing plagiarism

PLO 9 Student shall be able to develop and demonstrate entrepreneurial and business acumen skills to support employability in area of the chosen specialization

PLO 10 Student shall demonstrate the ability to acquire knowledge and skills, including ‘learning how to learn’ that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal and professional development

PLO 11 Student shall be able to formulate and articulate ideas, think critically, identify, evaluate, and synthesize information and use appropriate concepts and methods to solve problems effectively and creatively

PLO 12 Student shall be able to participate in social affairs and shall be able to manage people network

**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** | Student shall be able to define and analyse fundamental & applied Management concepts, skills in areas of Technology Management | \*Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Student shall be able to formulate research strategy and apply research skills appropriate for decision making. | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.3** | Student shall be able to identify the impact of emerging and disruptive Information Technologies on business and use & apply appropriate IT Tools in Professional Setting | \*Comprehensive Exam | Student Exit Survey |
| **a.4** | Student shall be able to formulate and articulate ideas, think critically, identify, evaluate and synthesize information and use appropriate concepts and methods to solve problems effectively and creatively | \*Business Simulation (Rubrics) | Student Exit Survey |
| \*Comprehensive Exam |  |
| **a.5** | Students will be able to demonstrate effective communication skills that support and enhance managerial effectiveness by communicating information accurately and clearly, both verbally and written. | \*Business  Communication Course Result analysis of all semesters | Student Exit  Survey |
| \*Rubrics |
| \*Comprehensive Exam |
| **a.6** | Student shall be able to demonstrate effective interpersonal skills, including the ability to lead and to work in a team | \*Behavioural  Science Course Result analysis of all semesters, Journal of Success | Student Exit  Survey |
| \* Rubrics |
| \* Comprehensive Exam |
| **a.7** | Student shall be able to manage cultural diversity and demonstrate managerial skills in global business context | \*Foreign Business Language Result Analysis of all semesters | Student Exit  Survey |
| \* Rubrics |
| \* Comprehensive  Exam |
| **a.8** | Student shall be able to identify ethical issues in work-related situations and demonstrate integrity, ethical and professional behavior by being objective, unbiased and avoiding unethical behavior such as fabricating, falsifying or misrepresenting data or to committing plagiarism | \*Plagiarism  Checking of Dissertation | Feedback of  Industry Internship Guide |
| \* Comprehensive Exam | Indiscipline Cases |
| **a.9** | Student shall be able to develop and demonstrate entrepreneurial and business acumen skills to support employability in area of the chosen specialization | \*Scoring Rubrics | Student Exit Survey |
| \*Comprehensive  Exam | Alumni Survey |
| **a.10** | Student shall demonstrate the ability to acquire knowledge and skills, including ‘learning how to learn’ that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal and professional development | \*Quiz (Rubrics) | Student Exit  Survey |
| \*Comprehensive Exam |
| **a.11** | Student shall be able to formulate and articulate ideas, think critically, identify, evaluate, and synthesize information and use appropriate concepts and methods to solve problems effectively and creatively | \*Comprehensive Exam | Student Exit  Survey |
| **a.12** | Student shall be able to participate in social affairs and shall be able to manage people network | \*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**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No** | **Roles**  **Skills &**  **Competencies** | **Research/Business Analyst** | **Project Coordinator** | **IT Manager** | **Management Trainee -IT** |
| 1 | Management Knowledge | Advanced | Advanced | Advanced | Advanced |
| 2 | Research & Inquiry | Intermediate | Intermediate | Intermediate | Intermediate |
| 3 | Critical Thinking & Problem Solving | Intermediate | Intermediate | Intermediate | Intermediate |
| 4 | Decision Making | Intermediate | Intermediate | Intermediate | Intermediate |
| 5 | ICT Usage | Advanced | Advanced | Advanced | Advanced |
| 6 | Creativity, Innovation & Reflective Thinking | Intermediate | Intermediate | Intermediate | Intermediate |
| 8 | Communication and Presentation Skills | Advanced | Advanced | Advanced | Advanced |
| 9 | Leadership & Teamwork | Intermediate | Intermediate | Intermediate | Intermediate |
| 10 | Flexibility | Advanced | Advanced | Advanced | Advanced |
| 11 | Project Management | Basic | Intermediate | Basic | Basic |
| 12 | Self-Learning | Advanced | Advanced | Advanced | Advanced |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Research/Business Analyst** | **Project Coordinator** | **IT Manager** | **Management Trainee -IT** | **Research/Business Analyst** |
| Automobiles |  | **√** | **√** | **√** | **√** |
| Consultancy firms | **√** |  | **√** |  | **√** |
| Engineering |  | **√** | **√** | **√** | **√** |
| Fast Moving Consumer Goods (FMCG) |  | **√** |  | **√** | **√** |
| Healthcare |  | **√** |  | **√** | **√** |
| ICT Equipment Manufacturing | **√** |  |  |  |  |
| Information & Communication Technology | **√** |  |  |  |  |
| Research & Innovation | **√** |  |  |  |  |
| Office Automation & Imaging |  |  |  | **√** | **√** |
| Power & Energy |  | **√** |  |  |  |
| Retail |  | **√** |  |  |  |
| Telecom |  | **√** |  |  |  |
| Banking & Insurance | **√** |  | **√** | **√** | **√** |
| Financial Services | **√** |  | **√** | **√** | **√** |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited and currently aiming for NBA

### Appendix – b.09

**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:

The MBA programme in International Business is structured to prepare global self-driven professionals who can continuously learn, evolve & adapt through real-world knowledge of volatility, uncertainty, complexity & ambiguity associated with doing business in today’s interconnected world economy. This Programme 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. The programme has a minimum of 105 credits with a break-up as follows: Semester I: 26 Credits Semester II: 26 Credits Semester III: 26 Credits Semester IV: 25 Credits (Minimum Credit Units (CUs) prescribed for programmes (105) = Sum of credit units of all semesters (103 CUs) + 02 flouting CUs for “Outdoor Activity Based Courses (OABC)” to be compulsory opted by students during the programme for completion of degree.)

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

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Institution Graduate**  **Attribute** | **Programme**  **Graduate Attribute** | **Indicators** |
| 1 | Knowledge and Understanding of Global Business Management | Apply discipline knowledge, principles and concepts | Students shall be able 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 on Global issues | 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 knowledg | 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 synthesise information | Students shall be able 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 | Effective Business Communication | Communicate effectively | Students shall 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 | Interpersonal Skills, Teamwork and Leadership Skills | Demonstrate leadership and professional behaviour | Students shall be able 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 be able to 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. |
| 8 | Ethical and Professional Behaviour | Ethical practitioners | 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. |
| 9 | Innovative, creative, Enterprising | Enterprising, innovative and creative | Students shall be able to create a sustainable business model through creative and innovative thinking. |
| 10 | Lifelong Learning | Utilise lifelong learning skills | Students 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. |
| 11 | Decision Making skills in the complex Global scenario | Rigorous in analysis, critique, and reflection | develop decision making capabilities and abilities, considering global dynamism and building multiple scenarios |
| 12 | Social Networking Skills | Social awareness | Ability to use Social Networking Skills for business professional use |
| 1 | Knowledge and Understanding of Global Business Management | Apply discipline knowledge, principles and concepts | Students shall be able to interpret and analyze various subjects of management domain with special focus in the area of International Business. |

### Programme Educational Objectives/Goals:

1. Students of the Management Programme will think independently, analytically through the process of research and inquiry while making effective decisions in global environment.
2. Students of the Management Programme will have theoretical knowledge and competency based skill set and thus will be able to demonstrate application of management principles in an international 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 Objectives

1. International Business 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 International Business will graduate in timely manner.
4. University shall provide Academic facilities, Technological Resources for teaching and learning.
5. The student of International Business 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 International Business will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff
8. International Business will facilitate cultivation of cross cultural humanitarian values.
9. International Business will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure.
10. International Business will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.
11. International Business shall develop and maintain strong relationship with corporate.
12. Shall maintain lifelong alumni network and keep the curriculum responsive to industry needs.
13. 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**

**FIRST SEMESTER**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester I** | | | | | | | | | | |
| **S. No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (18 - 24 Credits)** | | | | | | | | | | |
| 1 | ACCT602 | Accounting for Managers(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | CSIT648 | Applications of Disruptive Technologies in Business(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | ECON605 | Managerial Economics(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | QAM601 | Statistics for Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | HR601 | Organizational Behavior(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | MKTG601 | Marketing Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Specialization (0-6 Credits)** | | | | | | | | | | |
| 7 | IB601 | Global Business Management(PG) | Specialization Core (Functional/ Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Employability & Skill Enhancement (0-3 Credits)** | | | | | | | | | | |
| 8 | ENTR601 | Entrepreneurship and New Venture Creation(PG) | Employability & Skill Enhancement Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Value Added Courses ( 5 Credits)** | | | | | | | | | | |
| 9 |  | Business Communication Course |  | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 |  | Foreign Business Language |  | 1 | 0 | 0 | 0 | 2 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester II** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (15 - 20 Credits)** | | | | | | | | | | |
| 1 | FIBA601 | Financial Management(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | HR612 | Human Resource Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | POM602 | Operations Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | LAW670 | Legal Aspects of Business(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | QAM603 | Business Research Methods(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Specialization (0 - 6 Credits)** | | | | | | | | | | |
| 6 | MKTG732 | International Strategic Marketing(PG) | Specialization Core (Functional/Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | IB703 | International Trade Documentation and Logistics(PG) | Specialization Core (Functional/Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | HR614 | Cross Cultural Management and Management of Multinational Companies(PG) | Specialization Core (Functional/Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Employability & Skill Enhancement (0 - 6 Credits)** | | | | | | | | | | |
| 9 | CSIT660 | Business Analytics and Modelling(PG) | Employability & Skill Enhancement Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Value Added Courses (5 Credits)** | | | | | | | | | | |
| 10 |  | Behavioural Science Course |  | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 11 |  | Foreign Business Language |  | 1 | 0 | 0 | 0 | 2 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester III** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (4 Credits)** | | | | | | | | | | |
| 1 | STRA701 | Strategic Management(PG) | Core Courses | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| **Specialisation Elective Courses (18 - 20 Credits)** | | | | | | | | | | |
| 2 | ACCT801 | Corporate Tax Planning and Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | CSIT668 | Digital Innovation, Transformation and Creativity(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | CSIT714 | Business Intelligence and Data Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | CSIT735 | Enterprise Cloud Computing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | CSIT748 | Data Mining and Data Warehousing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | CSIT760 | Text Mining in R(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | FIBA701 | Behavioural Finance(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 9 | FIBA703 | Corporate Restructuring, Mergers and Acquisitions(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 | FIBA711 | Financial Statement Analysis(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 11 | FIBA721 | Management of Financial Services(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 12 | FIBA732 | Security Analysis and Portfolio Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 13 | HR703 | Recruitment Selection and Retention(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 14 | HR712 | Compensation and Reward Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 15 | HR713 | Training and Development - Systems Strategies and Practices(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 16 | HR727 | GLOBAL HUMAN RESOURCE MANAGEMENT(PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| 17 | IB701 | Global Sales and Channel Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 18 | IB725 | Legal Environment of International Business(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| 19 | IB735 | Global Marketing Communication(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 20 | IB753 | Economics of Emerging Markets(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 21 | IB754 | Managing Business in Asia Pacific Region(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 22 | IB755 | Global Strategic Brand Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 23 | IB756 | WTO and International Trade Law(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 24 | IB757 | Risk and Insurance in International Trade(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 25 | LAW651 | Industrial Relations and Labour Laws(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 26 | MKTG723 | Pricing Strategies(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 27 | MKTG731 | Strategic Service Marketing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 28 | MKTG733 | Digital Marketing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 29 | POM702 | Supply Chain Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 30 | POM721 | Project Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Mandatory Course (3 Credits)** | | | | | | | | | | |
| 31 | MSSI600 | Summer Internship(PG) | Mandatory Course | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| **Value Added Courses (2 Credits)** | | | | | | | | | | |
| 32 |  | Professional Ethics |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| 33 |  | Foreign Business Language |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester IV** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Course (4 Credits)** | | | | | | | | | | |
| 1 | MGMT705 | Management in Action - Social Economic and Ethical Issues(PG) | Core Courses | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| **Specialisation Elective Courses (13 - 16 Credits)** | | | | | | | | | | |
| 2 | CSIT714 | Supply Chain Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 0 |
| 3 | CSIT749 | Internet of things Fundamentals(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | CSIT759 | Data Visualization: Tools and Techniques(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | CSIT766 | Social Media and Social Network Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | ENTR731 | Managing Creativity and Building Learning Organizations(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | FIBA704 | Financial Engineering(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | FIBA713 | International Finance and Forex Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 9 | FIBA723 | Private Equity and Venture Capital(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 | FIBA733 | Strategic Financial Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 11 | FIBA734 | Wealth Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 12 | HR611 | Organization Change and Development(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 13 | HR701 | Competency Mapping and Assessment(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 14 | HR717 | Performance and Competency Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 15 | HR720 | Transactional Analysis(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 16 | IB758 | India’s Foreign Trade Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 17 | IB759 | Strategic Global Outsourcing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 18 | IB760 | Microeconomics of Competitiveness(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 19 | IB761 | Managing Business with China(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 20 | IB762 | International and Cross Cultural Business Negotiation(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 21 | MKTG604 | Consumer Behaviour(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 22 | MKTG715 | Direct Marketing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 23 | MKTG721 | Customer Relationship Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 24 | MKTG724 | Product Development and Management - a Global Perspective(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 25 | POM705 | Operations Planning, Scheduling and Control(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 26 | POM711 | Service Operations Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 27 | RETL705 | International Retail Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Value Added Courses (2 - 5 Credits)** | | | | | | | | | | |
| 28 |  | Foreign Business Language |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| **Non-Teaching Credit Courses (6 Credits)** | | | | | | | | | | |
| 29 | MSDS600 | Dissertation(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
|  |  |  |  | **Total Credit** | | | | | | **25** |

**Total Credits for the Programme: 105 Minimum Credits Prescribed by the University: 105**

**(a) Semester Level 25 (b) Programme Level 105**

**Programme Learning Outcomes:**

* + 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. Students shall be able 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. Students shall 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. Students shall be able 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 be able to 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.
    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.
    11. Ability to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in cross cultural environment.
    12. Develop Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations.

### 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 interpret and analyze various subjects of management domain with special focus in the area of International Business. | | | \*Comprehensive Exam/Viva annual basis | on | Student Exit Survey | |
| a.2 | 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) | | Student Exit Survey |  |
| Comprehensive Exam | |
| a.3 | 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 | Able 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. | | | \* Term Paper, Seminar, Internship, Dissertation (Rubrics) | | Student Exit Survey | |
| \*Comprehensive Exam | |
| a.5 | 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 | Able 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. | | | \*Behavioural Science Course Result analysis of all semesters, Journal of Success | | Student Exit Survey | |
|  | | \* Rubrics | | |
| \* Comprehensive Exam | | |
| a.7 | Students shall be able to 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 | Student shall be able to recognize and practice ethical responsibilities and defend justice, honesty and integrity in all personal and professional pursuits. | | \* Scoring Rubrics | | | Feedback of Industry  Internship Guide | |
| \*Comprehensive Exam | | | Indiscipline Cases | |
| a.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. | | \*Scoring Rubrics | | | Student Exit Survey | |
| \*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 | | |
| a.11 | Ability to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in cross cultural environment. | | \*Quiz (Rubrics) | | | Student Exit Survey | |
| \*Comprehensive  Exam | | |
| a.12 | Develop Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations. | | \*Quiz (Rubrics) | | | Student Exit Survey | |
| \*Comprehensive  Exam | | |

**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** | **PLO11** | **PLO12** |
| **Direct** | Comprehensive  examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper,  Presentations) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Practicum / Internship  evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| **Indirect** | Exit interviews | **√** |  | **√** | **√** | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
| Alumni surveys |  |  |  |  |  |  |  |  | **√** |  |  |  |

**Programme Operational Outcomes Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO`s** | **POO 1** | **POO 2** | **POO 3** | **POO 4** | **POO 5** | **POO 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** |
| Student Satisfaction Surveys | **√** |  |  |  | **√** |  | **√** | **√** |  |  |  |  | **√** |
| Exit Surveys |  |  |  |  |  |  |  |  | **√** |  |  | **√** |  |
| Alumni/Employer Surveys |  | **√** |  |  |  |  |  |  |  |  | **√** | **√** | **√** |
| Course Evaluations | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** |  |  |  |
| Execution of Action Plans | **√** | **√** |  |  |  | **√** | **√** | **√** | **√** | **√** |  |  |  |
| Curriculum/Program Reviews | **√** | **√** | **√** |  |  | **√** |  |  |  | **√** |  |  |  |
| Benchmarking Studies (analyses of comparisons with similar institutions) | **√** | **√** | **√** | **√** | **√** |  |  |  |  | **√** |  |  |  |
| Strategic Plan Performance (achievement of goals and objectives) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  |  |  |
| Faculty and Staff Performance Reviews | **√** | **√** | **√** |  |  | **√** |  |  |  | **√** |  |  |  |
| Placement records of graduates | **√** | **√** | **√** | **√** | **√** |  |  |  |  | **√** |  | **√** | **√** |
| Transcript Analysis) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  |  |  |

**Role & Competency Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Attributes | Management Trainee - Export and Import Division | Tax Consultant | Management Trainee- HR /Recruitment / Talent Acqui | Research Analyst |
| Apply discipline knowledge, principles and concepts | Expert | Advanced | Intermediate | Intermediate |
| Extend the boundaries of knowledge through research | Expert | Advanced | Expert | Advanced |
| Digitally literate | Expert | Advanced | Expert | Advanced |
| Access, evaluate and synthesise information | Advanced | Advanced | Advanced | Expert |
| Communicate effectively | Advanced | Advanced | Advanced | Expert |
| Demonstrate leadership and professional behaviour | Advanced | Expert | Advanced | Expert |
| Recognise and apply international perspectives | Advanced | Advanced | Advanced | Expert |
| Ethical practitioners | Expert | Expert | Advanced | Expert |
| Enterprising, innovative and creative | Expert | Advanced | Expert | Advanced |
| Utilise lifelong learning skills | Expert | Advanced | Advanced | Advanced |
| Rigorous in analysis, critique, and reflection | Expert | Expert | Expert | Advanced |
| Social awareness | Advanced | Expert | Expert | Expert |
|  |  |  |  |  |

**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 Acqui | Research Analyst | Asst Manager - Logistics | Management Trainee- International Operations/Docum |
| Education | **√** | **√** | **√** |  | **√** | **√** |
| 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 | **√** | **√** | **√** |  | **√** | **√** |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited and currently aiming for NBA

### Appendix – b.10

**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:

The MBA programme in International Business is structured to prepare global self-driven professionals who can continuously learn, evolve & adapt through real-world knowledge of volatility, uncertainty, complexity & ambiguity associated with doing business in today’s interconnected world economy. This Programme 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. The programme has a minimum of 105 credits with a break-up as follows: Semester I: 26 Credits Semester II: 26 Credits Semester III: 26 Credits Semester IV: 25 Credits (Minimum Credit Units (CUs) prescribed for programmes (105) = Sum of credit units of all semesters (103 CUs) + 02 flouting CUs for “Outdoor Activity Based Courses (OABC)” to be compulsory opted by students during the programme for completion of degree.)

