

Ahmedabad University Course Catalogue – Winter Semester

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Ahmedabad University

Ahmedabad University, located in one of India's most vibrant cities, is a private, non-profit University that offers students a liberal education with a focus on research-driven and project-based learning. As embodied by our motto, Pariprashnena Samriddhi, the University fosters spirit of enquiry leading to progress and prosperity. We are committed to preparing students to think deeply and creatively and emerge as ethical and compassionate leaders.

Established in 2009 by Ahmedabad Education Society (AES), Ahmedabad University has fostered a unique learning environment by providing students with a platform for collaborative research with global partners, project-based learning, and industry linkages. Our broad-based contextual and flexible curriculum stands apart from other leading institutes in the country.

Ahmedabad University offers a diversity and depth of courses to enable students to grow into well-rounded leaders. Our programmes include undergraduate, graduate and doctoral studies in a wide array of areas including management, life sciences, engineering, and computer studies. We will offer undergraduate and graduate programmes in the Arts and Sciences starting in 2018.

PROGRAMS OFFERED

Undergraduate Programs

Amrut Mody School of Management

Bachelor of Business Administration

The Bachelor of Business Administration (BBA) is a three-year, full-time programme offering a dual specialization in the third year, during which students can choose any two of the following elective courses: Marketing, Finance, Human Resources, Entrepreneurship, and Economics. These electives will equip students with a comprehensive understanding of a dedicated field while developing practical insights. The programme also offers an Honours option for highly motivated students. The BBA programme is offered by AMSOM, and administered by BKMIBA.

Bachelor of Commerce

The Bachelor of Commerce (BCom) is a three-year, full-time programme with a concentration in the final year in law, taxation, and banking financial services and insurance (BFSI). A programme with a difference, it balances theoretical knowledge with practical exposure, nurtures academic excellence with holistic personality development, and inculcates a spirit of facilitated learning. The programme also offers a diversified learning experience through courses such as Mathematical Economics and Econometrics, Strategic Management and Entrepreneurship, Elements of Mathematics, Women's Writing, and Nation and Its Others. The BCom programme is offered by AMSOM and administered by HLIC.

School of Engineering & Applied Sciences

Bachelor of Technology in Information & Computer Technology

The Bachelor of Technology (BTech) in Information and Communication Technology (ICT) is a four-year, full-time programme that integrates computer science, communication and signal processing, and electronics. One of the salient features of our technology programmes is the training we impart in real-life product designs, which students can apply immediately in their careers in industry, academia, start-ups and research work. The school offers a dual degree option that combines a BTech and MTech degree in five years. The programme is offered by the School of Engineering and Applied Science.

Bachelor of Technology in Chemical Engineering

The Bachelor of Technology (BTech) in Chemical Engineering is a four-year, full-time programme that focuses on current chemical engineering practices and industry needs. In addition to developing a strong foundation in chemical engineering, our students learn how to solve real-world chemical engineering problems, such as wastewater treatment, energy integration and industrial separations. The programme also offers a window to cutting-edge areas of nanotechnology and surface science. The programme is offered by the School of Engineering and Applied Science.

Bachelors of Technology in Mechanical Engineering

The Bachelor of Technology (BTech) in Mechanical Engineering is a four-year, full-time programme with modern mechanical engineering at its core. The programme builds a foundation in manufacturing, machine design, and an opportunity to engage with interdisciplinary areas such as mechatronics (mechanical systems with embedded electronics). With project-based learning at the nucleus, our students graduate ready to transform the workplace. The programme is offered by the School of Engineering and Applied Science.

Integrated Programs

Students have an opportunity to pursue a joint bachelor's and master's degree in five years through our Integrated Master programmes, offered in Business Administration, Computer Studies and Life Sciences. Students may enroll in these programmes after Class 12.

Amrut Mody School of Management

Integrated Masters in Business Administration (iMBA)

The integrated Master in Business Administration (iMBA) is a five-year, full-time master's programme with an assortment of courses that span Literature, Foreign Language, Science in Day-to-Day Life, and Discovering India. The principal focus is on family business, entrepreneurship, and International business. One full semester is designated for a corporate internship. The thrust is on experiential learning through industry-based projects and research-based

learning. The programme is offered at AMSOM and administered by BKMIBA.

School of Computer Studies

Integrated Masters in Computer Studies

The integrated Master in Computer Studies (iMCA) is a five-year master's programme that integrates a Bachelor's in Computer Applications (BCA) and a Master's in Computer Applications (MCA). The programme is offered at the School of Computer Studies.

School of Arts & Sciences

Integrated Masters in Life Sciences

The integrated Master in Life Sciences (iMSc) is a five-year, full-time master's programme offering specialization in Biochemistry, Biotechnology and Microbiology. After four years, students have an option to exit with a BSc degree. The programme is administered by the Division of Biological and Life Sciences at the School of Arts and Sciences.

Masters Programs

Amrut Mody School of Management

Masters in Business Administration

The Master of Business Administration (MBA) is a two-year, full-time, four-semester programme with a choice-based credit system, provision for dual majors and several functional and free electives. The Individual Social Responsibility Initiative is a two-year

mandatory, action-oriented course that allows every student to engage with aspects of the society. Mentorship, summer internships and innovative and contemporary courses are part of the programme offering. The programme is offered at AMSOM.

School of Engineering & Applied Sciences

Masters in Computer Sciences and Engineering

The Master in Computer Sciences and Engineering (CSE) is a two-year, full-time programme with a specialization in data science and analytics. The curriculum combines computer science, applied mathematics, statistics, with various business domains such as finance, marketing, supply chain, e-commerce, and agriculture, as live case studies. The program, which facilitates one year of research and industry-based thesis work, is offered by the School of Engineering and Applied Science.

School of Computer Studies

Master in Computer Studies

The Master in Computer Studies is a two-year Lateral Entry programme for graduates who have completed BCA and BSc. The curriculum is contemporary and industry oriented with specializations in current and emerging trends in IT and Computing. The programme is offered at the School of Computer Studies.

Centre for Heritage Management

Master in Management Studies (Heritage Management)

The Master of Management Studies in Heritage Management is an innovative two-year programme combining discourses on heritage and management that aims to expand the current practices of heritage conservation to those of heritage management. The curriculum provides students with exposure to successful practices and models across the globe. The programme is offered by the Centre for Heritage Management.

School of Arts & Sciences

Master in Life Sciences

The Master in Life Sciences (MSc) focuses on nanobiotechnology and affordable healthcare. The faculty consists of working scientists, who impart hands-on training and research-based learning. Selected students are allowed to pursue one year of full-time research in their third and fourth semesters. The programme emphasizes multidisciplinary research and academia-industry interface. The programme is offered by the Division of Biological and Life Sciences at the School of Arts and Sciences.

ACADEMIC CALENDAR

The Calendar for 2016-2017:

Monsoon Semester

Start Date	August 1, 2016
Mid Term Examination Week	September 19-24, 2016
Diwali Vacations	October 31-Nov 6, 2016
End of Term Quiet Reading	November 21-Nov 27, 2016
End Term Examination Week	Nov 28-Dec 4, 2016
Semester Break	Dec 5-Dec 11, 2016
Semester Results	Dec 20, 2016

Independent Study Period

School Term	Dec 12-Dec 30, 2016
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Winter Semester

Start Date	January 2, 2017
Mid Term Examination Week	Feb 13-18, 2017
End of Term Quiet Reading	April 24-April 30, 2017
End Term Examination Week	May1-May 7, 2017
Semester Results	May 15, 2017

Summer Semester

Start Date	May 22, 2017
Mid Term Examination	Week 4, during class hours
End Term Examination Week	July 17-22, 2017
Semester Break	July 23-July 31, 2017
Course Grade Submission	July 28, 2017

Internship Period:

May 22, 2017-July 31, 2017

Orientation Week:

July 23-July 31, 2017

Choice Based Credit System (CBCS)

AU is committed to fostering an environment that is student centric, providing flexibility in the programme design and interdisciplinary approach to learning. On the one hand, it aims at bringing in academic rigor and on the other hand, it attempts to allow the learners to reflect upon the needs for research and intellectual enterprise that are essential to positively contribute towards the development of a more civilized society. Recognizing that this requires an academic system, which allows students to pursue courses of their interest and aptitude, the University has adopted 'Choice Based Credit System (CBCS)'. The major features of CBCS include the following:

- The CBCS renders flexibility to the students in designing one's own programme, with an option to select various courses offered at the University, while adhering to the requirements of the degree programme in which the student is enrolled.
- The University offers a combination of core courses, which are required for the degree; and several electives, from which a student can choose some in order to specialize in a specific field or to explore a field that is relatively unknown.
- The student may be able to take courses offered by various schools of the University, and make the learning experience broader as well as deeper.
- Students shall have an opportunity to acquire dual degree qualification by taking the prescribed courses for two different degree programmes.
- Since the courses are offered in various subject areas, the student can adopt a multidisciplinary approach in the degree,

while also ensuring that sufficient level of depth in one area is achieved to obtain specialization in that area.

- The student can take advantage of reading courses offered by the other institutions of higher education, external to the University, for which credits could be transferred to meet the degree requirements at AU.
- The student can also choose to accelerate learning by opting for more courses in a semester or choose to drop some courses, to be taken at a later stage, as some of the courses may be offered repetitively in various semesters by the University. This would allow a student to complete the required credits for granting the degree in a shorter time period than a standard time, or can give a little more time to weaker students to acquire their degree.

Some of the additional initiatives by the University to avail full benefits of the CBCS include:

- Alignment of courses across various programmes of AU, so that students can opt for electives from across the University
- A course approval and credit transfer mechanism for the courses taken by the AU students at various schools within AU or at other universities / institutions of higher education
- Greater flexibility in the student progression policy, through which students can work with their mentor faculty to ensure that they meet degree requirements successfully

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Timetable - Amrut Mody School of Management (AMSoM)

Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
1	COM106	Effective Writing Skills	3	ABCD	Sudhir Pandey, Chirag Trivedi & Tana Trivedi	None	Tuesday	9:30-11:00 a.m	
							Wednesday	8:00-9:30 a.m	
				EFGH			Tuesday	11:00-12:30 p.m	
							Wednesday	9:30-11:00 a.m	
2	COM211	Discovering India - II	4	1	Chirag Trivedi	None	Thursday	2:00-4:00 p.m	
3	COM109	Communication - III	3	1	Visiting Faculty	None	Thursday	12:30-2:00 p.m	
							Friday	2:00-3:30 p.m	
4	COM105	Communication Skills - III	4	1	Preeti Maneck/Saptam Patel/Purabi Bhattacharya/Mubina Qureshi	None	Wednesday	11:00-12:30 p.m	
							Thursday	9:30- 11:00 a.m	
							Friday	8:00-9:30 a.m	
				2			Monday	11:00-12:30 p.m	
							Wednesday	9:30- 11:00 a.m	
							Friday	11:00-12:30 p.m	
				3			Monday	8:00-9:30 a.m	
							Wednesday	8:00-9:30 a.m	
							Thursday	11:00-12:30 p.m	
				4			Wednesday	9:30- 11:00 a.m	
							Thursday	9:30- 11:00 a.m	
							Friday	11:00-12:30 p.m	
				5			Monday	11:00-12:30 p.m	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
				6			Thursday	8:00-9:30 a.m	
							Friday	9:30- 11:00 a.m	
							Tuesday	11:00-12:30 p.m	
							Wednesday	11:00-12:30 p.m	
							Friday	9:30- 11:00 a.m	
5	COM561	Social Transformations of India	1	1	Ruchi Tewari	None	Wednesday	12:30-2:00 p.m	
6	COM221	French – II	4	1	Alliance Francise	None	Monday	9:00-11:00 a.m	
							Tuesday	9:00-11:00 a.m	
							Wednesday	9:00-11:00 a.m	
							Thursday	9:00-11:00 a.m	
7	COM222	Spanish - II	4	1	Vinod Jetley	None	Monday	9:00-11:00 a.m	
							Tuesday	9:00-11:00 a.m	
							Wednesday	9:00-11:00 a.m	
							Thursday	9:00-11:00 a.m	
8	COM146	Indian Literature in English Translation	3	1	Sudhir Pandey	None	Monday	9:30-11:00 a.m	
							Wednesday	9:30-11:00 a.m	
9	MGT105	History of Indian Business	3	1	Tana Trivedi	None	Monday	9:30-11:00 a.m	
							Wednesday	9:30-11:00 a.m	
10	COM115	Gender Sensitization	3	1	Rebecca Sudan	None	Monday	8:00-9:30 a.m	
							Thursday	8:00-9:30 a.m	
							Monday	9:30-11:00 a.m	
							Thursday	9:30-11:00 a.m	
							Monday	11:00-12:30 p.m	
							Tuesday	9:30-11:00 a.m	
11	COM161	Introduction to	3	1	Shahul Ameen	None	Monday	9:30-11:00 a.m	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
		Sociology					Thursday	9:30-11:00 a.m	
12	HSS132	Indian Diaspora and Global Economies	3	1	Shilpa Bhat	None	Monday	9:30-11:00 a.m	
							Thursday	9:30-11:00 a.m	
13	MGT106	Gujarati East African Entrepreneurship through Narratives	3	1	Shilpa Bhat	None	Tuesday	3:30-5:00 p.m	
							Thursday	3:30-5:00 p.m	
	COM244	Women's Writing	3	1 (Non Core)	Sapatam Patel	None	Monday	9:30 - 11:00 AM	
							Wednesday	9:30 - 11:00 AM	
14	COM244	Women's Writing	3	1	Sapatam Patel	None	Tuesday	5:00 - 6:30 PM	
							Thursday	5:00 - 6:30 PM	