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

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Institution Graduate**  **Attribute** | **Programme**  **Graduate Attribute** | **Indicators** |
| 1 | Knowledge and Understanding of Global Business Management | Apply discipline knowledge, principles and concepts | Students shall be able 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 on Global issues | 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 knowledg | 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 synthesise information | Students shall be able 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 | Effective Business Communication | Communicate effectively | Students shall 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 | Interpersonal Skills, Teamwork and Leadership Skills | Demonstrate leadership and professional behaviour | Students shall be able 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 be able to 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. |
| 8 | Ethical and Professional Behaviour | Ethical practitioners | 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. |
| 9 | Innovative, creative, Enterprising | Enterprising, innovative and creative | Students shall be able to create a sustainable business model through creative and innovative thinking. |
| 10 | Lifelong Learning | Utilise lifelong learning skills | Students 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. |
| 11 | Decision Making skills in the complex Global scenario | Rigorous in analysis, critique, and reflection | develop decision making capabilities and abilities, considering global dynamism and building multiple scenarios |
| 12 | Social Networking Skills | Social awareness | Ability to use Social Networking Skills for business professional use |
| 1 | Knowledge and Understanding of Global Business Management | Apply discipline knowledge, principles and concepts | Students shall be able to interpret and analyze various subjects of management domain with special focus in the area of International Business. |

### Programme Educational Objectives/Goals:

1. Students of the Management Programme will think independently, analytically through the process of research and inquiry while making effective decisions in global environment.
2. Students of the Management Programme will have theoretical knowledge and competency based skill set and thus will be able to demonstrate application of management principles in an international 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 Objectives

1. International Business 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 International Business will graduate in timely manner.
4. University shall provide Academic facilities, Technological Resources for teaching and learning.
5. The student of International Business 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 International Business will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff
8. International Business will facilitate cultivation of cross cultural humanitarian values.
9. International Business will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure.
10. International Business will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.
11. International Business shall develop and maintain strong relationship with corporate.
12. Shall maintain lifelong alumni network and keep the curriculum responsive to industry needs.
13. 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**

**FIRST SEMESTER**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester I** | | | | | | | | | | |
| **S. No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (18 - 24 Credits)** | | | | | | | | | | |
| 1 | ACCT602 | Accounting for Managers(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | CSIT648 | Applications of Disruptive Technologies in Business(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | ECON605 | Managerial Economics(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | QAM601 | Statistics for Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | HR601 | Organizational Behavior(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | MKTG601 | Marketing Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Specialization (0-6 Credits)** | | | | | | | | | | |
| 7 | IB601 | Global Business Management(PG) | Specialization Core (Functional/ Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Employability & Skill Enhancement (0-3 Credits)** | | | | | | | | | | |
| 8 | ENTR601 | Entrepreneurship and New Venture Creation(PG) | Employability & Skill Enhancement Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Value Added Courses ( 5 Credits)** | | | | | | | | | | |
| 9 |  | Business Communication Course |  | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 |  | Foreign Business Language |  | 1 | 0 | 0 | 0 | 2 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester II** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (15 - 20 Credits)** | | | | | | | | | | |
| 1 | FIBA601 | Financial Management(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | HR612 | Human Resource Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | POM602 | Operations Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | LAW670 | Legal Aspects of Business(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | QAM603 | Business Research Methods(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Specialization (0 - 6 Credits)** | | | | | | | | | | |
| 6 | MKTG732 | International Strategic Marketing(PG) | Specialization Core (Functional/Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | IB703 | International Trade Documentation and Logistics(PG) | Specialization Core (Functional/Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | HR614 | Cross Cultural Management and Management of Multinational Companies(PG) | Specialization Core (Functional/Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Employability & Skill Enhancement (0 - 6 Credits)** | | | | | | | | | | |
| 9 | CSIT660 | Business Analytics and Modelling(PG) | Employability & Skill Enhancement Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Value Added Courses (5 Credits)** | | | | | | | | | | |
| 10 |  | Behavioural Science Course |  | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 11 |  | Foreign Business Language |  | 1 | 0 | 0 | 0 | 2 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester III** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (4 Credits)** | | | | | | | | | | |
| 1 | STRA701 | Strategic Management(PG) | Core Courses | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| **Specialisation Elective Courses (18 - 20 Credits)** | | | | | | | | | | |
| 2 | ACCT801 | Corporate Tax Planning and Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | CSIT668 | Digital Innovation, Transformation and Creativity(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | CSIT714 | Business Intelligence and Data Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | CSIT735 | Enterprise Cloud Computing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | CSIT748 | Data Mining and Data Warehousing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | CSIT760 | Text Mining in R(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | FIBA701 | Behavioural Finance(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 9 | FIBA703 | Corporate Restructuring, Mergers and Acquisitions(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 | FIBA711 | Financial Statement Analysis(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 11 | FIBA721 | Management of Financial Services(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 12 | FIBA732 | Security Analysis and Portfolio Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 13 | HR703 | Recruitment Selection and Retention(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 14 | HR712 | Compensation and Reward Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 15 | HR713 | Training and Development - Systems Strategies and Practices(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 16 | HR727 | GLOBAL HUMAN RESOURCE MANAGEMENT(PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| 17 | IB701 | Global Sales and Channel Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 18 | IB725 | Legal Environment of International Business(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| 19 | IB735 | Global Marketing Communication(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 20 | IB753 | Economics of Emerging Markets(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 21 | IB754 | Managing Business in Asia Pacific Region(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 22 | IB755 | Global Strategic Brand Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 23 | IB756 | WTO and International Trade Law(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 24 | IB757 | Risk and Insurance in International Trade(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 25 | LAW651 | Industrial Relations and Labour Laws(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 26 | MKTG723 | Pricing Strategies(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 27 | MKTG731 | Strategic Service Marketing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 28 | MKTG733 | Digital Marketing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 29 | POM702 | Supply Chain Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 30 | POM721 | Project Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Mandatory Course (3 Credits)** | | | | | | | | | | |
| 31 | MSSI600 | Summer Internship(PG) | Mandatory Course | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| **Value Added Courses (2 Credits)** | | | | | | | | | | |
| 32 |  | Professional Ethics |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| 33 |  | Foreign Business Language |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester IV** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Course (4 Credits)** | | | | | | | | | | |
| 1 | MGMT705 | Management in Action - Social Economic and Ethical Issues(PG) | Core Courses | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| **Specialisation Elective Courses (13 - 16 Credits)** | | | | | | | | | | |
| 2 | CSIT714 | Supply Chain Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 0 |
| 3 | CSIT749 | Internet of things Fundamentals(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | CSIT759 | Data Visualization: Tools and Techniques(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | CSIT766 | Social Media and Social Network Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | ENTR731 | Managing Creativity and Building Learning Organizations(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | FIBA704 | Financial Engineering(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | FIBA713 | International Finance and Forex Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 9 | FIBA723 | Private Equity and Venture Capital(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 | FIBA733 | Strategic Financial Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 11 | FIBA734 | Wealth Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 12 | HR611 | Organization Change and Development(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 13 | HR701 | Competency Mapping and Assessment(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 14 | HR717 | Performance and Competency Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 15 | HR720 | Transactional Analysis(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 16 | IB758 | India’s Foreign Trade Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 17 | IB759 | Strategic Global Outsourcing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 18 | IB760 | Microeconomics of Competitiveness(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 19 | IB761 | Managing Business with China(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 20 | IB762 | International and Cross Cultural Business Negotiation(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 21 | MKTG604 | Consumer Behaviour(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 22 | MKTG715 | Direct Marketing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 23 | MKTG721 | Customer Relationship Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 24 | MKTG724 | Product Development and Management - a Global Perspective(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 25 | POM705 | Operations Planning, Scheduling and Control(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 26 | POM711 | Service Operations Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 27 | RETL705 | International Retail Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Value Added Courses (2 - 5 Credits)** | | | | | | | | | | |
| 28 |  | Foreign Business Language |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| **Non-Teaching Credit Courses (6 Credits)** | | | | | | | | | | |
| 29 | MSDS600 | Dissertation(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
|  |  |  |  | **Total Credit** | | | | | | **25** |

**Total Credits for the Programme: 105 Minimum Credits Prescribed by the University: 105**

**(a) Semester Level 25 (b) Programme Level 105**

**Programme Learning Outcomes:**

* + 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. Students shall be able 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. Students shall 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. Students shall be able 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 be able to 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.
    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.
    11. Ability to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in cross cultural environment.
    12. Develop Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations.

### 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 interpret and analyze various subjects of management domain with special focus in the area of International Business. | | | \*Comprehensive Exam/Viva annual basis | on | Student Exit Survey | |
| a.2 | 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) | | Student Exit Survey |  |
| Comprehensive Exam | |
| a.3 | 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 | Able 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. | | | \* Term Paper, Seminar, Internship, Dissertation (Rubrics) | | Student Exit Survey | |
| \*Comprehensive Exam | |
| a.5 | 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 | Able 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. | | | \*Behavioural Science Course Result analysis of all semesters, Journal of Success | | Student Exit Survey | |
|  | | \* Rubrics | | |
| \* Comprehensive Exam | | |
| a.7 | Students shall be able to 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 | Student shall be able to recognize and practice ethical responsibilities and defend justice, honesty and integrity in all personal and professional pursuits. | | \* Scoring Rubrics | | | Feedback of Industry  Internship Guide | |
| \*Comprehensive Exam | | | Indiscipline Cases | |
| a.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. | | \*Scoring Rubrics | | | Student Exit Survey | |
| \*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 | | |
| a.11 | Ability to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in cross cultural environment. | | \*Quiz (Rubrics) | | | Student Exit Survey | |
| \*Comprehensive  Exam | | |
| a.12 | Develop Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations. | | \*Quiz (Rubrics) | | | Student Exit Survey | |
| \*Comprehensive  Exam | | |

**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** | **PLO11** | **PLO12** |
| **Direct** | Comprehensive  examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper,  Presentations) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Practicum / Internship  evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| **Indirect** | Exit interviews | **√** |  | **√** | **√** | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
| Alumni surveys |  |  |  |  |  |  |  |  | **√** |  |  |  |

**Programme Operational Outcomes Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO`s** | **POO 1** | **POO 2** | **POO 3** | **POO 4** | **POO 5** | **POO 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** |
| Student Satisfaction Surveys | **√** |  |  |  | **√** |  | **√** | **√** |  |  |  |  | **√** |
| Exit Surveys |  |  |  |  |  |  |  |  | **√** |  |  | **√** |  |
| Alumni/Employer Surveys |  | **√** |  |  |  |  |  |  |  |  | **√** | **√** | **√** |
| Course Evaluations | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** |  |  |  |
| Execution of Action Plans | **√** | **√** |  |  |  | **√** | **√** | **√** | **√** | **√** |  |  |  |
| Curriculum/Program Reviews | **√** | **√** | **√** |  |  | **√** |  |  |  | **√** |  |  |  |
| Benchmarking Studies (analyses of comparisons with similar institutions) | **√** | **√** | **√** | **√** | **√** |  |  |  |  | **√** |  |  |  |
| Strategic Plan Performance (achievement of goals and objectives) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  |  |  |
| Faculty and Staff Performance Reviews | **√** | **√** | **√** |  |  | **√** |  |  |  | **√** |  |  |  |
| Placement records of graduates | **√** | **√** | **√** | **√** | **√** |  |  |  |  | **√** |  | **√** | **√** |
| Transcript Analysis) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  |  |  |

**Role & Competency Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Attributes | Management Trainee - Export and Import Division | Tax Consultant | Management Trainee- HR /Recruitment / Talent Acqui | Research Analyst |
| Apply discipline knowledge, principles and concepts | Expert | Advanced | Intermediate | Intermediate |
| Extend the boundaries of knowledge through research | Expert | Advanced | Expert | Advanced |
| Digitally literate | Expert | Advanced | Expert | Advanced |
| Access, evaluate and synthesise information | Advanced | Advanced | Advanced | Expert |
| Communicate effectively | Advanced | Advanced | Advanced | Expert |
| Demonstrate leadership and professional behaviour | Advanced | Expert | Advanced | Expert |
| Recognise and apply international perspectives | Advanced | Advanced | Advanced | Expert |
| Ethical practitioners | Expert | Expert | Advanced | Expert |
| Enterprising, innovative and creative | Expert | Advanced | Expert | Advanced |
| Utilise lifelong learning skills | Expert | Advanced | Advanced | Advanced |
| Rigorous in analysis, critique, and reflection | Expert | Expert | Expert | Advanced |
| Social awareness | Advanced | Expert | Expert | Expert |
|  |  |  |  |  |

**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 Acqui | Research Analyst | Asst Manager - Logistics | Management Trainee- International Operations/Docum |
| Education | **√** | **√** | **√** |  | **√** | **√** |
| 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 | **√** | **√** | **√** |  | **√** | **√** |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited and currently aiming for 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 to make them future ready in the emerging technology-driven volatile global environment 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 prepare 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. The programme has a minimum of 105 credits with a break-up as follows: Semester I: 26 Credits Semester II: 26Credits Semester III: 26 Credits Semester IV: 25Credits

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr**  **No.** | **Institution Graduate**  **Attributes** | **Programme**  **Graduate Attributes** | **Indicators** |
| 1 | Knowledge and Understanding of Global Business Management | Apply discipline knowledge, principles and concepts | Students shall be able 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 on Global issues | 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 synthesise information | Students shall be able 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 | Effective Business Communication | Communicate effectively | Students shall 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 | Interpersonal Skills, Teamwork and Leadership Skills | Demonstrate leadership and professional behaviour | Students shall be able 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 be able to 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. |
| 8 | Ethical and Professional Behaviour | Ethical practitioners | 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. |
| 9 | Innovative, creative, Enterprising | Enterprising, innovative and creative | Students shall be able to create a sustainable business model through creative and innovative thinking. |
| 10 | Lifelong Learning | Utilise lifelong learning skills | Students 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. |
| 11 | Decision Making skills in the complex Global scenario | Rigorous in analysis, critique, and reflection | develop decision making capabilities and abilities, considering global dynamism and building multiple scenarios |
| 12 | Social Networking Skills | Social awareness | Ability to use Social Networking Skills for business professional use |

### Programme Educational Objectives/Goals:

* 1. Students of the 3 Continent Programme will think independently, analytically through the process of research and inquiry while making effective decisions in global environment.
  2. Students will have theoretical knowledge and competency based skill set and thus will be able to demonstrate application of management principles in an international 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 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. Continent programme will facilitate joint research collaborations, invite international delegates and speakers University shall provide Academic facilities, Technological Resources for teaching and learning.
5. 3 Continent programme will facilitate cultivation of cross cultural humanitarian values.
6. 3 for seminars and conferences and various other opportunities for global exposure
7. 3 Continent programme will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.
8. 3 Continent programme shall develop and maintain strong relationship with corporate.
9. Shall maintain lifelong alumni network and keep the curriculum responsive to industry needs.
10. 3 Continent programme will support all the students for quality placements or join family business or start their own venture.
11. The student of 3 Continent programme will earn achievements in inter-university Extra Curricular activities.
12. Faculty will be engaged in scholarly and professional activities in order to enhance their competencies and to contribute to the existing Body of Knowledge.
13. The 3 Continent programme will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.

### Programme Structure as per prescribed programme framework

**Semester-wise Course Plan as per prescribed programme model Framework**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester I** | | | | | | | | | | |
| **S. No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** | |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (18 - 24 Credits)** | | | | | | | | | | |
| 1 | ACCT602 | Accounting for Managers(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 | |
| 2 | CSIT648 | Applications of Disruptive Technologies in Business(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 3 | ECON605 | Managerial Economics(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 4 | QAM601 | Statistics for Management(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 | |
| 5 | HR601 | Organizational Behavior(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 6 | MKTG601 | Marketing Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| **Specialization (0-6 Credits)** | | | | | | | | | | |
| 7 | IB601 | Global Business Management(PG) | Specialization Core (Functional/ Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| **Employability & Skill Enhancement (0-3 Credits)** | | | | | | | | | | |
| 8 | ENTR601 | Entrepreneurship and New Venture Creation(PG) | Employability & Skill Enhancement Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| **Value Added Courses ( 5 Credits)** | | | | | | | | | | |
| 9 |  | Business Communication Course |  | 3 | 0 | 0 | 0 | 0 | 0 | 3 | |
| 10 |  | Foreign Business Language |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 | |
|  |  |  |  | **Total Credit** | | | | | | **26** | |
| **Semester II** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** | |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (15 - 20 Credits)** | | | | | | | | | | |
| 1 | FIBA601 | Financial Management(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 | |
| 2 | HR612 | Human Resource Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 3 | POM602 | Operations Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 4 | LAW670 | Legal Aspects of Business(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 5 | MGMT603 | Business Research Methods(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| **Specialization (0 - 6 Credits)** | | | | | | | | | | |
| 6 | MKTG732 | International Strategic Marketing(PG) | Specialization Core (Functional/Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 7 | IB703 | International Trade Documentation and Logistics(PG) | Specialization Core (Functional/Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 8 | HR614 | Cross Cultural Management and Management of Multinational Companies(PG) | Specialization Core (Functional/Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| **Employability & Skill Enhancement (0 - 6 Credits)** | | | | | | | | | | |
| 9 | CSIT660 | Business Analytics and Modelling(PG) | Employability & Skill Enhancement Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| **Value Added Courses (5 Credits)** | | | | | | | | | | |
| 10 |  | Behavioural Science Course |  | 3 | 0 | 0 | 0 | 0 | 0 | 3 | |
| 11 |  | Foreign Business Language |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 | |
|  |  |  |  | **Total Credit** | | | | | | **26** | |
| **Semester III** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** | |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (4 Credits)** | | | | | | | | | | |
| 1 | STRA701 | Strategic Management(PG) | Core Courses | 3 | 0 | 0 | 0 | 2 | 0 | 4 | |
| **Specialisation Elective Courses (18 - 20 Credits)** | | | | | | | | | | |
| 2 | ACCT801 | Corporate Tax Planning and Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 3 | CSIT714 | Business Intelligence and Data Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 4 | CSIT723 | Digital Innovation, Transformation and Creativity(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 5 | CSIT735 | Enterprise Cloud Computing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 6 | CSIT748 | Data Mining and Data Warehousing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 7 | CSIT760 | Text Mining in R(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 8 | FIBA701 | Behavioural Finance(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 9 | FIBA703 | Corporate Restructuring, Mergers and Acquisitions(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 10 | FIBA711 | Financial Statement Analysis(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 11 | FIBA721 | Management of Financial Services(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 12 | FIBA732 | Security Analysis and Portfolio Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 13 | HR703 | Recruitment Selection and Retention(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 14 | HR712 | Compensation and Reward Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 15 | HR713 | Training and Development - Systems Strategies and Practices(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 16 | HR727 | GLOBAL HUMAN RESOURCE MANAGEMENT(PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 2 | 0 | 4 | |
| 17 | IB701 | Global Sales and Channel Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 18 | IB725 | Legal Environment of International Business(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 0 | 0 | 2 | |
| 19 | IB735 | Global Marketing Communication(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 20 | IB753 | Economics of Emerging Markets(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 | |
| 21 | IB754 | Managing Business in Asia Pacific Region(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 | |
| 22 | IB755 | Global Strategic Brand Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 | |
| 23 | IB756 | WTO and International Trade Law(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 | |
| 24 | IB757 | Risk and Insurance in International Trade(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 4 | 0 | 4 | |
| 25 | LAW651 | Industrial Relations and Labour Laws(PG) | Specialisation Elective Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 | |
| 26 | MKTG723 | Pricing Strategies(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 27 | MKTG731 | Strategic Service Marketing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 28 | MKTG733 | Digital Marketing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 29 | POM702 | Supply Chain Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| 30 | POM721 | Project Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 | |
| **Mandatory Course (3 Credits)** | | | | | | | | | | |
| 31 | MSSI600 | Summer Internship(PG) | Mandatory Course | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| **Value Added Courses (2 Credits)** | | | | | | | | | | |
| 32 |  | Professional Ethics |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 | |
| 33 |  | Foreign Business Language |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 | |
|  |  |  |  | **Total Credit** | | | | | | **26** | |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester IV** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Country Elective Courses One (6 - 9 Credits)** | | | | | | | | | | |
| 1 | STRA702 | International Business Strategy(PG) | Country Elective Courses 1 | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 2 | MGMT703 | Corporate Social Responsibility(PG) | Country Elective Courses 1 | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 3 | MKTG724 | Product Development and Management - a Global Perspective(PG) | Country Elective Courses 1 | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| **Country Elective Courses Two (9 - 12 Credits)** | | | | | | | | | | |
| 4 | IB760 | Microeconomics of Competitiveness(PG) | Country Elective Courses 2 | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 5 | IB762 | International and Cross Cultural Business Negotiation(PG) | Country Elective Courses 2 | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| 6 | IB759 | Strategic Global Outsourcing(PG) | Country Elective Courses 2 | 2 | 0 | 0 | 0 | 4 | 0 | 4 |
| **Non-Teaching Credit Courses (7 Credits)** | | | | | | | | | | |
| 8 | MSDS600 | Dissertation(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| 9 | MSDS601 | Dissertation - I(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
|  |  |  |  | **Total Credit** | | | | | | **25** |

**Total Credits for the Programme:105**

**Minimum Credits Prescribed by the University: 105**

### Programme Learning Outcomes (PLOs):

**Programme Learning Outcomes:**

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 recognise 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, Summarise 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.
11. Ability to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in cross cultural environment.
12. Develop Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations.

### 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 | 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 annual basis | on | 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) | | Student Exit Survey |  |
| 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 recognise problems and finding research driven solutions to address stated and tacit issues. | | | \* Term Paper, Seminar, Internship, Dissertation (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, Summarise 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. | | \* Scoring Rubrics | | | Feedback of Industry  Internship Guide | |
| \*Comprehensive Exam | | | Indiscipline Cases | |
| a.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. | | \*Scoring Rubrics | | | Student Exit Survey | |
| \*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 | | |
| a.11 | Ability to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in cross cultural environment. | | \*Quiz (Rubrics) | | | Student Exit Survey | |
| \*Comprehensive  Exam | | |
| a.12 | Develop Leadership skills and shall demonstrate excellent interpersonal skills, understanding of group dynamics and effective Teamwork, including an awareness of personal strengths and limitations. | | \*Quiz (Rubrics) | | | Student Exit Survey | |
| \*Comprehensive  Exam | | |

**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** | **PLO11** | **PLO12** |
| **Direct** | Comprehensive  examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper,  Presentations) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Practicum / Internship  evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |  |  |
| **Indirect** | Exit interviews | **√** |  | **√** | **√** | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |
| Alumni surveys |  |  |  |  |  |  |  |  | **√** |  |  |  |

**Programme Operational Outcomes Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO`s** | **POO 1** | **POO 2** | **POO 3** | **POO 4** | **POO 5** | **POO 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** |
| Student Satisfaction Surveys | **√** |  |  |  | **√** |  | **√** | **√** |  |  |  |  | **√** |
| Exit Surveys |  |  |  |  |  |  |  |  | **√** |  |  | **√** |  |
| Alumni/Employer Surveys |  | **√** |  |  |  |  |  |  |  |  | **√** | **√** | **√** |
| Course Evaluations | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** |  |  |  |
| Execution of Action Plans | **√** | **√** |  |  |  | **√** | **√** | **√** | **√** | **√** |  |  |  |
| Curriculum/Program Reviews | **√** | **√** | **√** |  |  | **√** |  |  |  | **√** |  |  |  |
| Benchmarking Studies (analyses of comparisons with similar institutions) | **√** | **√** | **√** | **√** | **√** |  |  |  |  | **√** |  |  |  |
| Strategic Plan Performance (achievement of goals and objectives) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  |  |  |
| Faculty and Staff Performance Reviews | **√** | **√** | **√** |  |  | **√** |  |  |  | **√** |  |  |  |
| Placement records of graduates | **√** | **√** | **√** | **√** | **√** |  |  |  |  | **√** |  | **√** | **√** |
| Transcript Analysis) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  |  |  |

**Role & Competency Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Attributes | Management Trainee - Export and Import Division | Tax Consultant | Management Trainee- HR /Recruitment / Talent Acqui | Research Analyst |
| Apply discipline knowledge, principles and concepts | Expert | Advanced | Intermediate | Intermediate |
| Extend the boundaries of knowledge through research | Expert | Advanced | Expert | Advanced |
| Digitally literate | Expert | Advanced | Expert | Advanced |
| Access, evaluate and synthesise information | Advanced | Advanced | Advanced | Expert |
| Communicate effectively | Advanced | Advanced | Advanced | Expert |
| Demonstrate leadership and professional behaviour | Advanced | Expert | Advanced | Expert |
| Recognise and apply international perspectives | Advanced | Advanced | Advanced | Expert |
| Ethical practitioners | Expert | Expert | Advanced | Expert |
| Enterprising, innovative and creative | Expert | Advanced | Expert | Advanced |
| Utilise lifelong learning skills | Expert | Advanced | Advanced | Advanced |
| Rigorous in analysis, critique, and reflection | Expert | Expert | Expert | Advanced |
| Social awareness | Advanced | Expert | Expert | Expert |
|  |  |  |  |  |

**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 Acqui | Research Analyst | Asst Manager - Logistics | Management Trainee- International Operations/Docum |
| Education | **√** | **√** | **√** |  | **√** | **√** |
| 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 | **√** | **√** | **√** |  | **√** | **√** |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited and currently aiming for NBA

.

### Appendix b.12

**Institution: Amity Business School**

**Programme Title: MBA (Business Intelligence and Data Analytics)**

**Level – PG**

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

**Programme Mission:**

To provide education at discipline of Data Analytics and in the futuristic and emerging frontier areas of knowledge, learning and research and to develop the overall personality of students by making them not only excellent Engineering professionals and technocrats 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:

MBA with the concentration in Business Intelligence and Data Analytics (BIDA) is to accommodate the growing demand in the marketplace of the professionals with abilities to analyze the data and support the decision-making processes in Business. Students of the management programme will think independently, analytically through the process of research and inquiry while making effective decisions in global environment.

This programme prepares students for data science level managerial in corporate ventures. 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. The programme has a minimum of 105 credits with a break-up as follows: Semester I: 26 Credits Semester II: 26 Credits Semester III: 26 Credits Semester IV: 25 Credits (Minimum Credit Units (CUs) prescribed for programmes (105) = Sum of credit units of all semester (103 CUs) + 02 flouting CUs for “Outdoor Activity Based Courses (OABC)” to be compulsory opted by students during the programme for completion of degree.)

**Institution Graduate Attributes**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr**  **No.** | **Institution Graduate**  **Attributes** | **Programme**  **Graduate Attributes** | **Indicators** |
| 1 | Knowledge and Understanding of Data Analytics | Apply discipline knowledge, principles, and concepts | Students shall be able to interpret and analyze various subjects of management domain with special focus in the area of Business Intelligence and Data Analytics. |
| 2 | Research Oriented Approach for acquiring the knowledge Data domains. | 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 data science 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 synthesise information | Students shall be able 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 | Effective Business Communication | Communicate effectively | Students shall be able to compose and practice communicate skills proficiently, in oral, written, presentation, information searching and listening in the management profession in business environment. |
| 6 | Interpersonal Skills, Teamwork and Leadership Skills | Demonstrate leadership and professional behaviour | Students shall be able 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 business domains | Recognise and apply international perspectives | Students shall be able to 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. |
| 8 | Ethical and Professional Behaviour | Ethical practitioners | 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. |
| 9 | Innovative, creative, Enterprising | Enterprising, innovative and creative | Students shall be able to create a sustainable business model through creative and innovative thinking. |
| 10 | Lifelong Learning | Utilise lifelong learning skills | Students 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. |
| 11 | Decision Making skills in the complex Global scenario | Rigorous in analysis, critique, and reflection | develop decision making capabilities and abilities, considering global dynamism and building multiple scenarios |
| 12 | Social Networking Skills | Social awareness | Ability to use Social Networking Skills for business professional use |

### Programme Educational Objectives/Goals:

1. Students shall be able to interpret and analyse various subjects of Business Intelligence domain with a special focus in Data Analytics.

2. Students shall be able to describe and analyse knowledge driven capabilities through application with a special focus on identification, defining, investigating, and solving latent and manifested problems.

3. Students shall be able to apply technologies Quantitative and Qualitative research techniques using IT enabled analytical tools and demonstrating capabilities to process information with the help of IT driven analytics for effective decision making.

4. Students shall be able to compose, and practice communicate skills proficiently, in oral, written, presentation, information searching ideas and arguments associated with business issues.

5. Students shall be able to explain and apply analytical constructs to business problem solving by converting a problem into an opportunity and weakness into strength.

6. Students shall be able to identify and analyze 4.0 technologies for business growth.

7. Students shall be effectively able to take future business decisions for holistic development.

8. Students shall be able to realize the exceptional prospects and challenges presented by the global business environment and gain ability to value diversity and acclimatize swiftly.

9. Students shall be able to oversee peer to peer and business relations, value teamwork and can perform role of leader and follower.

10 Students shall be able to swiftly acclimate the variations in internal and external data to innovate future business processes.

**Programme Operational Objectives**

1. Data Analytics 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 Data Analytics will graduate in timely manner.

4. University shall provide Academic facilities, Technological Resources for teaching and learning.

5. The student of Data Analytics 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 Data Analytics will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff

8. Data Anlaytics will facilitate cultivation of cross cultural humanitarian values.

9. Data Analytics will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure.

10. Data Analytics will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.

11. Data Analytics shall develop and maintain strong relationship with corporate.

Shall maintain lifelong alumni network and keep the curriculum responsive to industry needs.

12. Data Analytics will support all the students for quality placements or join family business or start their own venture.

### Programme Structure as per prescribed programme framework

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester I** | | | | | | | | | | |
| **S. No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (18 - 24 Credits)** | | | | | | | | | | |
| 1 | ACCT602 | Accounting for Managers(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | CSIT648 | Applications of Disruptive Technologies in Business(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | ECON605 | Managerial Economics(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | QAM601 | Statistics for Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | HR601 | Organizational Behavior(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | MKTG601 | Marketing Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | CSIT629 | Introduction to R Programming(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Value Added Courses ( 5 Credits)** | | | | | | | | | | |
| 9 |  | Business Communication Course |  | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 |  | Foreign Business Language |  | 1 | 0 | 0 | 0 | 2 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester II** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (15 - 20 Credits)** | | | | | | | | | | |
| 1 | FIBA601 | Financial Management(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | HR612 | Human Resource Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | POM602 | Operations Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | CSIT660 | Business Analytics and Modelling(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | MGMT603 | Business Research Methods(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Specialization (0 - 6 Credits)** | | | | | | | | | | |
| 6 | CSIT659 | Python Basics and application(PG) | Specialisation Elective course | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | CSIT783 | Cyber Security & Risk Management(PG) | Specialization Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Value Added Courses (5 Credits)** | | | | | | | | | | |
| 10 |  | Behavioural Science Course |  | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 11 |  | Foreign Business Language |  | 1 | 0 | 0 | 0 | 2 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester III** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (4 Credits)** | | | | | | | | | | |
| 1 | CSIT759 | Data Visualization: Tools and Techniques(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 4 |
| Specialisation Elective Courses (18 - 20 Credits) | | | | | | | | | | |
| 2 | CSIT723 | E - Business and Trade(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | CSIT735 | Enterprise Cloud Computing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | CSIT714 | Business Intelligence and Data Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | CSIT747 | Fundamentals of Data Science(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | CSIT748 | Data Mining and Data Warehousing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | CSIT760 | Text Mining in R(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | CSIT749 | Internet of things Fundamentals(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 9 | MKTG733 | Digital Marketing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 11 | POM702 | Supply Chain Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| Mandatory Course (3 Credits) | | | | | | | | | | |
| 31 | MSSI600 | Summer Internship(PG) | Mandatory Course | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| **Value Added Courses (2 Credits)** | | | | | | | | | | |
| 32 |  | Professional Ethics |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| 33 |  | Foreign Business Language |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester IV** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Course (4 Credits)** | | | | | | | | | | |
| 1 | CSIT766 | Social Media and Social Network Analytics(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 4 |
| **Specialisation Elective Courses (13 - 16 Credits)** | | | | | | | | | | |
| 2 | CI714 | Supply Chain Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 0 |
| 3 | CSIT666 | Block chain for Business(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | CSIT758 | Artificial Intelligence & Machine Learning Applications(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | CSIT768 | Business Process and Enterprise Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | CSIT783 | Cyber security & Risk Management(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | CSIT784 | Management of Technological Innovations and Changes.(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | CSIT785 | Deep & Reinforcement Learning(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Value Added Courses (2 - 5 Credits)** | | | | | | | | | | |
| 28 |  | Foreign Business Language |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| **Non-Teaching Credit Courses (6 Credits)** | | | | | | | | | | |
| 29 | MSDS600 | Dissertation(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
|  |  |  |  | **Total Credit** | | | | | | **25** |

**Total Credits for the Programme:105**

**Minimum Credits Prescribed by the University: 105**

**Programme Learning Outcomes:**

1. Students shall be able to interpret and analyse various subjects of Business Intelligence domain with special focus in Data Analytics.
2. Students shall be able to describe and analyse knowledge driven capabilities through application with a special focus on identification, defining, investigating, and solving latent and manifested problems.
3. Students shall be able to apply technologies Quantitative and Qualitative research techniques using IT enabled analytical tools and demonstrating capabilities to process information with the help of IT driven analytics for effective decision making.
4. Students shall be able to compose, and practice communicate skills proficiently, in oral, written, presentation, information searching ideas and arguments associated with business issues.
5. Students shall be able to explain and apply analytical constructs to business problem solving by converting a problem
6. into an opportunity and weakness into strength.
7. Students shall be able to identify and analyze 4.0 technologies for business growth.
8. Students shall be effectively able to take future business decisions for holistic development.
9. Students shall be able to realize the exceptional prospects and challenges presented by the global business environment and gain ability to value diversity and acclimatize swiftly.
10. Students shall be able to oversee peer to peer and business relations, value teamwork and can perform role of leader and follower.
11. Students shall be able to swiftly acclimate the variations in internal and external data to innovate future business processes.
12. Students shall be able to adopt aptitude to manage value-based business in an ethical way in a competitive scenario.
13. Students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations. Show resilience and emotional balance in challenging circumstances.

### 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 interpret and analyse various subjects of Business Intelligence domain with special focus in Data Analytics. | | | \*Comprehensive Exam/Viva annual basis | on | Student Exit Survey | |
| a.2 | Able to describe and analyse knowledge driven capabilities through application with a special focus on identification, defining, investigating, and solving latent and manifested problems.. | | | Term Paper, Seminar, Internship, Dissertation (Rubrics) | | Student Exit Survey |  |
| Comprehensive Exam | |
| a.3 | Able to apply technologies Quantitative and Qualitative research techniques using IT enabled analytical tools and demonstrating capabilities to process information with the help of IT driven analytics for effective decision making. |  | | \*Comprehensive Exam | | Student Exit Survey | |
| a.4 | Able to compose, and practice communicate skills proficiently, in oral, written, presentation, information searching ideas and arguments associated with business issues. | | | \*Business Communication Course Result analysis of all semesters (Rubrics) | | Student Exit Survey | |
| \*Comprehensive Exam | |
| a.5 | Able to explain and apply analytical constructs to business problem solving by converting a problem into an opportunity and weakness into strength. | | | Term Paper, Seminar, Internship, Dissertation (Rubrics) | | Student Exit Survey | |
| \*Rubrics | |
| \*Comprehensive Exam | |
| a.6 | Able to identify and analyze 4.0 technologies for business growth. | | | \* Term Paper, Seminar, Internship, Dissertation (Rubrics) | | Student Exit Survey | |
|  | | \* Rubrics | | |
| \* Comprehensive Exam | | |
| a.7 | Students shall be effectively able to take future business decisions for holistic development. | | \*Foreign Business  Language Result Analysis of all semesters | | | Student Exit Survey | |
| \* Rubrics | | |
| \*Comprehensive Exam | | |
| a.8 | Able to realize the exceptional prospects and challenges presented by the global business environment and gain ability to value diversity and acclimatize swiftly. | | \* Scoring Rubrics | | | Feedback of Industry  Internship Guide | |
| \*Comprehensive Exam | | | Indiscipline Cases | |
| a.9 | Able to oversee peer to peer and business relations, value teamwork and can perform role of leader and follower. | | \*Scoring Rubrics | | | Student Exit Survey | |
| \*Comprehensive Exam | | | Alumni Survey | |
| a.10 | Able to swiftly acclimate the variations in internal and external data to innovate future business processes. | | \*Quiz (Rubrics) | | | Student Exit Survey | |
| \*Comprehensive  Exam | | |
| a.11 | Able to adopt aptitude to manage value-based business in an ethical way in a competitive scenario. | | \*Quiz (Rubrics) | | | Student Exit Survey | |
| a.12 | Able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations. Show resilience and emotional balance in challenging circumstances. | | Behavioural Science Course Result analysis of all semesters, Journal of Success \*Quiz (Rubrics) | | | 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 O 11** | **PL O 12** |
| **Direct** | Comprehensive  Examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper,  Presentations) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
| Practicum / Internship  Evaluations |  | **√** |  |  |  |  |  |  |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** |  |  | **√** |
| **Indirect** | Exit interviews | **√** |  | **√** | **√** | **√** | **√** | **√** |  | **√** |  |  | **√** |
| Alumni surveys |  |  |  |  |  |  |  |  | **√** |  |  |  |

**Programme Operational Outcomes Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO`s** | **POO 1** | **POO 2** | **POO 3** | **POO 4** | **POO 5** | **POO 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** |
| Student Satisfaction Surveys | **√** |  |  |  | **√** |  | **√** | **√** |  |  |  |  | **√** |
| Exit Surveys |  |  |  |  |  |  |  |  | **√** |  |  | **√** |  |
| Alumni/Employer Surveys |  | **√** |  |  |  |  |  |  |  |  | **√** | **√** | **√** |
| Course Evaluations | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** |  |  |  |
| Execution of Action Plans | **√** | **√** |  |  |  | **√** | **√** | **√** | **√** | **√** |  |  |  |
| Curriculum/Program Reviews | **√** | **√** | **√** |  |  | **√** |  |  |  | **√** |  |  |  |
| Benchmarking Studies (analyses of comparisons with similar institutions) | **√** | **√** | **√** | **√** | **√** |  |  |  |  | **√** |  |  |  |
| Strategic Plan Performance (achievement of goals and objectives) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  |  |  |
| Faculty and Staff Performance Reviews | **√** | **√** | **√** |  |  | **√** |  |  |  | **√** |  |  |  |
| Placement records of graduates | **√** | **√** | **√** | **√** | **√** |  |  |  |  | **√** |  | **√** | **√** |
| Transcript Analysis) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  |  |  |

**Role & Competency Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Attributes | Data Analyst | Business Analyst | Data Scientist | Business Research Analyst |
| Apply discipline knowledge, principles and concepts | Expert | Advanced | Intermediate | Intermediate |
| Extend the boundaries of knowledge through research | Expert | Advanced | Expert | Advanced |
| Digitally literate | Expert | Advanced | Expert | Advanced |
| Access, evaluate and synthesise information | Advanced | Advanced | Advanced | Expert |
| Communicate effectively | Advanced | Advanced | Advanced | Expert |
| Demonstrate leadership and professional behaviour | Advanced | Expert | Advanced | Expert |
| Recognise and apply international perspectives | Advanced | Advanced | Advanced | Expert |
| Ethical practitioners | Expert | Expert | Advanced | Expert |
| Enterprising, innovative and creative | Expert | Advanced | Expert | Advanced |
| Utilise lifelong learning skills | Expert | Advanced | Advanced | Advanced |
| Rigorous in analysis, critique, and reflection | Expert | Expert | Expert | Advanced |
| Social awareness | Advanced | Expert | Expert | Expert |
|  |  |  |  |  |

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Data Analyst** | **Data Scientist** | **Business Research Analyst** | **Business Analyst** | **Management Trainee- IT consultant** | **Data Consultant** |
| Education | **√** | **√** | **√** |  | **√** | **√** |
| 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 | **√** | **√** | **√** |  | **√** | **√** |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited and currently aiming for NBA

.

### Appendix b.13

**Institution: Amity Business School**

**Programme Title: MBA (International Business Artificial Intelligence)**

**Level – PG**

**Duration of the program (in yrs): 2 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 with Artificial Intelligence) Program is a 24-month practitioner and experiential based program for the graduate who are fired up by the latest business tech saviour –called Artificial Intelligence. This program is definitely for you, who want to hone their technical AI skill sets, along with the flair in International Business knowledge. The MBA (IB with AI) addresses the today’s EXPANDING business world need for a business graduate who not only understands the tech based clients but also can contribute in the execution and implementation team deployed in translating the idea into an automated process. In today’s challenging times the capacity and ability to do/understand multiple tasks from the executioner perspective is always an added career and professional advantage. Highly qualified faculty having an industry background, including AI, accounting, business and commerce will be imparting their knowledge and expertise. The programme has a minimum of 105 credits with a break-up as follows: Semester I: 26 Credits Semester II: 26 Credits Semester III: 26 Credits Semester IV: 25 Credits (Minimum Credit Units (CUs) prescribed for programmes (105) = Sum of credit units of all semester (103 CUs) + 02 flouting CUs for “Outdoor Activity Based Courses (OABC)” to be compulsory opted by students during the programme for completion of degree.)