15	COM243	Nation and its Others	3	1	Preeti Maneck	None	Monday	9:30 - 11:00 AM	
							Wednesday	9:30 - 11:00 AM	
16	COM602	Corporate Communication	3	1	Ruchi Tewari	None	Thursday	8:00-9:30 a.m	
							Friday	8:00-9:30 a.m	
17	EPP110	Macro Economics	3	ABCD	Sonal Yadav/Shagufta Khan/Gauri Gaur/Chintan Jadwani	None	Tuesday	11:00-12:30 p.m	
							Wednesday	9:30-11:00 a.m	
				EFGH			Tuesday	9:30-11:00 a.m	
							Wednesday	8:00-9:30 a.m	
18	EPP380	Indian Economic Policy	3	1	Dr. Himani Baxi	None	Wednesday	11:00-12:30 p.m	
							Friday		
				2			Monday	11:00-12:30 p.m	
							Wednesday	12:30-2:00 p.m	
				3			Tuesday	11:00-12:30 p.m	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
							Friday	11:00-12:30 p.m	
19	EPP 341	Development Economics	3	1	Sharvari Dalal	None	Monday	3:30-5:00 p.m	
							Friday	3:30-5:00 p.m	
20	EPP330	International Economics	3	1	Sharvari Dalal	None	Tuesday	2:00-3:30 p.m	
							Thursday	2:00-3:30 p.m	
				2			Tuesday	5:00-6:30 p.m	
							Thursday	5:00-6:30 p.m	
21	EPP101	Managerial Economics	3	1	Prof. Dhyani Mehta	Microeconomics	Monday	3:30-5:00 p.m	
							Wednesday	11:00-12:30 p.m	
22	EPP280	Indian Economy	4	1	Sonal Yadav/ Mita Suthar/Gauri Gaur	None	Monday	11:00-12:30 p.m	
							Thursday	8:00-9:30 a.m	
							Friday	11:00-12:30 p.m	
				2			Tuesday	9:30-11:00 a.m	
							Wednesday	8:00-9:30 a.m	
							Thursday	11:00-12:30 p.m	
				3			Monday	11:00-12:30 p.m	
							Tuesday	9:30-11:00 a.m	
							Friday	11:00-12:30 p.m	
				4			Monday	8:00-9:30 a.m	
							Tuesday	11:00-12:30 p.m	
							Friday	8:00-9:30 a.m	
				5			Tuesday	9:30-11:00 a.m	
							Wednesday	8:00-9:30 a.m	
							Thursday	9:30-11:00 a.m	
				6			Monday	8:00-9:30 a.m	
							Wednesday	9:30-11:00 a.m	
							Thursday	8:00-9:30 a.m	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
23	EPP580	Business Environment	2	1	Himani Baxi	None	Monday	2:00-3:30 p.m	
							Thursday	2:00-3:30 p.m	
24	EPP201	Market Structure and Behavior	3	1	Sharvari Dalal	None	Tuesday	3:30-5:00 p.m	
							Thursday	3:30-5:00 p.m	
25	EPP390	Economic Theories & Resources	3	1	Mita Suthar/Sonal Yadav	None	Monday	8:00 - 9:30 AM	
							Tuesday	8:00 - 9:30 AM	
26	FAC211	Financial Accountancy - II	3	1	Mona Vora	None	Monday	2:00-3:30 p.m	
							Friday	12:30-2:00 p.m	
				2			Monday	12:30-2:00 p.m	
							Thursday	2:00-3:30 p.m	
				3			Thursday	11:00-12:30 p.m	
							Friday	12:30-2:00 p.m	
27	FAC232	Financial Management -II	4	1	P. Gandhi	None	Monday	12:30-2:00 p.m	
							Wednesday	12:30-2:00 p.m	
							Friday	11:00-12:30 p.m	
				2			Monday	11:00-12:30 p.m	
							Wednesday	11:00-12:30 p.m	
							Friday	2:00-3:30 p.m	
				3			Monday	3:30-5:00 p.m	
							Thursday	12:30-2:00 p.m	
							Friday	12:30-2:00 p.m	
				4			Tuesday	11:00-12:30 p.m	