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr**  **No.** | **Institution Graduate**  **Attributes** | **Programme**  **Graduate Attributes** | **Indicators** |
| 1 | Knowledge and Understanding of Global Business Management and Artificial Intelligence | Apply discipline knowledge, principles and concepts | Students shall be able to interpret and analyze various subjects of management domain with special focus in the area of International Business and Artificial Intelligence. |
| 2 | Research Oriented Approach for acquiring the knowledge on Global issues in International Business and AI domain. | 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 in IBAI | 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 synthesise information | Students shall be able 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 | Effective Business Communication | Communicate effectively | Students shall 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 | Interpersonal Skills, Teamwork and Leadership Skills | Demonstrate leadership and professional behaviour | Students shall be able 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 be able to 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. |
| 8 | Ethical and Professional Behaviour | Ethical practitioners | 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. |
| 9 | Innovative, creative, Enterprising | Enterprising, innovative and creative | Students shall be able to create a sustainable business model through creative and innovative thinking. |
| 10 | Lifelong Learning | Utilise lifelong learning skills | Students 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. |
| 11 | Decision Making skills in the complex Global scenario | Rigorous in analysis, critique, and reflection | develop decision making capabilities and abilities, considering global dynamism and building multiple scenarios |
| 12 | Social Networking Skills | Social awareness | Ability to use Social Networking Skills for business professional use |

### Programme Educational Objectives/Goals:

1. Acquire logical, analytical and technical skills in core areas of International Business & Artificial Intelligence about Industry 4.0.
2. Students will be able to identify relevant business problems and further develop, evaluate and apply framework under mentoring in a business.
3. Accomplish with hands-on training in focused areas to understand ongoing real-world business problems and pursue advanced study or research to come up with some AI- enabled Industry 4.0 solution to enhance organizational performance in a given context.
4. Students will recognize and understand the use of assertiveness and influential skills.
5. Students will exhibit effectual communication skills that augment efficacy of managers.
6. Demonstrate professional and ethical attitudes and execute assignments to the perfection that will create industrious managerial leaders for the future who will impact a nation and society.
7. Students will critically appraise and reflect learning and development throughout their career.

### Programme Operational Objectives

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

### Programme Structure as per prescribed programme framework

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Semester I** | | | | | | | | | | |
| **S. No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (18 - 24 Credits)** | | | | | | | | | | |
| 1 | ACCT602 | Accounting for Managers(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | CSIT608 | Introduction to Artificial Intelligence for Technology Managers(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | CSIT629 | Introduction to R Programming(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | CSIT648 | Applications of Disruptive Technologies in Business(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | MKTG601 | Marketing Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Specialization (0-6 Credits)** | | | | | | | | | | |
| 6 | IB601 | Global Business Management(PG) | Specialization Core (Functional/ Sectoral) | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Employability & Skill Enhancement (0-3 Credits)** | | | | | | | | | | |
| 7 | CSIT649 | Design Thinking(PG) | Employability & Skill Enhancement Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Value Added Courses ( 5 Credits)** | | | | | | | | | | |
| 8 |  | Business Communication Course |  | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 9 |  | Foreign Business Language |  | 1 | 0 | 0 | 0 | 2 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester II** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (15 - 20 Credits)** | | | | | | | | | | |
| 1 | FIBA601 | Financial Management(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | HR612 | Human Resource Management(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | CSIT666 | Blockchain for Business(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | LAW670 | Legal Aspects of Business(PG) | Core Courses | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | MGMT603 | Business Research Methods(PG) | Core Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Specialization (0 - 6 Credits)** | | | | | | | | | | |
| 6 | CSIT659 | Python :Basics and application(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | CSIT660 | Business Analytics and Modelling(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | IB703 | International Trade Documentation and Logistics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Value Added Courses (5 Credits)** | | | | | | | | | | |
| 9 |  | Behavioural Science Course |  | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 10 |  | Foreign Business Language |  | 1 | 0 | 0 | 0 | 2 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester III** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Courses (4 Credits)** | | | | | | | | | | |
| 1 | STRA701 | Strategic Management(PG) | Core Courses | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| **Specialisation Elective Courses (18 - 20 Credits)** | | | | | | | | | | |
| 2 | CI707 | Predictive Analytics for Decision Making(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | CSIT749 | Internet of things Fundamentals(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | CSIT714 | Business Intelligence and Data Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | CSIT757 | Supervised and Unsupervised Learning(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | IB753 | Economics of Emerging Markets(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | IB754 | Managing Business in Asia Pacific Region(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | IB756 | WTO and International Trade Law(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 9 | IB757 | Risk and Insurance in International Trade(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| **Employability and skill enhancement (3 Credits)** | | | | | | | | | | |
| 10 | MKTG733 | Digital Marketing(PG) | Mandatory Course | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| **Mandatory Course (3 Credits)** | | | | | | | | | | |
| 11 | MSSI600 | Summer Internship(PG) | Mandatory Course | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| **Value Added Courses (2 Credits)** | | | | | | | | | | |
| 12 |  | Professional Ethics |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| 13 |  | Foreign Business Language |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
|  |  |  |  | **Total Credit** | | | | | | **26** |
| **Semester IV** | | | | | | | | | | |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | | | **Credit Units** |
| **L** | **T** | **PS** | **FW** | **SW** | **Arch./Des. Studio** |
| **Core Course (4 Credits)** | | | | | | | | | | |
| 1 | MGMT705 | Management in Action - Social Economic and Ethical Issues(PG) | Core Courses | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| **Specialisation Elective Courses (13 - 16 Credits)** | | | | | | | | | | |
| 2 | CI714 | Supply Chain Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 3 | CSIT750 | Artificial Intelligence In Society(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 4 | CSIT758 | Artificial Intelligence & Machine Learning Applications(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 5 | CSIT785 | Deep & Reinforcement Learning(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | IB758 | India’s Foreign Trade Analytics(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 7 | IB759 | Strategic Global Outsourcing(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 8 | IB760 | Microeconomics of Competitiveness(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 9 | IB761 | Managing Business with China(PG) | Specialisation Elective Courses | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| Value Added Courses (2 - 5 Credits) | | | | | | | | | | |
| 28 |  | Foreign Business Language |  | 2 | 0 | 0 | 0 | 0 | 0 | 2 |
| **Non-Teaching Credit Courses (6 Credits)** | | | | | | | | | | |
| 29 | MSDS600 | Dissertation(PG) | Non Teaching Credit Courses | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
|  |  |  |  | **Total Credit** | | | | | | **25** |

**Total Credits for the Programme:105**

**Minimum Credits Prescribed by the University: 105**

### Programme Learning Outcomes (PLOs):

**Programme Learning Outcomes:**

### Student shall be able to demonstrate knowledge of international business management and Artificial Intelligence ecosystem.

### Student shall be able to Apply the knowledge of International Business and Artificial Intelligence concepts in active learning and solving business problems.

### Student shall be able to Identify, define business problems, conduct in lab experiments, and investigate to analyze and interpret data to arrive at substantial conclusions.

### Student shall be able to demonstrate and develop communicate skills, in oral, written, presentation.

### Student shall be able to define and practice critical thinking skills and demonstrate excellent interpersonal skills,

### Student shall be able to propose AI based solutions for societal and business problems by integrating economic, environmental, societal, ethical, safety and sustainability issues.

### Student shall be able to demonstrate an optimum balance between human values and technological impact on societal life as a young manager.

### Student shall be able to demonstrate leadership in cross sectoral management practices in industry 4.0

### Student shall be select/develop appropriate AI / IT tools for supporting the proposed systemic solutions and cross-cultural practices.

### Student shall be able to recognize the need for and can engage in independent and conduct the practices ethically and with integrity.

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

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | | | **Direct** | | **Indirect** | |
| **A** | **Programme Learning Outcome** | | |  | |  | |
| a.1 | able to demonstrate knowledge of International business management and Artificial Intelligence ecosystem. | | | \*Comprehensive Exam/Viva annual basis | on | Student Exit Survey | |
| a.2 | be able to Apply the knowledge of International Business and Artificial Intelligence concepts in active learning and solving business problems. | | | Term Paper, Seminar, Internship, Dissertation (Rubrics) | | Student Exit Survey |  |
| Comprehensive Exam | |
| a.3 | Able to Identify, define business problems, conduct in lab experiments and investigate to analyze and interpret data to arrive at substantial conclusions. |  | | \*Comprehensive Exam | | Student Exit Survey | |
| a.4 | Able to demonstrate and develop communicate skills, in oral, written, presentation. | | | \* Business Communication Course Result analysis of all semesters | | Student Exit Survey | |
| \*Comprehensive Exam | |
| a.5 | Able to define and practice critical thinking skills and demonstrate excellent interpersonal skills, | | | \* Term Paper, Seminar, Internship, Dissertation (Rubrics) | | Student Exit Survey | |
| \*Rubrics | |
| \*Comprehensive Exam | |
| a.6 | Able to propose AI based solutions for societal and business problems by integrating economic, environmental, societal, ethical, safety and sustainability issues. | | | \*Behavioural Science Course Result analysis of all semesters, Journal of Success | | Student Exit Survey | |
|  | | \* Rubrics | | |
| \* Comprehensive Exam | | |
| a.7 | Able to demonstrate an optimum balance between human values and technological impact on societal life as a young manager | | \*Foreign Business  Language Result Analysis of all semesters | | | Student Exit Survey | |
| \* Rubrics | | |
| \*Comprehensive Exam | | |
| a.8 | Able to demonstrate leadership in cross sectoral management practices in industry 4.0 | | \* Scoring Rubrics | | | Feedback of Industry  Internship Guide | |
| \*Comprehensive Exam | | |  | |
| a.9 | Student shall be select/develop appropriate AI / IT tools for supporting the proposed systemic solutions and cross cultural practices. | | \*Scoring Rubrics | | | Student Exit Survey | |
| \*Comprehensive Exam | | | Alumni Survey | |
| a.10 | Able to recognize the need for, and can engage in independent and conduct the practices ethically and with integrity. | | \*Quiz (Rubrics) | | | Student Exit Survey | |
| \*Comprehensive  Exam | | |

**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** |
| **Direct** | Comprehensive  examinations | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |
|  | Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper,  Presentations) | **√** |  |  |  |  |  |  |  |  |  |
| Practicum / Internship  evaluations |  | **√** |  |  |  |  |  |  |  |  |
| Scoring Rubrics |  | **√** |  |  | **√** | **√** | **√** |  | **√** | **√** |
| **Indirect** | Exit interviews | **√** |  | **√** | **√** | **√** | **√** | **√** |  | **√** | **√** |
| Alumni surveys |  |  |  |  |  |  |  |  | **√** |  |

**Programme Operational Outcomes Matrix**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO`s** | **POO 1** | **POO 2** | **POO 3** | **POO 4** | **POO 5** | **POO 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** | **POO 11** | **POO 12** | **POO 13** |
| Student Satisfaction Surveys | **√** |  |  |  | **√** |  | **√** | **√** |  |  |  |  | **√** |
| Exit Surveys |  |  |  |  |  |  |  |  | **√** |  |  | **√** |  |
| Alumni/Employer Surveys |  | **√** |  |  |  |  |  |  |  |  | **√** | **√** | **√** |
| Course Evaluations | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** |  |  |  |
| Execution of Action Plans | **√** | **√** |  |  |  | **√** | **√** | **√** | **√** | **√** |  |  |  |
| Curriculum/Program Reviews | **√** | **√** | **√** |  |  | **√** |  |  |  | **√** |  |  |  |
| Benchmarking Studies (analyses of comparisons with similar institutions) | **√** | **√** | **√** | **√** | **√** |  |  |  |  | **√** |  |  |  |
| Strategic Plan Performance (achievement of goals and objectives) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  |  |  |
| Faculty and Staff Performance Reviews | **√** | **√** | **√** |  |  | **√** |  |  |  | **√** |  |  |  |
| Placement records of graduates | **√** | **√** | **√** | **√** | **√** |  |  |  |  | **√** |  | **√** | **√** |
| Transcript Analysis) | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** | **√** |  |  |  |

**Role & Competency Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Attributes | Management Trainee - Export and Import Division | Tax Consultant | Management Trainee- HR /Recruitment / Talent Acqui | Research Analyst |
| Apply discipline knowledge, principles and concepts | Expert | Advanced | Intermediate | Intermediate |
| Extend the boundaries of knowledge through research | Expert | Advanced | Expert | Advanced |
| Digitally literate | Expert | Advanced | Expert | Advanced |
| Access, evaluate and synthesise information | Advanced | Advanced | Advanced | Expert |
| Communicate effectively | Advanced | Advanced | Advanced | Expert |
| Demonstrate leadership and professional behaviour | Advanced | Expert | Advanced | Expert |
| Recognise and apply international perspectives | Advanced | Advanced | Advanced | Expert |
| Ethical practitioners | Expert | Expert | Advanced | Expert |
| Enterprising, innovative and creative | Expert | Advanced | Expert | Advanced |
| Utilise lifelong learning skills | Expert | Advanced | Advanced | Advanced |
| Rigorous in analysis, critique, and reflection | Expert | Expert | Expert | Advanced |
| Social awareness | Advanced | Expert | Expert | Expert |
|  |  |  |  |  |

**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 Acqui | Research Analyst | **Machine Learning Analyst / Research Scientist / Analysts / Management Consultant** | Management Trainee- International Operations/Docum |
| Education | **√** | **√** | **√** |  | **√** | **√** |
| 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 | **√** | **√** | **√** |  | **√** | **√** |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited and currently aiming for NBA

### Appendix b.14

**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 provide inputs in Insurance and Banking streams giving the students global perspective, develop all round personality of students and endeavor to not only develop them as excellent professionals but also good human beings.

**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:**

|  |  |  |  |
| --- | --- | --- | --- |
| 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 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 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:**

|  |  |
| --- | --- |
| PEO 1 | To be intellectually curious, open to new ideas in the area of I&B and able to sustain intellectual interest. To understand the linkage of I&B Strategy, activities, programs and policies |
| PEO 2 | Able to acquire and evaluate knowledge in I&B 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 |
| PEO 3 | Recognize pertinent Insurance and banking information needs, use appropriate technologies and methodologies to locate access and use information |
| PEO 4 | Respond effectively to unfamiliar problems in unfamiliar Business contexts. Being initiative and acting resilient in meeting challenging business discussions, able to encourage participatory decision making |
| PEO 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 |
| PEO 6 | Demonstrate confidence in work, imitativeness, be reliable, enthusiastic, pro-active and a team player |
| PEO 7 | Able to work effectively in diverse communities. Evaluate Cultural diversity to benefit business growth. Formulate multiple HR strategies for diverse employee groups |
| PEO 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. |

### 

### Programme Operational Objectives

|  |  |
| --- | --- |
| POO 1 | Student shall be able to define, summarize concepts in Insurance and Banking and apply it in multi-disciplinary context, and be able to describe & critically analyse management problems in volatile business environment. |
| POO 2 | Student shall have ability to acquire & evaluate new knowledge through Business research methods, have ability to identify, define, investigate, and solve critical business issues, analyse data/information and interpret results for driving optimum solutions |
| POO 3 | Student is able to explore, analyse and appraise use of digital literacy in capturing information from various sources in Insurance, Banking and Actuarial Science |
| POO 4 | Student is able to apply problem solving techniques to choose and identify solutions suitable in the insurance, banking and actuarial science |
| POO 5 | Student is able to respond proactively in verbal, non-verbal and written communication with listening and negotiation skills |
| POO 6 | Student is able to develop and demonstrate effective leadership qualities and interpersonal skills as an inspiring leader |
| POO 7 | Student is able to demonstrate skills to work in international environments in the global context in insurance, banking and actuarial science |
| POO 8 | Student is able to demonstrate, truth, honesty, integrity, fairness and empathy in professional and private life |
| POO 9 | Student is able to locate opportunity to innovate and create employability and consultancy in insurance, banking and actuarial science sectors |
| POO 10 | Student is able to create innovative and “out of box” thinking to address the challenges in insurance, banking and actuarial science |

### Programme Structure as per prescribed programme framework

**MBA (Insurance &Banking)**

**Semester I**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S. No. | Course Code | Course Title | Course Type | L | T | P | FW | SW | Credit Points |
| 1 | ACCT602 | Accounting for Managers | Core Course (18-24) | 3 | 0 | 0 | 0 | 0 | 3 |
| 2 | INS622 | Disruptive Technologies in Banking & Insurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 3 | MKTG601 | Marketing Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 4 | HR601 | Organizational Behavior | 2 | 0 | 0 | 0 | 2 | 3 |
| 5 | ECON605 | Managerial Economics | 3 | 0 | 0 | 0 | 0 | 3 |
| 6 | QAM601 | Statistics for Management | 3 | 0 | 0 | 0 | 0 | 3 |
| 7 | BC601 | Business Communication for Manager | Value Added Courses (05) |  |  |  |  |  | 3 |
| 8 | BS |  |  |  |  |  |  | 0 |
| 9 |  | Foreign Business Language |  |  |  |  |  | 2 |
| 10 | INS602 | Principles & Practices of General Insurance | Specilalization Elective / Sectoral Elective (0-6) | 2 | 0 | 0 | 0 | 2 | 3 |
| 11 | INS731 | Central Banking | 2 | 0 | 0 | 0 | 2 | 3 |
| 12 | INS741 | Treasury Management in Banks | 2 | 0 | 0 | 0 | 2 | 3 |
| 13 |  |  | Domain Elective (0) |  |  |  |  |  |  |
| 14 |  |  | Open Elective (0) |  |  |  |  |  |  |
| 15 |  |  | NTCC  (0-3) |  |  |  |  |  |  |
| 16 |  |  | Mandatory Courses (0) |  |  |  |  |  |  |
| 17 |  |  | Outdoor Activity Based Courses (0-1) |  |  |  |  |  |  |
| 18 |  |  | Employability & Skill Enhancement Courses (0-3) |  |  |  |  |  |  |
| 19 |  |  | Industry Specific Courses (0) |  |  |  |  |  |  |
| 20 |  |  | Specialization Core (Functional/Sectoral) (0-6) |  |  |  |  |  |  |
| 21 |  |  | MOOCs (0-3) |  |  |  |  |  |  |
| 22 |  |  | SAP (0) |  |  |  |  |  |  |
| 23 |  |  | Value Addition Courses  ➨Professional Ethics (0) |  |  |  |  |  |  |
|  |  | Total |  |  |  |  |  |  | **26** |
| *It is recommended to choose 6 Credits in Specialization Elective / Sectoral Elective (0-6) Category to have exposure to both Insurance & Banking Courses. Accordingly,* ***total credits for Semester 1 will increase to 29 Credits*** | | | | | | | | | |

Semester-II

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S. No. | Course Code | Course Title | Course Type | L | T | P | FW | SW | Credit Points |
| 1 | QAM603 | Business Research Methods(PG) | Core Course (15-20) | 2 | 0 | 0 | 0 | 2 | 3 |
| 2 | FIBA601 | Financial Management(PG) | 3 | 0 | 0 | 0 | 0 | 3 |
| 3 | HR612 | Human Resource Management (PG) | 2 | 0 | 0 | 0 | 2 | 3 |
| 4 | POM602 | Operations Management(PG) | 2 | 0 | 0 | 0 | 2 | 3 |
| 5 | LAW670 | Legal Aspects of Business(PG) | 3 | 0 | 0 | 0 | 0 | 3 |
| 6 | BC |  | Value Added Courses (05) |  |  |  |  |  | 0 |
| 7 | BS602 | Conflict Resolution and Management |  |  |  |  |  | 3 |
| 8 |  | Foreign Business Language |  |  |  |  |  | 2 |
| 9 | INS601 | Principles & Practices of Life Insurance | Specilalization Elective / Sectoral Elective (0-6) | 2 | 0 | 0 | 0 | 2 | 3 |
| 10 | INS767 | Digital Banking | 2 | 0 | 0 | 0 | 2 | 3 |
| 11 | INS728 | Management of Non-Performing Assets | 2 | 0 | 0 | 0 | 0 | 2 |
| 12 |  |  | Domain Elective (0-6) |  |  |  |  |  |  |
| 13 |  |  | Open Elective (0-3) |  |  |  |  |  |  |
| 14 |  |  | NTCC  (0-3) |  |  |  |  |  |  |
| 15 |  |  | Mandatory Courses (0) |  |  |  |  |  |  |
| 16 |  |  | Outdoor Activity Based Courses (0-2) |  |  |  |  |  |  |
| 17 |  |  | Employability & Skill Enhancement Courses (0-6) |  |  |  |  |  |  |
| 18 |  |  | Industry Specific Courses (0-6) |  |  |  |  |  |  |
| 19 |  |  | Specialization Core (Functional/Sectoral) (0-6) |  |  |  |  |  |  |
| 20 |  |  | MOOCs (0-6) |  |  |  |  |  |  |
| 21 |  |  | SAP  (0-12) |  |  |  |  |  |  |
| 22 |  |  | Value Addition Courses  ➨Professional Ethics (0) |  |  |  |  |  |  |
|  |  | Total |  |  |  |  |  |  | **26** |
| *After completion of 2nd Semester, Students will go for internship in Summer Break of 3 Credits, which will be counted in Mandatory Course in 3rd Semester* | | | | | | | | | |