							Wednesday	11:00-12:30 p.m	
							Thursday	12:30-2:00 p.m	
28	FAC114	Cost Accounting	3	1	Mona Vora	None	Wednesday	11:00-12:30 p.m	
							Friday	9:30-11:00 a.m	
				2			Tuesday	12:30-2:00 p.m	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
							Friday	11:00-12:30 p.m	
				3			Monday	12:30-2:00 p.m	
				4			Wednesday	12:30-2:00 p.m	
							Monday	11:00-12:30 p.m	
							Thursday	11:00-12:30 p.m	
29	FAC333	Financial Services	3	1	Saumil Shah	None	Tuesday	11:00-12:30 p.m	
				2			Friday	11:00-12:30 p.m	
							Wednesday	9:30-11:00 a.m	
							Friday	12:30-2:00 p.m	
30	FAC332	Financial Markets	3	1	Saumil Shah & VF	None	Monday	12:30-2:00 p.m	
				2			Wednesday	12:30-2:00 p.m	
							Monday	5:00-6:30 p.m	
							Thursday	5:00-6:30 p.m	
31	FAC211	Financial Accounting - II	3	1	Visiting Faculty	Financial Management – I, Cost and Management Accounting	Tuesday	12:30-2:00 p.m	
							Thursday	12:30-2:00 p.m	
32	FAC131	Financial Management - I	3	1	Deepak Krishnan	None	Tuesday	12:30-2:00 p.m	
							Wednesday	12:30-2:00 p.m	
33	FAC214	Management Accounting	3	1	Pavak Vyas	Cost Accounting	Monday	12:30-2:00 p.m	
							Thursday	11:00-12:30 p.m	
34	FAC112	Fundamentals of Accounting	3	1	Vibha Tripathi/Mitali Dhanani	None	Thursday	8:00-9:30 a.m	
				2			Friday	9:30-11:00 a.m	
							Monday	8:00-9:30 a.m	
							Friday	11:00-12:30 p.m	
				3			Tuesday	8:00-9:30 a.m	
							Wednesday	11:00-12:30 p.m	
							Monday	9:30-11:00 a.m	
							Thursday	11:00-12:30 a.m	
35	FAC122	Indirect Taxes	3	1	Heli Shah/Ruja Sutaria	None	Wednesday	9:30-11:00 a.m	
							Thursday	11:00-12:30 p.m	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
				2			Thursday	9:30-11:00 a.m	
				3			Wednesday	11:00-12:30 p.m	
				4			Tuesday	11:00-12:30 a.m	
				5			Friday	9:30-11:00 a.m	
				6			Monday	11:00-12:30 a.m	
				Tuesday			9:30-11:00 a.m		
				Wednesday			9:30-11:00 a.m		
				Friday			8:00-9:30 a.m		
				Wednesday			8:00-9:30 a.m		
				Friday			11:00-12:30 a.m		
36	FAC215	Practical Costing – II	4	1	Vaibhav Kadia/Poonam Dugar	None	Tuesday	11:00-12:30 a.m	
				2			Friday	9:30-11:00 a.m	
				3			Monday	8:00-9:30 a.m	
				4			Friday	8:00-9:30 a.m	
				5			Wednesday	9:30-11:00 a.m	
				6			Thursday	8:00-9:30 a.m	
				Wednesday			8:00-9:30 a.m		
				Thursday			11:00-12:30 p.m		
				Wednesday			11:00-12:30 p.m		
				Thursday			11:00-12:30 p.m		
				Thursday			9:30-11:00 a.m		
				Friday			8:00-9:30 a.m		
37	FAC214	Advanced Cost & Management Accounting	4	1	Abhishek Shah/Vibha Tripathi/Neha Desai	None	Tuesday	11:00-12:30 p.m	
				2			Wednesday	12:30-2:00 p.m	
				3			Thursday	11:00-12:30 p.m	
				Tuesday			12:30-2:00 p.m		
				Wednesday			11:00-12:30 p.m		
				Thursday			11:00-12:30 p.m		
				Tuesday			11:00-12:30 p.m		
				Wednesday			8:00-9:30 a.m		