Semester-III

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S. No. | Course Code | Course Title | Course Type | L | T | P | FW | SW | Credit Points |
| 1 | STRA701 | Strategic Management(PG) | Core Course (4) | 3 | 0 | 0 | 0 | 2 | 4 |
| 2 | BC |  | Value Added Courses (02) |  |  |  |  |  |  |
| 3 | BS |  |  |  |  |  |  |  |
| 4 |  | Foreign Business Language |  |  |  |  |  | 2 |
| 5 | INS714 | Fire & Consequential Loss Insurance | Specialization Elective / Sectoral Elective (18-20) | 2 | 0 | 0 | 0 | 2 | 3 |
| 6 | INS613 | Motor Insurance & Underwriting | 1 | 0 | 0 | 0 | 2 | 2 |
| 7 | INS702 | Marine Insurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 8 | INS705 | Health Insurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 9 | INS750 | Study of Legal Aspects of Life Insurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 10 | INS763 | Practice of Life Insurance Underwriting | 2 | 0 | 0 | 0 | 2 | 3 |
| 11 | INS765 | Business Analytics for Insurance & Banking | 1 | 0 | 2 | 0 | 2 | 3 |
| 12 | INS706 | Introduction of Consumer Finance | 2 | 0 | 0 | 0 | 2 | 3 |
| 13 | INS757 | Introduction to Risk Management in Banks | 2 | 0 | 0 | 0 | 2 | 3 |
| 14 | INS605 | Branch Banking Operations | 1 | 0 | 0 | 0 | 2 | 2 |
| 15 | INS732 | International Banking | 2 | 0 | 0 | 0 | 2 | 3 |
| 16 | INS766 | Manager Loan Approval | 2 | 0 | 0 | 0 | 2 | 3 |
| 17 | INS718 | Methods of Financial Mathematics | 2 | 0 | 0 | 0 | 2 | 3 |
| 18 |  |  | Domain Elective (0-8) |  |  |  |  |  |  |
| 19 |  |  | Open Elective (0-4) |  |  |  |  |  |  |
| 20 |  |  | NTCC  (0) |  |  |  |  |  |  |
| 21 | MSSI600 | Summer Internship | Mandatory Courses (3) | 0 | 0 | 0 | 6 | 0 | 3 |
| 22 |  |  | Outdoor Activity Based Courses (0-2) |  |  |  |  |  | 2 |
| 23 |  |  | Employability & Skill Enhancement Courses (0-3) |  |  |  |  |  |  |
| 24 |  |  | Industry Specific Courses (0-8) |  |  |  |  |  |  |
| 25 |  |  | Specialization Core (Functional/Sectoral) (0) |  |  |  |  |  |  |
| 26 |  |  | MOOCs (0-6) |  |  |  |  |  |  |
| 27 |  |  | SAP  (0-12) |  |  |  |  |  |  |
| 28 |  | Professional Ethics | Value Addition Courses  ➨Professional Ethics (2) |  |  |  |  |  | 2 |
|  |  | Total |  |  |  |  |  |  | **26** |
| *Outdoor Activity Based Courses (Compulsory once during the programme), Min:0 and Max:2 [suggested in 3rd Sem. Due to preplacement issues in 4th Sem.* *It can also be offered in 1st Sem. (0-1), 2nd Sem. (0-2)* *Accordingly,* ***Total Credits for Semester 3 will increase to 28 Units.*** | | | | | | | | | |

Semester-IV

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S. No. | Course Code | Course Title | Course Type | L | T | P | FW | SW | Credit Points |
| 1 | MGMT705 | Management in Action - Social Economic and Ethical Issues(PG) | Core Course (4) | 3 | 0 | 0 | 0 | 2 | 4 |
| 2 | BC |  | Value Added Courses (02) |  |  |  |  |  | 0 |
| 3 | BS |  |  |  |  |  |  | 0 |
| 4 |  | Foreign Business Language |  |  |  |  |  | 2 |
| 5 | INS712 | Engineering & Liability Insurance | Specilalization Elective / Sectoral Elective (13-16) | 2 | 0 | 0 | 0 | 2 | 3 |
| 6 | INS722 | Reinsurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 7 | INS801 | Group Insurance & Retirement Benefit Schemes | 2 | 0 | 0 | 0 | 2 | 3 |
| 8 | INS751 | Miscellaneous & Agriculture Insurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 9 | INS719 | Insurance Loss Survey & Assessment | 2 | 0 | 0 | 0 | 2 | 3 |
| 10 | INS758 | Financial Planning & Wealth Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 11 | INS756 | Trade Finance & Cash Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 12 | INS725 | Rural Banking & Micro Finance | 2 | 0 | 0 | 0 | 2 | 3 |
| 13 | INS730 | Financing of MSME | 1 | 0 | 0 | 0 | 2 | 2 |
| 14 | INS716 | Introduction to Corporate Banking | 2 | 0 | 0 | 0 | 2 | 3 |
| 15 | INS755 | Introduction to Project Finance | 2 | 0 | 0 | 0 | 2 | 3 |
| 16 |  |  | Domain Elective (0-8) |  |  |  |  |  |  |
| 17 |  |  | Open Elective (0-4) |  |  |  |  |  |  |
| 18 | MSSD600 | Dissertation | NTCC  (6) | 0 | 0 | 0 | 12 | 0 | 6 |
| 19 |  |  | Mandatory Courses (0) |  |  |  |  |  |  |
| 20 |  |  | Outdoor Activity Based Courses (0-2) |  |  |  |  |  |  |
| 21 |  |  | Employability & Skill Enhancement Courses (0-3) |  |  |  |  |  |  |
| 22 |  |  | Industry Specific Courses (0-8) |  |  |  |  |  |  |
| 23 |  |  | Specialization Core (Functional/Sectoral) (0) |  |  |  |  |  |  |
| 24 |  |  | MOOCs (0-6) |  |  |  |  |  |  |
| 25 |  |  | SAP  (0-12) |  |  |  |  |  |  |
| 26 |  |  | Value Addition Courses  ➨Professional Ethics (0) |  |  |  |  |  |  |
|  |  | Total |  |  |  |  |  |  | **25** |

**Minimum Credits Prescribed by the University**: 105

**Programme Learning Outcomes**

|  |  |
| --- | --- |
| PLO 1 | Student shall be able to define, summarize concepts in Insurance and Banking and apply it in multi-disciplinary context, and be able to describe & critically analyse management problems in volatile business environment |
| PLO 2 | . Student shall have ability to acquire & evaluate new knowledge through Business research methods, have ability to identify, define, investigate, and solve critical business issues, analyse data/information and interpret results for driving optimum solutions |
| PLO 3 | Student is able to explore, analyse and appraise use of digital literacy in capturing information from various sources in Insurance, Banking and Actuarial Science |
| PLO 4 | . Student is able to apply problem solving techniques to choose and identify solutions suitable in the insurance, banking and actuarial science |
| PLO 5 | Student is able to respond proactively in verbal, non-verbal and written communication with listening and negotiation skills |
| PLO 6 | . Student is able to develop and demonstrate effective leadership qualities and interpersonal skills as an inspiring leader |
| PLO 7 | Student is able to demonstrate skills to work in international environments in the global context in insurance, banking and actuarial science |
| PLO 8 | Student is able to demonstrate, truth, honesty, integrity, fairness and empathy in professional and private life |
| PLO 9 | Student is able to locate opportunity to innovate and create employability and consultancy in insurance, banking and actuarial science sectors |
| PLO 10 | Student is able to create innovative and “out of box” thinking to address the challenges in insurance, banking and actuarial science |
| PLO 11 | Demonstrate capability to take effective and value based ethical decisions with participative management technique |
| PLO 12 | Demonstrate organizational and social networking skills for the benefit of the organization |
|  | solving and critical thinking skills in Insurance and Banking. |
| PLO 5 | Student shall be able to demonstrate effectively 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:

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

**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** | Behavioral Observations |  |  |  |  |  | **√** | **√** |  |  |  |  |  |
|  | Viva Voce |  | **√** |  |  | **√** |  |  |  |  |  |  |  |
| Comprehensive Examinations |  | **√** |  | **√** |  |  |  |  |  |  |  |  |
| End Semester Examinations |  |  |  | **√** |  |  |  |  |  |  |  |  |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper, Presentations) | **√** |  | **√** |  |  |  |  |  |  |  |  | **√** |
| **Indirect** | Employer Surveys |  |  |  |  |  |  |  |  |  | **√** |  |  |
| Focus Groups |  |  |  |  |  | **√** |  |  |  |  |  |  |
| 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** |
| Student Satisfaction Surveys | **√** | **√** | **√** |  |  |  | **√** | **√** |  | **√** |
| Course Evaluations | **√** |  | **√** |  |  | **√** |  |  |  | **√** |
| SWOT Analysis | **√** | **√** |  |  |  |  |  |  |  | **√** |
| Curriculum / Programme Reviews | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** |
| Exit Surveys | **√** | **√** |  |  |  | **√** | **√** | **√** | **√** | **√** |

**Competencies & Skills Developed**

|  |  |  |
| --- | --- | --- |
| **Attributes** | **Management Trainee** | **Assistant Manager** |
| Management Knowledge with expertise in Insurance and Banking | Intermediate | Intermediate |
| Research orientation in insurance, banking, and actuarial science | Basic | Basic |
| Digital literacy in accessing and managing information | Intermediate | Intermediate |
| Understanding and solving problems for optimum solutions | Intermediate | Intermediate |
| Proactive and effective business communication | Intermediate | Intermediate |
| Effective leadership qualities and learning skills | Basic | Basic |
| Appraise effectively local, national and international issues in global context | Basic | Basic |
| Honesty, integrity, fairness in professional life | Intermediate | Intermediate |
| Domain expertise to lead to entrepreneurship | Intermediate | Intermediate |
| Lifelong learning orientation to develop new skills | Intermediate | Intermediate |
| Decision based on appraisal of complex issues in insurance, banking and actuarial science sector | Basic | Basic |
| Develop social and organizational networking skills | Intermediate | Intermediate |

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

|  |  |  |
| --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Management Trainee** | **Assistant Manager** |
| Banking & Insurance | **√** | **√** |
| Financial Sector | **√** | **√** |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited

### Appendix – b.15

**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 provide inputs in Insurance and Financial Planning, develop all-round personality of students with focus on ethics. Transform them into excellent insurance professionals and financial planners.

**Programme Description:**

The Two-year Full Time Master in Business Administration (Insurance & Financial Planning) has been designed to encompass the basic principles of Insurance & Financial Planning, 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.

**Institute Graduate Attributes**

|  |  |  |  |
| --- | --- | --- | --- |
| **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:

|  |  |
| --- | --- |
| PEO 1 | Students will demonstrate experiential knowledge of the application of management principles in a professional work setting. |
| PEO 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. |
| PEO 3 | Students will develop and sustain effective individual and organizational performance by leveraging Research skills, Information and Technological competencies in the given management framework. |
| PEO 4 | Students will identify when and how to use assertiveness and influential skills. |
| PEO 5 | Students will demonstrate effective communication skills that support and enhance managerial effectiveness. |
| PEO 6 | Students will develop positive perspectives and skills that create productive managerial leaders and business networks. |
| PEO 7 | Students will act ethically and responsibly. |
| PEO 8 | Students will critically evaluate and reflect learning and development throughout their career. |

### Programme Operational Objectives

|  |  |
| --- | --- |
| POO 1 | The MBA (I&FP) Programme will facilitate environment for innovation and research excellence for the intellectual growth of students. |
| POO 2 | The MBA (I&FP) programme provides an academic environment for holistic development of students. |
| POO 3 | The Programme aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth of MBA (HR) students. |
| POO 4 | The MBA (I&FP) programme will encourage cultural diversity and a sense of social, ethical, and environmental responsibility among students. |
| POO 5 | The MBA (I&FP) programme will provide ample opportunities for international exposure to students. |
| POO 6 | The MBA (I&FP) 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. |
| POO 7 | The MBA (I&FP) programme will facilitate employment opportunities and also support students to start their own ventures. |
| POO 8 | The MBA I&FP) students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development. |
| POO 9 | The MBA (I&FP) programme aims to help students understand and practice the highest standards of ethical behaviour associated with their management profession. |
| POO 10 | The MBA (I&FP) 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

### MBA (I&FP)

### Semester I

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S. No. | Course Code | Course Title | Course Type | L | T | P | FW | SW | Credit Points |
| 1 | ACCT602 | Accounting for Managers | Core Course (18-24) | 3 | 0 | 0 | 0 | 0 | 3 |
| 2 | INS622 | Disruptive Technologies in Banking & Insurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 3 | MKTG601 | Marketing Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 4 | HR601 | Organizational Behavior | 2 | 0 | 0 | 0 | 2 | 3 |
| 5 | ECON605 | Managerial Economics | 3 | 0 | 0 | 0 | 0 | 3 |
| 6 | QAM601 | Statistics for Management | 3 | 0 | 0 | 0 | 0 | 3 |
| 7 | BC601 | Business Communication for Manager | Value Added Courses (05) |  |  |  |  |  | 3 |
| 8 | BS |  |  |  |  |  |  | 0 |
| 9 |  | Foreign Business Language |  |  |  |  |  | 2 |
| 10 | INS602 | Principles & Practices of General Insurance | Specialization Elective / Sectoral Elective (0-6) | 2 | 0 | 0 | 0 | 2 | 3 |
| 11 | FIBA602 | Introduction to Financial Planning | 2 | 0 | 0 | 0 | 2 | 3 |
| 12 | INS741 | Treasury Management in Banks | 2 | 0 | 0 | 0 | 2 | 3 |
| 13 |  |  | Domain Elective (0) |  |  |  |  |  |  |
| 14 |  |  | Open Elective (0) |  |  |  |  |  |  |
| 15 |  |  | NTCC  (0-3) |  |  |  |  |  |  |
| 16 |  |  | Mandatory Courses (0) |  |  |  |  |  |  |
| 17 |  |  | Outdoor Activity Based Courses (0-1) |  |  |  |  |  |  |
| 18 |  |  | Employability & Skill Enhancement Courses (0-3) |  |  |  |  |  |  |
| 19 |  |  | Industry Specific Courses (0) |  |  |  |  |  |  |
| 20 |  |  | Specialization Core (Functional/Sectoral) (0-6) |  |  |  |  |  |  |
| 21 |  |  | MOOCs (0-3) |  |  |  |  |  |  |
| 22 |  |  | SAP (0) |  |  |  |  |  |  |
| 23 |  |  | Value Addition Courses  ➨Professional Ethics (0) |  |  |  |  |  |  |
|  |  | Total |  |  |  |  |  |  | **26** |
| *It is recommended to choose 6 Credits in Specialization Elective / Sectoral Elective (0-6) Category to have exposure to both Insurance & Financial Planning Courses. Accordingly,* ***total credits for Semester 1 will increase to 29 Credits.*** | | | | | | | | | |

Semester-II

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S. No. | Course Code | Course Title | Course Type | L | T | P | FW | SW | Credit Points |
| 1 | QAM603 | Business Research Methods (PG) | Core Course (15-20) | 2 | 0 | 0 | 0 | 2 | 3 |
| 2 | FIBA601 | Financial Management (PG) | 3 | 0 | 0 | 0 | 0 | 3 |
| 3 | HR612 | Human Resource Management (PG) | 2 | 0 | 0 | 0 | 2 | 3 |
| 4 | POM602 | Operations Management (PG) | 2 | 0 | 0 | 0 | 2 | 3 |
| 5 | LAW670 | Legal Aspects of Business (PG) | 3 | 0 | 0 | 0 | 0 | 3 |
| 6 | BC |  | Value Added Courses (05) |  |  |  |  |  | 0 |
| 7 | BS602 | Conflict Resolution and Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 8 |  | Foreign Business Language |  |  |  |  |  | 2 |
| 9 | INS601 | Principles & Practices of Life Insurance | Specialization Elective / Sectoral Elective (0-6) | 2 | 0 | 0 | 0 | 2 | 3 |
| 10 | FIBA603 | Investment Planning & Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 11 | INS728 | Management of Non-Performing Assets | 2 | 0 | 0 | 0 | 0 | 2 |
| 12 |  |  | Domain Elective (0-6) |  |  |  |  |  |  |
| 13 |  |  | Open Elective (0-3) |  |  |  |  |  |  |
| 14 |  |  | NTCC  (0-3) |  |  |  |  |  |  |
| 15 |  |  | Mandatory Courses (0) |  |  |  |  |  |  |
| 16 |  |  | Outdoor Activity Based Courses (0-2) |  |  |  |  |  |  |
| 17 |  |  | Employability & Skill Enhancement Courses (0-6) |  |  |  |  |  |  |
| 18 |  |  | Industry Specific Courses (0-6) |  |  |  |  |  |  |
| 19 |  |  | Specialization Core (Functional/Sectoral) (0-6) |  |  |  |  |  |  |
| 20 |  |  | MOOCs (0-6) |  |  |  |  |  |  |
| 21 |  |  | SAP  (0-12) |  |  |  |  |  |  |
| 22 |  |  | Value Addition Courses  ➨Professional Ethics (0) |  |  |  |  |  |  |
|  |  | Total |  |  |  |  |  |  | **26** |
| *After completion of 2nd Semester, Students will go for internship in Summer Break of 3 Credits, which will be counted in Mandatory Course in 3rd Semester* | | | | | | | | | |

**Semester III**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S. No. | Course Code | Course Title | Course Type | L | T | P | FW | SW | Credit Points |
| 1 | STRA701 | Strategic Management (PG) | Core Course (4) | 3 | 0 | 0 | 0 | 2 | 4 |
| 2 | BC |  | Value Added Courses (02) |  |  |  |  |  |  |
| 3 | BS |  |  |  |  |  |  |  |
| 4 |  | Foreign Business Language |  |  |  |  |  | 2 |
| 5 | INS714 | Fire & Consequential Loss Insurance | Specialization Elective / Sectoral Elective (18-20) | 2 | 0 | 0 | 0 | 2 | 3 |
| 6 | INS613 | Motor Insurance & Underwriting | 1 | 0 | 0 | 0 | 2 | 2 |
| 7 | INS702 | Marine Insurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 8 | INS705 | Health Insurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 9 | INS750 | Study of Legal Aspects of Life Insurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 10 | INS763 | Practice of Life Insurance Underwriting | 2 | 0 | 0 | 0 | 2 | 3 |
| 11 | INS765 | Business Analytics for Insurance & Banking | 1 | 0 | 2 | 0 | 2 | 3 |
| 12 | INS706 | Introduction of Consumer Finance | 2 | 0 | 0 | 0 | 2 | 3 |
| 13 | INS764 | Financial Markets & Institutions | 2 | 0 | 0 | 0 | 2 | 3 |
| 14 | INS760 | Tax Planning & Advising | 2 | 0 | 0 | 0 | 2 | 3 |
| 15 | INS759 | Marketing of Financial Products & Services | 2 | 0 | 0 | 0 | 2 | 3 |
| 16 | INS766 | Manager Loan Approval | 2 | 0 | 0 | 0 | 2 | 3 |
| 17 | INS718 | Methods of Financial Mathematics | 2 | 0 | 0 | 0 | 2 | 3 |
| 18 |  |  | Domain Elective (0-8) |  |  |  |  |  |  |
| 19 |  |  | Open Elective (0-4) |  |  |  |  |  |  |
| 20 |  |  | NTCC  (0) |  |  |  |  |  |  |
| 21 | MSSI600 | Summer Internship | Mandatory Courses (3) | 0 | 0 | 0 | 6 | 0 | 3 |
| 22 |  |  | Outdoor Activity Based Courses (0-2) |  |  |  |  |  | 2 |
| 23 |  |  | Employability & Skill Enhancement Courses (0-3) |  |  |  |  |  |  |
| 24 |  |  | Industry Specific Courses (0-8) |  |  |  |  |  |  |
| 25 |  |  | Specialization Core (Functional/Sectoral) (0) |  |  |  |  |  |  |
| 26 |  |  | MOOCs (0-6) |  |  |  |  |  |  |
| 27 |  |  | SAP  (0-12) |  |  |  |  |  |  |
| 28 |  | Professional Ethics | Value Addition Courses  ➨Professional Ethics (2) |  |  |  |  |  | 2 |
|  |  | Total |  |  |  |  |  |  | **26** |
| *Outdoor Activity Based Courses (Compulsory once during the programme), Min:0 and Max:2 [suggested in 3rd Sem. Due to preplacement issues in 4th Sem.* *It can also be offered in 1st Sem. (0-1), 2nd Sem. (0-2)*  *Accordingly,* ***Total Credits for Semester 3 will increase to 28 Units.*** | | | | | | | | | |