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
							Thursday	12:30-2:00 p.m	
				4			Wednesday	11:00-12:30 p.m	
							Thursday	11:00-12:30 p.m	
							Friday	12:30-2:00 p.m	
				5			Monday	12:30-2:00 p.m	
							Wednesday	8:00-9:30 a.m	
							Friday	11:00-12:30 p.m	
38	FAC242	Financial Services	3	1	Narinder Khaira	None	Monday	5:00-8:00 p.m	
							Tuesday	5:00-8:00 p.m	
39	FAC243	Insurance	3	1	Narinder Khaira	None	Tuesday	6:30 to 8:00 PM	
							Friday	9:30 - 11:00 AM	
							Tuesday	5:00 - 6:30 PM	
							Friday	8:00 - 9:30 AM	
40	FAC222	Tax Planning	3	1	Krutesh Patel	None	Monday	6:30 to 8:00 PM	
							Tuesday	6:30 to 8:00 PM	
							Thursday	8:00 - 9:30 AM	
							Thursday	9:30 - 11:00 AM	
41	FAC223	Tax Procedures	3	1	Krutesh Patel	None	Friday	8:00 - 9:30 AM	
							Friday	9:30 - 11:00 AM	
							Friday	8:00 - 9:30 AM	
							Friday	9:30 - 11:00 AM	
42	FAC513	Cost and Management Accounting	2	1	Binny Rawat	Financial Accounting	Monday	3:30-5:00 p.m	
							Thursday	3:30-5:00 p.m	
43	FAC533	Financial Management II	3	1	Hetal Jhaveri	None	Monday	11:00-12:30 p.m	
							Wednesday	11:00-12:30 p.m	
44	FAC122	Indirect Taxes	3	1	Nimit Thaker	None	Tuesday	3:30-5:00 p.m	
							Thursday	3:30-5:00 p.m	
45	FAC334	Strategic Financial Management	3	1	Deepak Krishnan	None	Tuesday	3:30-5:00 p.m	
							Thursday	3:30-5:00 p.m	
47	FAC632	Corporate Restructuring	2	1	Hetal Jhaveri	Financial Management – II	Tuesday	2:00-3:30 p.m	
							Friday	2:00-3:30 p.m	