Semester-4

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S. No. | Course Code | Course Title | Course Type | L | T | P | FW | SW | Credit Points |
| 1 | MGMT705 | Management in Action - Social Economic and Ethical Issues(PG) | Core Course (4) | 3 | 0 | 0 | 0 | 2 | 4 |
| 2 | BC |  | Value Added Courses (02) |  |  |  |  |  |  |
| 3 | BS |  |  |  |  |  |  |  |
| 4 |  | Foreign Business Language |  |  |  |  |  | 2 |
| 5 | INS712 | Engineering & Liability Insurance | Specilalization Elective / Sectoral Elective (13-16) | 2 | 0 | 0 | 0 | 2 | 3 |
| 6 | INS722 | Reinsurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 7 | INS801 | Group Insurance & Retirement Benefit Schemes | 2 | 0 | 0 | 0 | 2 | 3 |
| 8 | INS751 | Miscellaneous & Agriculture Insurance | 2 | 0 | 0 | 0 | 2 | 3 |
| 9 | INS719 | Insurance Loss Survey & Assessment | 2 | 0 | 0 | 0 | 2 | 3 |
| 10 | INS758 | Financial Planning & Wealth Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 11 | FIBA732 | Security Analysis & Portfolio Management | 2 | 0 | 0 | 0 | 2 | 3 |
| 12 | INS725 | Rural Banking & Micro Finance | 2 | 0 | 0 | 0 | 2 | 3 |
| 13 | INS730 | Financing of MSME | 1 | 0 | 0 | 0 | 2 | 2 |
| 14 | FIBA711 | Financial Statement Analysis | 2 | 0 | 0 | 0 | 2 | 3 |
| 15 | INS749 | Regulatory Framework for Financial Services | 2 | 0 | 0 | 0 | 2 | 3 |
| 16 |  |  | Domain Elective (0-8) |  |  |  |  |  |  |
| 17 |  |  | Open Elective (0-4) |  |  |  |  |  |  |
| 18 | MSSD600 | Dissertation | NTCC  (6) | 0 | 0 | 0 | 12 | 0 | 6 |
| 19 |  |  | Mandatory Courses (0) |  |  |  |  |  |  |
| 20 |  |  | Outdoor Activity Based Courses (0-2) |  |  |  |  |  |  |
| 21 |  |  | Employability & Skill Enhancement Courses (0-3) |  |  |  |  |  |  |
| 22 |  |  | Industry Specific Courses (0-8) |  |  |  |  |  |  |
| 23 |  |  | Specialization Core (Functional/Sectoral) (0) |  |  |  |  |  |  |
| 24 |  |  | MOOCs (0-6) |  |  |  |  |  |  |
| 25 |  |  | SAP  (0-12) |  |  |  |  |  |  |
| 26 |  |  | Value Addition Courses  ➨Professional Ethics (0) |  |  |  |  |  |  |
|  |  | Total |  |  |  |  |  |  | **25** |

**Minimum Credits Prescribed by the University**: 105

**Programme Learning Outcomes:**

1. Student shall be able to **define** principles, concepts and theories in the functional areas of Insurance and Financial Planning.

2. Student shall be able to **formulate** research strategy and produce results using research and **IT skills** in the areas of Insurance and Financial Planning.

3. Student shall be able **to explore and appraise** use of digital literacy and **Big data analytics** in capturing information from various sources in Insurance and Financial Planning.

4. Student shall be able to **examine** various business problems using problem solving and critical thinking and **data analytical** skills in Insurance and Financial Planning.

5. Student shall be able to **demonstrate** effectively communicate skills, including both oral and written.

6. Student shall be able **to demonstrate** effective interpersonal skills, including the ability to lead and to work in a team.

7. Student shall be able **to demonstrate** the ability to understand cultural diversity and practice managerial skills in global business context.

8. Student shall be able **to judge** ethical problems and apply standards of ethical behaviour in managerial practices

9. Student shall able **to develop and demonstrate** entrepreneurial and business acumen skills to support employability in the area of Insurance and Financial Planning

10. Student shall be able **to us**e various information sources to acquire knowledge on one's own for life-long learning.

### 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 |  |  |  |  |  |  |  | **√** |

**Annual Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Sl.No | **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** | PLO1 | 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** | Behavioral Observations |  |  |  |  |  | **√** | **√** |  |  |  |  |  |
|  | Viva-Voce |  | **√** |  |  | **√** |  |  |  |  |  |  |  |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper , Presentations) |  | **√** |  | **√** |  |  |  |  |  |  |  |  |
| Sikulations |  |  |  | **√** |  |  |  |  |  |  |  |  |
|  | **√** |  | **√** |  |  |  |  |  |  |  |  | **√** |
| **Indirect** | Alumni Surveys |  |  |  |  |  |  |  |  |  | **√** |  |  |
| Curriculum & Syllabus Analysis |  |  |  |  |  | **√** |  |  |  |  |  |  |
| 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** |
| Student Satisfaction Surveys | **√** | **√** | **√** |  |  |  | **√** | **√** |  | **√** |
| Course Evaluations | **√** |  | **√** |  |  | **√** |  |  |  | **√** |
| SWOT Analysis | **√** | **√** |  |  |  |  |  |  |  | **√** |
| Curriculum / Programme Reviews | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** |
| Exit Surveys | **√** | **√** |  |  |  | **√** | **√** | **√** | **√** | **√** |

**Competencies & Skills Developed**

|  |  |  |
| --- | --- | --- |
| **Attributes** | **Management Trainee** | **Assistant Manager** |
| Management Knowledge with expertise in Insurance and Banking | Intermediate | Intermediate |
| Research orientation in insurance, banking, and actuarial science | Basic | Basic |
| Digital literacy in accessing and managing information | Intermediate | Intermediate |
| Understanding and solving problems for optimum solutions | Intermediate | Intermediate |
| Proactive and effective business communication | Intermediate | Intermediate |
| Effective leadership qualities and learning skills | Basic | Basic |
| Appraise effectively local, national and international issues in global context | Basic | Basic |
| Honesty, integrity, fairness in professional life | Intermediate | Intermediate |
| Domain expertise to lead to entrepreneurship | Intermediate | Intermediate |
| Lifelong learning orientation to develop new skills | Intermediate | Intermediate |
| Decision based on appraisal of complex issues in insurance, banking and actuarial science sector | Basic | Basic |
| Develop social and organizational networking skills | Intermediate | Intermediate |

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

|  |  |  |
| --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Management Trainee** | **Assistant Manager** |
| Banking & Insurance | **√** | **√** |
| Financial Sector | **√** | **√** |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited

### Appendix – b.16

**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 provide inputs in Actuarial Stream, develop the overall personality of students with understanding and regards for human values, pride in their heritage and culture

### Programme Description:

The course on Actuarial Science has 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**

|  |  |  |  |
| --- | --- | --- | --- |
| **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:

|  |  |
| --- | --- |
| PEO 1 | Student shall be able to define the concepts of actuarial science and apply it in multi-disciplinary context. |
| PEO 2 | Student shall have the ability to acquire knowledge of various Actuarial methods and its Applications in Life, General, Health and Finance Sectors. |
| PEO 3 | Student shall be able to explore the use of technology in capturing information from various sources for research in Actuarial field. |
| PEO 4 | Student shall be able to implement suitable techniques for solving problems related to various aspects of Actuarial Practices with IT Applications such as R Studio, Python, VBA, Visualization Tools, SQL and Advanced Excel. |
| PEO 5 | Student shall be able to respond proactively in verbal, non-verbal and written communication including good listening and negotiation skills. |
| PEO 6 | Student shall be able to develop and demonstrate effective leadership qualities and interpersonal skills. |
| PEO 7 | Student shall be able to demonstrate skills to work in international environments. |
| PEO 8 | Student shall be able to demonstrate truth, honesty, integrity, fairness and empathy in professional and private life. |

### Programme Operational Objectives

|  |  |
| --- | --- |
| POO 1 | M.Sc Actuarial Science programme will facilitate an academically conducive environment for holistic development of students. |
| POO 2 | M.Sc. Actuarial Science Programme will facilitate environment for innovation and research excellence for the intellectual growth of faculty. |
| POO 3 | M.Sc. Actuarial Science Programme will facilitate cultivation of core values of the university and ethical conduct amongst students, faculty and staff |
| POO 4 | M.Sc. Actuarial Science Programme will encourage cultural diversity and a sense of social and environmental responsibility. |
| POO 5 | M.Sc. Actuarial Science Programme will foster cultural empathy and a sense of social and environmental responsibility. |
| POO 6 | M.Sc. Actuarial Science Programme will offer abundant opportunities for international exposure to its faculty and students. |
| POO 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. |
| POO 8 | M.Sc. Actuarial Science Programme will strengthen its bond with the industry through collaborative interactions with alumni networks and industry experts. |
| POO 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. |
| POO 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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Semester I** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | **Credit Units** |
|  |  |  | L | T | P | SW/FW |  |
| ECON605 | Managerial Economics | Allied Courses | 3 | - |  | - | 3 |
| MATH611 | Investment Mathematics | Core Courses | 1 | - | - | 2 | 2 |
| MATH636 | Financial Models and Annuity | 2 | - | - | 2 | 3 |
| ACCT714 | Accounting for Actuarial Science | 2 | - | - | 2 | 3 |
| STAT601 | Statistical Methods and Probability Distributions | 2 | - | - | 2 | 3 |
| MATH701 | Assurance and Annuity Contracts | 2 | - | - | - | 2 |
| STAT612 | Mathematical Statistics and Application | 1 | - | - | 2 | 2 |
| INS621 | Principles of Insurance and Regulation | 1 | - |  | 2 | 2 |
| STAT638 | Actuarial Application (MS Excel & VBA) | 1 | - | 2 | 2 | 3 |
|  | - Communication Skills  - Foreign Business Language | Value Added Courses | 3  1 | - | - | -  1 | 5 |
|  | **Total No. of Credits** | | | | | | **28** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Semester II** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | **Credit Units** |
|  |  |  | L | T | P | P/S/FW |  |
| STAT735 | Actuarial Rate Making | Core Course | 2 | - | - | 2 | 3 |
| MATH643 | Statistical Risk Models | 2 | - | - | 2 | 3 |
| MATH734 | Statistical Methods for General Insurance | 2 | - | - | 2 | 3 |
| MATH655 | Life Models | 2 | - | - | 2 | 3 |
| MGMT603 | Business Research Methods | 2 | - |  | 2 | 3 |
| MATH656 | Profit Testing and Joint Life Valuations | 2 | - | - | 2 | 3 |
| STAT647 | R-Studio & Python for Machine Learning | Specialization Elective Courses  (any two) | 1 | - | 2 | 2 | 2+3=5 |
| ACCT617 | Actuarial Financial Reporting | 1 | - | - | 2 |
| STAT713 | Population Studies | 2 | - | - | 2 |
|  | - Behavioral Science  - Foreign Business Language | Value Added Courses | 3  1 | - |  | -  1 | 5 |
|  | SAP |  |  |  |  |  | 0-9 |
| **Total No. of Credits** | | | | | | | **28** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Semester III** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | | **Credit Units** |
|  |  |  | L | T | P | SW/FW |  |
| STAT631 | Stochastic Processes | Core Courses | 2 | - | - | 2 | 3 |
| INS705 | Health Insurance | 2 | - | - | 2 | 3 |
| STAT743 | Actuarial Applications (MS Access & SQL) | 1 | - | 2 | 2 | 3 |
| ACCT615 | Asset Liability Models and Financial Security | Specialization Elective Courses (Any three) | 2 | - | - | 2 | 9 |
| INS802 | Reinsurance Management | 2 | - | - | 2 |
| INS753 | *Insurance Products & Pricing* | 2 | - | - | 2 |
| MATH713 | Portfolio Theory and Investment Analysis | 2 | - | - | 2 |
| MSMJ600 | Major Project | NTCC |  |  |  |  | 3 |
|  | - Professional Ethics  - Foreign Business Language | Value Added Courses | 2  2 | - | - | - | 4 |
|  | Outdoor Activity Based Courses |  |  |  |  |  | 2 |
|  | SAP |  |  |  |  |  | 0-9 |
| **Total No. of Credits** | | | **27** | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Semester IV** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | L | T | P/S/FW |  |
| MSDS600 | Dissertation | NTCC | - | - | 14 | 14 |
|  | MOOC (Amity On - line / NPTEL / SWAYAM / Future Learn) |  |  |  |  | 5 |
| **Total No. of Credits** | | | | **19** | | |

**Total Credits for the Programme: 102**

**Minimum Credits Prescribed by the University: 102**

### Programme Learning Outcomes:

|  |  |
| --- | --- |
| PLO 1 | To be intellectually curious, open to new ideas in the area of Actuarial Science and able to sustain intellectual interest. To understand the linkage of Actuarial Science Strategy, activities, programs and policies |
| PLO 2 | 2. Able to acquire and evaluate knowledge in Actuarial Science 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. |
| PLO 3 | 3. Recognize pertinent information needs, use appropriate technologies and methodologies to locate access and use information. |
| PLO 4 | 4. Respond effectively to unfamiliar problems in unfamiliar Business contexts. Being initiative and acting resilient in meeting challenging business discussions, able to encourage participatory decision making. |
| PLO 5 | 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. |
| PLO 6 | 6. Demonstrate confidence in work, imitativeness, be reliable, enthusiastic, pro-active and a team player. |
| PLO 7 | 7. Able to work effectively in diverse communities. Evaluate Cultural diversity to benefit business growth. Formulate multiple HR strategies for diverse employee groups. |
| PLO 8 | 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. |
| PLO 9 | 9. Ability to innovate, plan and organize Actuarial Science Practices that contributes to productive outcomes. Demonstrate self-management skills that contribute to employee satisfaction and growth. |
| PLO 10 | 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. |
| PLO 11 | Ability to demonstrate leadership decision making skills |
| PLO 12 | Demonstrate organizational and social networking skills for the benefit of the organization |

### 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 |  |  |  |  |  |  |  | **√** |

**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** | Behavioral Obsrevations |  |  |  |  |  | **√** | **√** |  |  |  |  |  |
|  | Viva Voce |  | **√** |  |  | **√** |  |  |  |  |  |  |  |
| Comprehensive Examinations |  | **√** |  | **√** |  |  |  |  |  |  |  |  |
| End Semester Examinations |  |  |  | **√** |  |  |  |  |  |  |  |  |
| Course-embedded assignments (e.g. Class Tests, Home Assignments, Quiz, Seminar, Term Paper , Presentations) | **√** |  | **√** |  |  |  |  |  |  |  |  | **√** |
| **Indirect** | Employer Surveys |  |  |  |  |  |  |  |  |  | **√** |  |  |
| Focus Groups |  |  |  |  |  | **√** |  |  |  |  |  |  |
| Alumni Surveys |  |  |  |  |  |  | **√** |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment/POO`s** | **POO 1** | **POO 2** | **POO 3** | **POO 4** | **POO 5** | **POO 6** | **POO 7** | **POO 8** | **POO 9** | **POO 10** |
| Student Satisfaction Surveys | **√** | **√** | **√** |  |  |  | **√** | **√** |  | **√** |
| Course Evaluations | **√** |  | **√** |  |  | **√** |  |  |  | **√** |
| SWOT Analysis | **√** | **√** |  |  |  |  |  |  |  | **√** |
| Curriculum / Programme Reviews | **√** | **√** | **√** |  | **√** | **√** | **√** | **√** |  | **√** |
| Exit Surveys | **√** | **√** |  |  |  | **√** | **√** | **√** | **√** | **√** |

**Programme Operational Outcomes Matrix**

### Competencies & Skills Developed

|  |  |  |
| --- | --- | --- |
| **Attributes** | **Management Trainee** | **Assistant Manager** |
| Management Knowledge with expertise in Insurance and Banking | Intermediate | Intermediate |
| Research orientation in insurance, banking, and actuarial science | Basic | Basic |
| Digital literacy in accessing and managing information | Intermediate | Intermediate |
| Understanding and solving problems for optimum solutions | Intermediate | Intermediate |
| Proactive and effective business communication | Intermediate | Intermediate |
| Effective leadership qualities and learning skills | Basic | Basic |
| Appraise effectively local, national and international issues in global context | Basic | Basic |
| Honesty, integrity, fairness in professional life | Intermediate | Intermediate |
| Domain expertise to lead to entrepreneurship | Intermediate | Intermediate |
| Lifelong learning orientation to develop new skills | Intermediate | Intermediate |
| Decision based on appraisal of complex issues in insurance, banking and actuarial science sector | Basic | Basic |
| Develop social and organizational networking skills | Intermediate | Intermediate |

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

|  |  |  |
| --- | --- | --- |
| **Job position/ Roles**  **Industry / Sector** | **Management Trainee** | **Assistant Manager** |
| Banking & Insurance | **√** | **√** |
| Financial Sector | **√** | **√** |

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

As per AICTE norms. In addition, we are QAA, IACBE, WASC and NAAC accredited

### Appendix – b.17

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

**Programme Title: MBA (CISM)**

**Level –: PG**

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

**Programme Mission:**

To develop a cross-functional approach to the use of Competitive Intelligence for Strategic Management by young managers and entrepreneurs. To nurture 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. The programme has a minimum of 117 credits.

|  |  |  |  |
| --- | --- | --- | --- |
| 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 team work 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 dead-line. |
| 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 | 2 | | 3 | |
| ECON605 | Managerial Economics | Core Courses | 2 | 0 | 2 | | 3 | |
| CSIT648 | Applications of Disruptive Technologies in Business | Core Courses | 2 | 0 | 2 | | 3 | |
| MKTG601 | Marketing Management | Core Courses | 2 | 0 | 2 | | 3 | |
| QAM601 | Statistics for Management | Core Courses | 3 | 0 | 0 | | 3 | |
| ACCT602 | Accounting for Managers | Core Courses | 3 | 0 | 0 | | 3 | |
| ENTR601 | Entrepreneurship and New Venture Creation | Specialisation Elective Courses | 2 | 0 | 2 | | 3 | |
| BC603 | Professional & Business Communication | Value Addition Courses | 2 | 0 | 2 | | 3 | |
| ARAB116 | Introduction to Arabic Culture & Language | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| CHIN116 | Introduction to Chinese Culture & language | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| FREN145 | Introduction to French Culture & Language | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| GRMN136 | Introduction to German Culture & Language | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| JPAN116 | Introduction to Japanese Culture & Language | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| RUSS116 | Introduction to Russian Culture & Language | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| SANS116 | Introduction to Vedic Culture & Language | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| SPAN144 | Introduction to Hispanic Culture & Language | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| **Total credits Units for Semester –I=** | | | | | | **26** | |
| **Semester II** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** | |
|  |  |  | **L** | **T** | **P/S/FW** | |  | |
| HR612 | Human Resource Management | Core Courses | 2 | 0 | 2 | | 3 | |
| FIBA601 | Financial Management | Core Courses | 3 | 0 | 0 | | 3 | |
| QAM603 | Business Research Methods | Core Courses | 2 | 0 | 2 | | 3 | |
| POM602 | Operations Management | Core Courses | 2 | 0 | 2 | | 3 | |
| LAW670 | Legal Aspects of Business | Core Courses | 3 | 0 | 0 | | 3 | |
| CI603 | Competitive Intelligence Analysis | Specialisation Elective Courses | 2 | 0 | 2 | | 3 | |
| CI606 | Principles and Practices of Corporate Warfare | Specialisation Elective Courses | 2 | 0 | 2 | | 3 | |
| BS605 | Cognitive Analytics & Social Skills for Professional Development | Value Addition Courses | 2 | 0 | 2 | | 3 | |
| ARAB102 | Arabic Grammar – I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| CHIN102 | Chinese Grammar – I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| FREN104 | French Grammar – I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| GRMN104 | German Grammar – I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| JPAN102 | Japanese Grammar – I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| RUSS102 | Russian Grammar – I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| SANS102 | Sanskrit Grammar – I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| SPAN103 | Spanish Grammar – I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| **Total credits Units for Semester –II =** | | | | | | **26** | |
| **Semester III** | | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** | |
|  |  |  | **L** | **T** | **P/S/FW** | |  | |
| STRA701 | Strategic Management | Core Course | 3 | 0 | 2 | | 4 | |
| CI710 | Advanced Competitive Intelligence techniques | Specialisation Elective Courses | 3 | 0 | 2 | | 4 | |
| CI717 | Scenario Planning for Business | Specialisation Elective Courses | 2 | 1 | 2 | | 4 | |
| FIBA721 | Management of Financial Services | Specialisation Elective Courses | 2 | 0 | 2 | | 3 | |
| FIBA724 | Project Planning Appraisal and Control | Specialisation Elective Courses | 2 | 0 | 2 | | 3 | |
| MKTG604 | Consumer Behaviour | Specialisation Elective Courses | 2 | 0 | 2 | | 3 | |
| MKTG711 | Product and Brand Management | Specialisation Elective Courses | 3 | 0 | 0 | | 3 | |
| MKTG733 | Digital Marketing | Specialisation Elective Courses | 2 | 0 | 2 | | 3 | |
| MKTG740 | Marketing Analytics | Specialisation Elective Courses | 2 | 0 | 2 | | 3 | |
| MSSI600 | Summer Internship | Non- Teaching Credit Course | 0 | 0 | 6 | | 3 | |
| PFE701 | Professional Ethics and Social Responsibility for Sustainability | Value Addition Courses | 0 | 1 | 2 | | 2 | |
| ARAB119 | Written Expression & Comprehension in Arabic- I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| CHIN118 | Written Expression & Comprehension in Chinese- I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| FREN147 | Written Expression & Comprehension in French-I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| GRMN138 | Written Expression & Comprehension in German – I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| JPAN118 | Written Expression & Comprehension in Japanese- I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| RUSS118 | Written Expression & Comprehension in Russian- I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| SANS118 | Written Expression & Comprehension in Sanskrit- I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| SPAN146 | Written Expression & Comprehension in Spanish - I | Value Addition Courses | 1 | 0 | 2 | | 2 | |
| **Total credits Units for Semester –III =** | | | | | | **26** | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **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 | 3 | 0 | 2 | 4 |
| CI716 | Blockchain: Applications in business | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| CI718 | Competitive Early Warning and Risk Management | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| CI722 | CI for Strategic Analysis | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| CI724 | Strategy Simulation and Business Wargaming | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| CI725 | Social Intelligence | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| MKTG721 | Customer Relationship Management | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| FIBA703 | Corporate Restructuring, Mergers and Acquisitions | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| FIBA733 | Strategic Financial Management | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| MSDS600 | Dissertation | Non-Teaching Credit Courses | 0 | 0 | 12 | 6 |
| 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 | 1 | 0 | 2 | 2 |
| CHIN104 | Communicative Chinese – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| FREN144 | French Through Communicative Approach | Value Addition Courses | 1 | 0 | 2 | 2 |
| GRMN112 | Communicative German – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| JPAN104 | Communicative Japanese – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| RUSS104 | Communicative Russian – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| SANS104 | Communicative Sanskrit – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| SPAN112 | Communicative Spanish – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| **Total credits Units FOR SEMESTER – IV =** | | | | | | **25** |

**Total Credits for the Programme: 105**

**Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 105**

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

**Annual Outcome Assessment Plan:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | **Direct** | **Indirect** |
| **A** | **Programme Learning Outcome** |  |  |
| **a.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. | Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Explain and apply Quantitative and Qualitative research techniques | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.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" | \*Comprehensive Exam | Student Exit Survey |
| **a.4** | 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 information to the right personnel | Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*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** | 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** | PLO1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 | PLO11 | 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** | **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 Services** | **Consultant** | **Sales** | **Business Analyst** | **Branding/ Advertising** | **Junior/ Mid level Manager in a company/ Strategic** | **Academician** | **Data Analyst** | **Corporate Communication & 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.18**

**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 enable students to arrive at business solutions using quantitative modeling and data analytics. To communicate findings and effectively present new proposals using data visualization techniques.

**Programme Description:**

MBA in Business Analytics is a 2-year full time programme (4 semesters structured at preparing students for entering/ 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 advanced levels of specialization of analytical courses. Second year is designed to enable students to connect theory to practice. The programme has a minimum of 105 credits.

|  |  |  |  |
| --- | --- | --- | --- |
| 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 team work 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 dead-line. |
| 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:**

**PEO 1**To apply business analytics to execute projects in a multi-disciplinary environment

**PEO 2** To develop the ability to identify the opportunities and challenges presented by the global business environment

**PEO 3** To develop and sustain individual Research skills and competencies in Business Analytics tools and techniques in a dynamic environment

**PEO 4** To foster the ability to synthesize internal and external data to conclude on the possible future business changes

**PEO 5** To examine industrial benchmarks and best practices for business analytics to aid in decision making

**PEO 6** To develop persuasive skills to drive new ideas and initiatives

**PEO 7** To develop effective communication skills both verbally and in writing, ideas and arguments associated with business issues

**PEO 8** To develop positive perspectives and skills that create productive managerial leaders and business networks

**PEO 9** To foster the ability to run value-based, ethical business in a competitive environment

**PEO 10** To foster an approach of critical evaluation and continuous learning and development throughout their career

**Programme Operational Objectives**

POO 1 At least 90% of all students in the program should qualify within the defined dates

POO 2 To engage in academic and industry interaction and research with other national and international institutions engaged in the study of business analytics

POO 3 To develop quality Research Papers, Publications and Case Studies in the area of Business Analytics

POO 4 To attain national and international accreditation as a center of excellence in Business Analytics

POO 5 To constantly reinforce and display core values of the university and ethical conduct amongst students, faculty and staff

POO 6 To encourage cultural diversity and a sense of social and environmental responsibility.

POO 7 To provide opportunities for international exposure to faculty and students.

POO 8 To set internal systems and processes for continual improvement and aim to attain national and international accreditations and rankings.

POO 9 To develop industry relevant knowledge and skills for placing desirous students in domestic and global organizations in niche portfolios

POO 10 To encourage and enable technical support to students to start their own ventures.

POO 11To ensure total transparency in academic delivery and evaluation for satisfaction of all stakeholders

POO 12 Encourage participation in all co-curricular activities by all students, irrespective of displayed talent

POO 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 | 2 | 3 |
| ECON605 | Managerial Economics | Core Courses | 2 | 0 | 2 | 3 |
| CSIT648 | Applications of Disruptive Technologies in Business | Core Courses | 2 | 0 | 2 | 3 |
| MKTG601 | Marketing Management | Core Courses | 2 | 0 | 2 | 3 |
| QAM601 | Statistics for Management | Core Courses | 3 | 0 | 0 | 3 |
| ACCT602 | Accounting for Managers | Core Courses | 3 | 0 | 0 | 3 |
| CI603 | Competitive Intelligence Analysis | Specialisation Elective Courses | 2 | 1 | 0 | 3 |
| ENTR601 | Entrepreneurship and New Venture Creation | Skill Enhancement courses | 2 | 0 | 2 | 3 |
| BC613 | Professional & Business Communication | Value Addition Courses | 2 | 0 | 2 | 3 |
| ARAB116 | Introduction to Arabic Culture & Language | Value Addition Courses | 1 | 0 | 2 | 2 |
| CHIN116 | Introduction to Chinese Culture & language | Value Addition Courses | 1 | 0 | 2 | 2 |
| FREN145 | Introduction to French Culture & Language | Value Addition Courses | 1 | 0 | 2 | 2 |
| GRMN136 | Introduction to German Culture & Language | Value Addition Courses | 1 | 0 | 2 | 2 |
| JPAN116 | Introduction to Japanese Culture & Language | Value Addition Courses | 1 | 0 | 2 | 2 |
| RUSS116 | Introduction to Russian Culture & Language | Value Addition Courses | 1 | 0 | 2 | 2 |
| SANS116 | Introduction to Vedic Culture & Language | Value Addition Courses | 1 | 0 | 2 | 2 |
| SPAN144 | Introduction to Hispanic Culture & Language | Value Addition Courses | 1 | 0 | 2 | 2 |
| **Total credits Units for Semester –I=** | | | | | | **26** |
| **Semester II** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | **L** | **T** | **P/S/FW** |  |
| HR612 | Human Resource Management | Core Courses | 2 | 0 | 2 | 3 |
| FIBA601 | Financial Management | Core Courses | 3 | 0 | 0 | 3 |
| QAM603 | Business Research Methods | Core Courses | 2 | 0 | 2 | 3 |
| POM602 | Operations Management | Core Courses | 2 | 0 | 2 | 3 |
| LAW670 | Legal Aspects of Business | Core Courses | 3 | 0 | 0 | 3 |
| CI701 | Data Mining for Intelligence Management | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| CI709 | Data Science with R | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| BS605 | Cognitive Analytics & Social Skills for Professional Development | Value Addition Courses | 2 | 0 | 2 | 3 |
| ARAB102 | Arabic Grammar – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| CHIN102 | Chinese Grammar – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| FREN104 | French Grammar – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| GRMN104 | German Grammar – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| JPAN102 | Japanese Grammar – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| RUSS102 | Russian Grammar – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| SANS102 | Sanskrit Grammar – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| SPAN103 | Spanish Grammar – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| **Total credits Units for Semester –II =** | | | | | | **26** |
| **Semester III** | | | | | | |
| **Course Code** | **Course Title** | **Course Type** | **Credit** | | | **Credit Units** |
|  |  |  | **L** | **T** | **P/S/FW** |  |
| STRA701 | Strategic Management | Core Course | 3 | 0 | 2 | 4 |
| CI707 | Predictive Analytics for Decision Making | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| CI708 | Data Science with Python | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| CI717 | Scenario Planning for Business | Specialisation Elective Courses | 2 | 1 | 2 | 4 |
| CI719 | Computational Finance and Financial Econometrics | Specialisation Elective Courses | 2 | 1 | 2 | 4 |
| CI720 | Data Analysis & Visualization | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| FIBA721 | Management of Financial Services | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| FIBA724 | Project Planning Appraisal and Control | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| CSIT660 | Business Analytics and Modelling | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| MKTG711 | Product and Brand Management | Specialisation Elective Courses | 3 | 0 | 0 | 3 |
| MKTG740 | Marketing Analytics | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| MSSI600 | Summer Internship | Non- Teaching Credit Course | 0 | 0 | 6 | 3 |
| PFE701 | Professional Ethics and Social Responsibility for Sustainability | Value Addition Courses | 0 | 1 | 2 | 2 |
| ARAB119 | Written Expression & Comprehension in Arabic- I | Value Addition Courses | 1 | 0 | 2 | 2 |
| CHIN118 | Written Expression & Comprehension in Chinese- I | Value Addition Courses | 1 | 0 | 2 | 2 |
| FREN147 | Written Expression & Comprehension in French-I | Value Addition Courses | 1 | 0 | 2 | 2 |
| GRMN138 | Written Expression & Comprehension in German – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| JPAN118 | Written Expression & Comprehension in Japanese- I | Value Addition Courses | 1 | 0 | 2 | 2 |
| RUSS118 | Written Expression & Comprehension in Russian- I | Value Addition Courses | 1 | 0 | 2 | 2 |
| SANS118 | Written Expression & Comprehension in Sanskrit- I | Value Addition Courses | 1 | 0 | 2 | 2 |
| SPAN146 | Written Expression & Comprehension in Spanish - I | Value Addition Courses | 1 | 0 | 2 | 2 |
| **Total credits Units for Semester –III =** | | | | | | **26** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **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 | 3 | 0 | 2 | 4 |
| CI716 | Blockchain: Applications in business | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| CI721 | Machine Learning for Data Science | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| CI722 | CI for Strategic Analysis | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| CI723 | Data Science with Advanced Python | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| CI724 | Strategy Simulation and Business Wargaming | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| CI726 | Supply Chain Analytical Techniques | Specialisation Elective Courses | 3 | 0 | 2 | 4 |
| MKTG721 | Customer Relationship Management | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| FIBA703 | Corporate Restructuring, Mergers and Acquisitions | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| FIBA605 | Financial Modeling | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| FIBA733 | Strategic Financial Management | Specialisation Elective Courses | 2 | 0 | 2 | 3 |
| MSDS600 | Dissertation | Non-Teaching Credit Courses | 0 | 0 | 12 | 6 |
| ARAB104 | Communicative Arabic – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| CHIN104 | Communicative Chinese – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| FREN144 | French Through Communicative Approach | Value Addition Courses | 1 | 0 | 2 | 2 |
| GRMN112 | Communicative German – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| JPAN104 | Communicative Japanese – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| RUSS104 | Communicative Russian – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| SANS104 | Communicative Sanskrit – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| SPAN112 | Communicative Spanish – I | Value Addition Courses | 1 | 0 | 2 | 2 |
| **Total credits Units FOR SEMESTER –IV =** | | | | | | **25** |

**Total Credits for the Programme: 105**

**Minimum Credits Prescribed by the University:**

**(a) Semester Level 25 (b) Programme Level 105**

**Programme Learning Outcomes (PLOs)**

|  |  |
| --- | --- |
| PLO 1 | Application of CI and analytical tool to Organizational Structure. Examine industrial benchmarks and best practices for competitive advantage. |
| PLO 2 | Explain and apply Quantitative and Qualitative research techniques |
| PLO 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" |
| PLO 4 | Explain and apply analytical constructs to business problem solving. Develop the ability to convert a problem into an opportunity and weakness into strength |
| PLO 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. |
| PLO 6 | Manage relationships and value teamwork both in leader and follower role |
| PLO 7 | Recognize the special opportunities and challenges presented by the global business environment Ability to value diversity and adapt quickly. |
| PLO 8 | Gain practical, hands-on experience with statistics programming packages such SPSS, EVIEWS, R, QM and more. |
| PLO 9 | Ability to plan and execute tasks assigned within the dead-line. |
| PLO 10 | Application of CI and Analytics for business advantage. Application of appropriate tools and techniques for development of strategy. |
| PLO 11 | Synthesize internal and external data to conclude on the possible future business changes. |
| PLO 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 employers |

**Linkage of PEO & PLOs:**

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

**Annual Outcome Assessment Plan**:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Components of Assessment**  **Outcomes** | **Direct** | **Indirect** |
| **A** | **Programme Learning Outcome** |  |  |
| **a.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. | Comprehensive Exam/Viva on annual basis | Student Exit Survey |
| **a.2** | Explain and apply Quantitative and Qualitative research techniques | Term Paper, Seminar, Internship, Dissertation (Rubrics) | Feedback of Industry Internship Guide |
| Comprehensive Exam |
| **a.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" | \*Comprehensive Exam | Student Exit Survey |
| **a.4** | 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 information to the right personnel | Business Communication Course Result analysis of all semesters | Student Exit Survey |
| \*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** | 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** | **PLO1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **PLO 6** | **PLO 7** | **PLO 8** | **PLO 9** | **PLO 10** | **PLO11** | **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 |  |  |  |  |  |  |  |  | **√** |  |  |  |

**P**

**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 Services** | **Consultant** | **Sales** | **Business Analyst** | **Branding/ Advertising** | **Junior/ Mid-level Manager in a company/ Strategic** | **Academician** | **Data Analyst** | **Corporate Communication & 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.19**

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

**Programme Title: Master of Commerce**

**Level–: PG**

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

**Programme Mission:**

To develop the skill set of commerce and finance students by making them excellent professionals and independent decision makers with understanding of commerce and finance and inculcating human values and learning for perfection via their exposure to cross cultural environment and international business world.

### Programme Description:

The thrust is given to boost web-based learning and academic learning and Internet of Things (IOT)under industry 4.0 requirements in a multi-cultural set up in a seamless business world and imparting a global outlook.

**Institute Graduate Attributes**

|  |  |  |  |
| --- | --- | --- | --- |
| **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:

|  |
| --- |
| Programme Educational Objective1  Demonstrate knowledge, application of management principles, theories, and concepts in a professional work environment |
| Programme Educational Objective 2  Demonstrate research skills for identifying and analyzing problems to develop appropriate solutions and strategies to meet the business needs in competitive environment. |
| Programme Educational Objective 3  Develop and sustain effective performance by leveraging Information and Technological competencies in the given management framework |
| Programme Educational Objective 4  Use behavioral and communication skills for managing and leading teams in diverse business settings to achieve organizational goals |
| Programme Educational Objective 5  Evaluate the cross-cultural dynamics and competitive imperatives in managing businesses in diverse global environment. |
| Programme Educational Objective 6  Demonstrate the knowledge, skills and attitude to pursue higher education or gainful Employment in Industry or start their own ventures |
| Programme Educational Objective 7  Develop habit of lifelong learning by engaging beyond classroom activities such as independent experiential learning, research, enquiry, and networking. |
| Programme Educational Objective 8  Practice highest standards of ethical, professional conduct and demonstrate sensitivity towards environment and be socially responsible. |
| Programme Educational Objective 9  Student will focus on building unrivalled experience through flexible learning approach to enhance the opportunity of employability |

### Programme Operational Objectives

POO 1 This program will provide educational excellence in teaching/academic delivery and research.

POO 2 This program will facilitate an academically conducive environment for holistic development of students.

POO 3 This program will facilitate environment for innovation and research excellence for the intellectual growth of student.

POO 4 This program will facilitate cultivation of core values of the university and ethical conduct amongst students.

POO 5 This program will encourage cultural diversity and a sense of social and environmental responsibility

.

POO 6 This program will provide ample opportunities for international exposure to students.

POO 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**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | | | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT603 | [Advanced Financial Accounting](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1321201911176220.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | ECON605 | [Managerial Economics](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/182220205756794.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 3 | FIBA601 | [Financial Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1710201472553670.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 4 | HR615 | [Organization Theory and Behavior](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1417201461003284.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | MKTG601 | [Marketing Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1522201471818722.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | QAM601 | [Statistics for Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1451201971609292.docx) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 7 | MSTP601 | [Term Paper - I](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=) | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 8 | INS723 | [Principles and Practices of Banking](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1322201561812904.doc) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 9 | LAW625 | [Business Environment and Law](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1682014112945305.pdf) | SE | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
| 10 |  | VAC (BC = 3, FBL = 2) | VAC |  |  |  |  |  |  | **5** |
|  |  | **Total Credits** | | | | | | | | 28 |

**Semester II**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT704 | [Advanced Cost Accounting](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1125201472566359.pdf) | CC | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
| 2 | ACCT801 | [Corporate Tax Planning and Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1159201472533090.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 3 | FIBA705 | [Financial Reporting and Decision Making](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1126201472819927.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 4 | INS764 | [Financial Markets & Institutions](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1354201562575132.doc) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | QAM603 | [Business Research Methods](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/92220184434265.docx) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | MSSM602 | [Seminar](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=) – II | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 7 | FIBA722 | [Mutual Fund Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1151201472878487.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 8 | HR612 | [Human Resource Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/11820197895657.doc) | SE | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
| 9 | MGMT703 | Corporate Social Responsibility | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 10 | MKTG604 | [Consumer Behaviour](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1646201471866576.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 11 |  | VAC (BS=3, FBL = 2) | VAC |  |  |  |  |  |  | **5** |
|  |  | **Total Credits** | | | | | | | | **25** |

**SEMESTER - III**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S.No. | Course Code | Course Title | Course Type | Credit | | | | |  | Credit Units |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT612 | [Advanced Corporate Accounting](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1350201911195707.pdf) | CC | 3 | 1 | 0 | 0 | 0 | 0 | 4 |
| 2 | STRA701 | [Strategic Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1636201472544639.pdf) | CC | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| 3 | NEW COURSE | Investment Management | CC | 4 | 0 | 0 | 0 | 0 | 0 | 4 |
| 4 | MSSI600 | [Summer Internship](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/202020186740601.doc) | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | FIBA605 | [Financial Modeling](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1228202021041168.pdf) | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | FIBA734 | [Wealth Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1244201541735431.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 7 | HR702 | [Performance Management System](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/949201471987834.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 8 | HR712 | [Compensation and Reward Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/17220158575535.docx) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 9 | IB743 | [International Brand Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1625201472550765.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 10 | MKTG713 | [Advertising and Sales Promotion](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1255201832788836.doc) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 11 | QAM602 | [Decision Science](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/550201472114030.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 12 |  | VAC (FBL) | VAC |  |  |  |  |  |  | 2 |
| 13 |  | OABC | OABC |  |  |  |  |  |  | 0-2 |
|  |  | Total Credits | | | | | | | | 23-25 |

**SEMESTER - IV**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | FIBA703 | [Corporate Restructuring, Mergers and Acquisitions](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1120201472865657.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | FIBA713 | [International Finance and Forex Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1129201472818475.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 3 | QAM701 | [Business Analytics](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/547201472118700.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 4 | MSDS600 | [Dissertation](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/123020205840254.docx) | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| 5 | FIBA701 | [Behavioural Finance](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/143220197961683.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | FIBA731 | [Risk Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/127201472897561.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 7 | HR704 | [Negotiation and Conflict Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/950201471926593.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 8 | MKTG731 | [Strategic Service Marketing](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1655201471875566.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 9 | MKTG733 | [Digital Marketing](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1247201832787997.docx) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 10 |  | VAC (FBL) | VAC |  |  |  |  |  |  | **2** |
| 11 |  | PROFESSIONAL ETHICS | PE |  |  |  |  |  |  | **2** |
|  |  | **Total Credits** | | | | | | | | **20** |

**Total Credits for the Programme: 98 + 2 floating credits of HVCO (100 Credits)**

**Minimum Credits Prescribed by the University: 98**

### Programme Learning Outcomes (PLOs):

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

### Linkage of PEO & PLOs:

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PEOs PLOs** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** | **PEO 6** | **PEO 7** | **PEO 8** | **PEO9** |
| 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** |
| 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**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Levels/ Roles**  **Competencies / skills** | **Research Associate** | **Relationship Manager** | **Tax Consultant** | **Wealth Manager** | **Project Management Trainee** | **Credit Analyst** | **Service Manager** | **Asst. Manager Finance** |
| * **General competencies / skills** |  |  |  |  |  |  |  |  |
| 1. Management Knowledge | Basic | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Advanced | Advanced |
| 2. Problem Solving | Intermediate | Intermediate | Advanced | Intermediate | Intermediate | Intermediate | Advanced | Advanced |
| 3. Communication skills | Basic | Advanced | Advanced | Advanced | Intermediate | Intermediate | Intermediate | Intermediate |
| 4. Decision Making | Basic | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| 5. Leadership | Basic | Advanced | Intermediate | Advanced | Intermediate | Intermediate | Advanced | Intermediate |
| * **Professional competencies/skills** |  |  |  |  |  |  |  |  |
| 1. Research tools knowledge | Advanced | Basic | Basic | Basic | Basic | Basic | Basic | Basic |
| 2. Negotiation skills | Basic | Advanced | Intermediate | Advanced | Intermediate | Intermediate | Intermediate | Intermediate |
| 3. Digital / Technical | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| 4. Ethical Practices | Expert | Expert | Expert | Expert | Expert | Expert | Expert | Expert |
| 5 Networking | Intermediate | Advanced | Advanced | Advanced | Advanced | Advanced | Intermediate | Intermediate |

**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 QAA, IACBE, WASC and NAAC accredited and currently aiming for NBA

**Appendix – b.20**

**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 the skill set of commerce and finance students by making them excellent professionals and independent decision makers with understanding of commerce and finance and inculcating human values and learning for perfection via their exposure to cross cultural environment and international business world.

### Programme Description:

The thrust is given to boost web-based learning and academic learning and Internet of Things (IOT) under industry 4.0 requirements in a multi-cultural set up in a seamless business world and imparting a global outlook.

**Institution Graduate Attribute**

|  |  |  |  |
| --- | --- | --- | --- |
| **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 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 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**

|  |
| --- |
| Programme Educational Objective1  Demonstrate knowledge, application of management principles, theories and concepts in a professional work environment |
| Programme Educational Objective 2  Demonstrate research skills for identifying and analyzing problems to develop appropriate solutions and strategies to meet the business needs in competitive environment. |
| Programme Educational Objective 3  Develop and sustain effective performance by leveraging Information and Technological competencies in the given management framework |
| Programme Educational Objective 4  Use behavioral and communication skills for managing and leading teams in diverse business settings to achieve organizational goals. |
| Programme Educational Objective 5  Evaluate the cross-cultural dynamics and competitive imperatives in managing businesses in diverse global environment. |
| Programme Educational Objective 6  Demonstrate the knowledge, skills and attitude to pursue higher education or gainful Employment in Industry or start their own ventures |
| Programme Educational Objective 7  Develop habit of lifelong learning by engaging beyond classroom activities such as independent experiential learning, research, enquiry, and networking. |
| Programme Educational Objective 8  Practice highest standards of ethical, professional conduct and demonstrate sensitivity towards environment and be socially responsible. |
| Programme Educational Objective 9  Student will focus on building unrivalled experience through flexible learning approach to enhance the opportunity of employability. |

### Programme Operational Objectives

POO 1 This program will provide educational excellence in teaching/academic delivery and research.

POO 2 This program will facilitate an academically conducive environment for holistic development of students.

POO 3 This program will facilitate environment for innovation and research excellence for the intellectual growth of student.

POO 4 This program will facilitate cultivation of core values of the university and ethical conduct amongst students.

POO 5 This program will encourage cultural diversity and a sense of social and environmental responsibility.

POO 6 This program will provide ample opportunities for international exposure to students.

POO 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**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | | | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT603 | [Advanced Financial Accounting](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1321201911176220.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | ECON605 | [Managerial Economics](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/182220205756794.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 3 | FIBA601 | [Financial Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1710201472553670.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 4 | HR615 | [Organization Theory and Behavior](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1417201461003284.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | MKTG601 | [Marketing Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1522201471818722.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | QAM601 | [Statistics for Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1451201971609292.docx) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 7 | MSTP601 | [Term Paper - I](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=) | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 8 | INS723 | [Principles and Practices of Banking](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1322201561812904.doc) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 9 | LAW625 | [Business Environment and Law](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1682014112945305.pdf) | SE | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
| 10 |  | VAC (BC = 3, FBL = 2) | VAC |  |  |  |  |  |  | **5** |
|  |  | **Total Credits** | | | | | | | | 28 |

**SEMESTER - II**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT704 | [Advanced Cost Accounting](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1125201472566359.pdf) | CC | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
| 2 | ACCT801 | [Corporate Tax Planning and Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1159201472533090.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 3 | FIBA705 | [Financial Reporting and Decision Making](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1126201472819927.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 4 | INS764 | [Financial Markets & Institutions](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1354201562575132.doc) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | QAM603 | [Business Research Methods](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/92220184434265.docx) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | MSSM602 | [Seminar](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=) – II | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| 7 | FIBA722 | [Mutual Fund Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1151201472878487.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 8 | HR612 | [Human Resource Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/11820197895657.doc) | SE | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
| 9 | MGMT703 | Corporate Social Responsibility | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 10 | MKTG604 | [Consumer Behaviour](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1646201471866576.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 11 |  | VAC (BS=3, FBL = 2) | VAC |  |  |  |  |  |  | **5** |
|  |  | **Total Credits** | | | | | | | | **25** |

**SEMESTER - III**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| S.No. | Course Code | Course Title | Course Type | Credit | | | | |  | Credit Units |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | ACCT612 | [Advanced Corporate Accounting](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1350201911195707.pdf) | CC | 3 | 1 | 0 | 0 | 0 | 0 | 4 |
| 2 | STRA701 | [Strategic Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1636201472544639.pdf) | CC | 3 | 0 | 0 | 0 | 2 | 0 | 4 |
| 3 | NEW COURSE | Investment Management | CC | 4 | 0 | 0 | 0 | 0 | 0 | 4 |
| 4 | MSSI600 | [Summer Internship](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/202020186740601.doc) | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| 5 | FIBA605 | [Financial Modeling](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1228202021041168.pdf) | SE | 2 | 0 | 0 | 0 | 2 | 0 | 3 |
| 6 | FIBA734 | [Wealth Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1244201541735431.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 7 | HR702 | [Performance Management System](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/949201471987834.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 8 | HR712 | [Compensation and Reward Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/17220158575535.docx) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 9 | IB743 | [International Brand Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1625201472550765.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 10 | MKTG713 | [Advertising and Sales Promotion](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1255201832788836.doc) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 11 | QAM602 | [Decision Science](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/550201472114030.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 12 |  | VAC (FBL) | VAC |  |  |  |  |  |  | 2 |
| 13 |  | OABC | OABC |  |  |  |  |  |  | 0-2 |
|  |  | Total Credits | | | | | | | | 23-25 |

**SEMESTER - IV**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Course Code** | **Course Title** | **Course Type** | Credit | | | | |  | **Credit Units** |
| L | T | PS | FW | SW | Arch/Des Studio |
| 1 | FIBA703 | [Corporate Restructuring, Mergers and Acquisitions](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1120201472865657.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 2 | FIBA713 | [International Finance and Forex Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1129201472818475.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 3 | QAM701 | [Business Analytics](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/547201472118700.pdf) | CC | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 4 | MSDS600 | [Dissertation](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/123020205840254.docx) | NTCC | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| 5 | FIBA701 | [Behavioural Finance](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/143220197961683.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 6 | FIBA731 | [Risk Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/127201472897561.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 7 | HR704 | [Negotiation and Conflict Management](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/950201471926593.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 8 | MKTG731 | [Strategic Service Marketing](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1655201471875566.pdf) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 9 | MKTG733 | [Digital Marketing](https://amizone.net/AdminAmizone/WebForms/Handler.ashx?Type=2&id=NewSyllabus/1247201832787997.docx) | SE | 3 | 0 | 0 | 0 | 0 | 0 | 3 |
| 10 |  | VAC (FBL) | VAC |  |  |  |  |  |  | **2** |
| 11 |  | PROFESSIONAL ETHICS | PE |  |  |  |  |  |  | **2** |
|  |  | **Total Credits** | | | | | | | | **20** |

**Total Credits for the Programme: 98 + 2 floating credits of HVCO (100 Credits)**

**Minimum Credits Prescribed by the University: 98**

**Programme Learning Outcomes**

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

**Linkage of PEO & PLOs**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PEOs PLOs** | **PEO 1** | **PEO 2** | **PEO 3** | **PEO 4** | **PEO 5** | **PEO 6** | **PEO 7** | **PEO 8** | **PEO9** |
| 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** |
| 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**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Levels/ Roles**  **Competencies / skills** | **Research Associate** | **Relationship Manager** | **Tax Consultant** | **Wealth Manager** | **Project Management Trainee** | **Credit Analyst** | **Service Manager** | **Asst. Manager Finance** |
| * **General competencies / skills** |  |  |  |  |  |  |  |  |
| 1. Management Knowledge | Basic | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Advanced | Advanced |
| 2. Problem Solving | Intermediate | Intermediate | Advanced | Intermediate | Intermediate | Intermediate | Advanced | Advanced |
| 3. Communication skills | Basic | Advanced | Advanced | Advanced | Intermediate | Intermediate | Intermediate | Intermediate |
| 4. Decision Making | Basic | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| 5. Leadership | Basic | Advanced | Intermediate | Advanced | Intermediate | Intermediate | Advanced | Intermediate |
| * **Professional competencies/skills** |  |  |  |  |  |  |  |  |
| 1. Research tools knowledge | Advanced | Basic | Basic | Basic | Basic | Basic | Basic | Basic |
| 2. Negotiation skills | Basic | Advanced | Intermediate | Advanced | Intermediate | Intermediate | Intermediate | Intermediate |
| 3. Digital / Technical | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate | Intermediate |
| 4. Ethical Practices | Expert | Expert | Expert | Expert | Expert | Expert | Expert | Expert |
| 5 Networking | Intermediate | Advanced | Advanced | Advanced | Advanced | Advanced | Intermediate | Intermediate |

**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 QAA, IACBE, WASC and NAAC accredited and currently aiming for NBA

**Appendix C**

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| --- | --- | --- | --- | --- |
| **Sl. No** | **Institution Name** | **Head of the Institution** | **Programme Title** | **Programme Review Committee** |
| 1 | Amity Business School | Dr. Sanjeev Bansal | MBA | Chair: Dr. Sanjeev Bansal  Member Secretary: Dr. Teena Baga  Member: Dr Ramesh Bagla  Dr. T. V Raman  Dr. Jaya Yadav  Dr. Anjani Kumar Singh  Dr. Anita Venaik  Dr. Vandana Ahuja  Dr. Sumeet Singh  Dr. Swati Bhatnagar  Dr. Ashima Agarwal |
| MBA(ENT) | Chair: Dr. Sanjeev Bansal  Member Secretary: Dr. Garima Agarwal  Member: Dr. Anjani Kumar Singh  Member: Dr. R. Sujatha  Member: Dr. Manoj Joshi (Lucknow Campus) |
| MBA(HR) | Chair: Dr. Sanjeev Bansal  Member Secretary: Dr. Priyanka Agarwal  Dr. Jaya Yadav  Dr. Harminder Gujral  Dr. Paritosh Mishra  Dr. Richa Sharma  Dr. Anshu Yadav  Dr. Puja Sareen |
| MBA(Finance) | Chair: Dr. Sanjeev Bansal  Member Secretary: Dr. Ritu Wadhwa  Member: Dr. T. V Raman  Member: Dr. Lakhwinder Kaur Dhillon  Member: Dr. Urvashi Varma  Member: Dr. Ashima Agarwal |
| MBA(M&S) | Chair: Dr. Sanjeev Bansal  Member Secretary: Dr. Sonali P. Banerjee  Member: Dr. Ramesh Bagla  Member: Dr. Garima Malik  Member: Dr. Anurupa B Singh  Member: Dr. Rahul Gupta  Member: Dr. Pooja Sehgal  Member: Dr. Vinamra Jain  Member: Dr. Ritesh Dwivedi  Member: Dr. Suprity Agarwal  Member: Dr. Sunetra Saha |
| MBA(RM) | Chair: Dr. Sanjeev Bansal  Member Secretary: Dr. Sonali P. Banerjee  Member: Dr. Ramesh Bagla  Member: Dr. Garima Malik  Member: Dr. Anurupa B Singh  Member: Dr. Rahul Gupta  Member: Dr. Pooja Sehgal  Member: Dr. Vinamra Jain  Member: Dr. Ritesh Dwivedi  Member: Dr. Suprity Agarwal  Member: Dr. Sunetra Saha |
| MBA(TM) | Chair: Dr. Sanjeev Bansal  Member Secretary: Dr. Teena Baga  Member: Dr Ramesh Bagla  Dr. T. V Raman  Dr. Jaya Yadav  Dr. Anjani Kumar Singh  Dr. Anita Venaik  Dr. Vandana Ahuja  Dr. Sumeet Singh  Dr. Swati Bhatnagar  Dr. Ashima Agarwal |
| MBA(CM) | Chair: Dr. Sanjeev Bansal  Member Secretary: Dr. Priyanka Agarwal  Dr. Jaya Yadav  Dr. Harminder Gujral  Dr. Paritosh Mishra  Dr. Richa Sharma  Dr. Anshu Yadav  Dr. Puja Sareen |
| 2 | Amity International Business School | Prof (Dr) Gurinder Singh | MBA(IB) | Chair: Dr. Alka Maurya  Member Secretary: Dr. D. N. Singh  Member: Dr. Shikha Kapoor  Member: Dr. Kokil Jain  Member: Dr. Seema Sahai  Member: Dr. Harendra Kumar  Member: Dr. Kshamta Chauhan  Member: Col. Sharad Khattar  Member: Dr. Meghna Sharma |
| MBA(IB) Eve | Chair: Dr. Kshamta Chauhan  Member Secretary: Dr. D. N Singh  Member: Dr. Alka Maurya  Member: Dr. Shikha Kapoor  Member: Dr. Kokil Jain  Member: Dr. Seema Sahai  Member: Dr. Meghna Sharma  Member: Col. Sharad Khattar  Member: Dr. Harendra Kumar |
| MBA 3C | Chair: Dr. Alka Maurya  Member Secretary: Dr. D. N. Singh  Member: Dr. Ajit Mittal  Member: Dr. Meghna Sharma  Member: Dr. Kshamta Chauhan  Member: Dr. Amrish K Choubey |
| MBA (BIDA) | Chair: Dr. Loveleen Gaur  Member Secretary: Dr. D. N. Singh  Member: Col. Sharad Khattar  Member: Dr. Nitin Arora  Member: Dr. Seema Sahai  Member: Dr. Anil Kumar |
| MBA(IBAI) | Chair: Dr. Loveleen Gaur  Member Secretary: Dr. D. N. Singh  Member: Dr. Alka Maurya  Member: Dr. Kshamta Chauhan  Member: Dr. Nitin Arora  Member: Dr. B. Kanaka |
| 3 | Amity College of Commerce & Finance | Dr. Sujata Khandai | M.COM | Chair: Dr. Sujata Khandai,  Member Secretary: Dr. Harsh Kumar  Members: Dr. Joity Tomar  Members: Dr. Karnica Tanwa |
| M.COM (FM) | Chair: Dr. Sujata Khandai,  Member Secretary: Dr. Harsh Kumar  Members: Dr. Joity Tomar  Members: Dr. Karnica Tanwa |
| 4 | Amity Institute of competitive  Intelligence and Strategic Management | Dr. Monica Saxena | MBA (CI &SM) | Chair: Dr. Monica Saxena  Member Secretary: Dr. Monica Saxena Member: Dr Pallavi Sharda Garg  Member: Mr. Samarth Sharma  Member: Dr Archana Singh  Member: Dr. Ruchika Gupta (Greater Noida) |
| MBA(BA) | Chair: Dr. Monica Saxena  Member Secretary: Dr. Monica Saxena  Member: Dr Pallavi Sharda Garg  Member: Mr. Samarth Sharma  Member: Dr Archana Singh  Member: Dr. Ruchika Gupta (Greater Noida) |
| 5 | Amity School of Insurance Banking and Actuarial Science | Dr. A P Singh | MBA (I&B) | Chair: Dr. A P Singh  Member Secretary: Dr. Rajesh Verma  Member: Mr. B.R. Singh  Member: Dr. Pallavi Seth |
| MBA(I&FP) | Chair: Dr. A P Singh  Member Secretary: Dr. Rajesh Verma  Member: Mr. B.R. Singh  Member: Dr. Pallavi Seth |
| MSc (AS) | Chair: Dr. A P Singh  Member Secretary: Dr. Rajesh Verma  Member: Ms. Stuti Gupta  Member: Dr. Kamal Gulati |

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| Management Domain | | | | |
| **Assessment Leadership Team** | | | | |
| **Sl. No** | **Institution Name** | **Head of the Institution** | **Programme Title** | **Programme Assessment Team** |
| 1 | Amity Business School | Dr. Sanjeev Bansal | MBA | Chair: Dr. Sanjeev Bansal  Member Secretary: Dr. Teena Baga  Member: Dr Ramesh Bagla  Dr. T. V Raman  Dr. Jaya Yadav  Dr. Anjani Kumar Singh  Dr. Anita Venaik  Dr. Vandana Ahuja  Dr. Sumeet Singh  Dr. Swati Bhatnagar  Dr. Ashima Agarwal |
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| MBA(HR) | Chair: Dr. Sanjeev Bansal  Member Secretary: Dr. Priyanka Agarwal  Dr. Jaya Yadav  Dr. Harminder Gujral  Dr. Paritosh Mishra  Dr. Richa Sharma  Dr. Anshu Yadav  Dr. Puja Sareen |
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| MBA(IB) Eve | Chair: Dr. Kshamta Chauhan  Member Secretary: Dr. D. N Singh  Member: Dr. Harendra Kumar  Member: Dr. Kavita Thapliyal  Member: Dr. Chitra Krishnan |
| MBA 3C | Chair: Dr. Alka Maurya  Member Secretary: Dr. D. N. Singh  Member: Dr. Kshamta Chauhan  Member: Dr. Seema Sahai  Member: Dr. Sandeep Bhasin |
|  |  |  | MBA(BIDA) | Chair: Dr. Loveleen Gaur  Member Secretary: Dr. D. N. Singh  Member: Dr. Anil Kumar  Member: Dr. Kavita Thapliyal  Member: Dr. Seema Sahai |
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| 3 | Amity College of Commerce & Finance | Dr. Sujata Khandai | M.COM | Chair: Dr. Sujata Khandai, HOI  Member Secretary, Dr. Harsh Kumar  Members: Dr. Joity Tomar  Members: Dr. Karnica Tanwar  Members: Dr. Bhawna Agarwal  Members: Dr. Seema Gupta  Members: Dr. Puneeta Goel |
| M.COM (FM) | Chair: Dr. Sujata Khandai, HOI  Member Secretary, Dr. Harsh Kumar  Members: Dr. Joity Tomar  Members: Dr. Karnica Tanwar  Members: Dr. Bhawna Agarwal  Members: Dr. Seema Gupta  Members: Dr. Puneeta Goel |
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