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48	FAC633	Security Analysis and Portfolio Management	3	1	Deepak Krishnan	None	Tuesday	5:00-6:30 p.m	
							Friday	5:00-6:30 p.m	
49	FAC634	International Finance	2	1	Taral Pathak	FM – I, FM – II, and DRM	Monday	2:00-3:30 p.m	
							Thursday	2:00-3:30 p.m	
50	FAC642	Enterprise Risk Management	1.5	1	Taral Pathak	FM – I, FM – II, and DRM	Wednesday	11:00-12:30	
51	FAC643	Bank Management	2	1	Hetal Jhaveri	Financial Management – II	Tuesday	9:30-11:00 a.m	
							Friday	9:30-11:00 a.m	
52	FAC621	Corporate Tax Planning	2	1	Anjali Choksi	None	Tuesday	3:30-5:00 p.m	
							Friday	3:30-5:00 p.m	
53	MGT111	Behavioral Skills	3	1	Amrita Bihani	None	Thursday	11:00-12:30 p.m	
				2			Friday	11:00-12:30 p.m	
							Monday	11:00-12:30 p.m	
							Friday	12:30-2:00 p.m	
							Tuesday	12:30-2:00 p.m	
							Friday	2:00-3:30 p.m	
54	MGT136	Elements of Law	3	1	Nimit Thaker	None	Monday	12:30-2:00 p.m	
				2			Wednesday	12:30-2:00 p.m	
							Thursday	9:30-11:00 a.m	
							Friday	3:30-5:00 p.m	
							Monday	12:30-2:00 p.m	
							Wednesday	12:30-2:00 p.m	
55	MGT221	Human Resource Management	3	1	Siddhartha Saxena & VF	None	Monday	11:00-12:30 p.m	
				2			Thursday	11:00-12:30 p.m	
							Monday	12:30-2:00 p.m	
							Thursday	12:30-2:00 p.m	
				3			Monday	11:00-12:30 p.m	
							Tuesday	11:00-12:30 p.m	
							Monday	12:30-2:00 p.m	
				4			Friday	11:00-12:30 p.m	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
56	MGT221	Human Resource Development	3	1	Amrita Bihani	None	Tuesday	2:00-3:30 p.m	
							Thursday	2:00-3:30 p.m	
57	MGT323	Industrial Relations and Employment Laws	3	1	Siddhartha Saxena	None	Monday	3:30-5:00 p.m	
							Friday	3:30-5:00 p.m	
58	MGT212	Organisational Behaviour	3	1	Siddhartha Saxena	None	Monday	11:00-12:30 p.m	
							Friday	12:30-2:00 p.m	
59	MAO150	Elements of Law	3	1	Neha Desai/Nimit Thaker	None	Monday	8:00-9:30 a.m	
				Thursday			11:00-12:30 p.m		
				2			Monday	9:30-11:00 a.m	
				3			Tuesday	12:30-2:00 p.m	
							Monday	11:00-12:30 p.m	
				4			Friday	9:30-11:00 a.m	
							Monday	8:00-9:30 a.m	
				Wednesday			11:00-12:30 p.m		
60	MGT111	Behaviour Skills	3	1	Mruga Pandya/Zalak Shah	None	Wednesday	11:00-12:30 p.m	
				Friday			11:00-12:30 p.m		
				2			Tuesday	11:00-12:30 p.m	
				3			Wednesday	8:00-9:30 a.m	
							Wednesday	11:00-12:30 p.m	
				4			Thursday	11:00-12:30 p.m	
							Wednesday	8:00-9:30 a.m	
				5			Friday	11:00-12:30 p.m	
							Tuesday	11:00-12:30 p.m	
				Thursday			11:00-12:30 p.m		
61	MGT233	Economic Laws & Labour Laws	3	1	Visiting	None	Thursday	8:00 - 9:30 AM	
							Friday	9:30 - 11:00 AM	
62	MGT234	Constitutional Laws & Commercial Laws	3	1	Visiting	None	Thursday	9:30 - 11:00 AM	
							Friday	8:00 - 9:30 AM	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
63	MGT521	Human Resource Management	3	1	Ekta Sharma	None	Monday	9:30-11:00 a.m	
							Thursday	9:30-11:00 a.m	
64	MGT512	Personal Effectiveness	1.5	1	Jatin Christie	None	Friday	9:30-11:00 a.m	
65	MGT533	Legal Aspects of Business (Business Law)	2	1	Visiting Faculty	None	Monday	9:30-11:00 a.m	
							Thursday	9:30-11:00 a.m	
							Monday	11:00-12:30 p.m	
							Thursday	11:00-12:30 p.m	
66	MGT235	Corporate Social Responsibility	3	1	Kanan Dhru	None	Tuesday	3:30-5:00 p.m	
							Thursday	3:30-5:00 p.m	
							Tuesday	5:00-6:30 p.m	
							Thursday	5:00-6:30 p.m	
67	MGT137	Business Law –II	3	1	Parna Mukherjee	None	Thursday	3:30-5:00 p.m	
							Friday	9:30-11:00 a.m	
68	MGT234	Environmental Management	3	1	Parna Mukherjee	None	Tuesday	3:30-5:00 p.m	
							Friday	3:30-5:00 p.m	
69	MGT622	Compensation Management	3	1	Ekta Sharma	None	Tuesday	9:30-11:00 a.m	
							Friday	9:30-11:00 a.m	
70	MGT623	International HRM	1.5	1	Ekta Sharma	None	Wednesday	9:30-11:00 a.m	
71	MGT624	Learning and Development	2	1	Jatin Christie	None	Tuesday	11:00-12:30 p.m	
							Wednesday	11:00-12:30 p.m	
72	MGT625	Talent Management	3	1	Ekta Sharma	None	Friday	11:00-12:30 p.m	
							Friday	12:30-2:00 p.m	
73	MGT641	Advanced Business Strategy	1.5	1	Kunal Mankodi	Business Strategy	Tuesday	12:30-2:00 p.m	
74	MGT514	Achievement Motivation and Assertiveness Training	2	1	Jatin Christie	None	Tuesday	3:30-5:00 p.m	
							Friday	3:30-5:00 p.m	
75	MKT202	Marketing Management-II	3	1	Sujo Thomas, Ankur Gangal	None	Tuesday	11:00-12:30 p.m	
							Thursday	12:30-2:00 p.m	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
				2	Shriram Kadiya		Tuesday	11:00-12:30 p.m	
							Thursday	11:00-12:30 p.m	
							Tuesday	12:30-2:00 p.m	
							Thursday	11:00-12:30 p.m	
							Monday	3:30-5:00 p.m	
							Tuesday	12:30-2:00 p.m	
76	MKT324	Retail Management	3	2	Sujo Thomas	None	Monday	12:30-2:00 p.m	
				3			Thursday	11:00-12:30 p.m	
							Monday	11:00-12:30 p.m	
							Thursday	9:30-11:00 p.m	
77	MKT341	Conumer Behaviour	3	2	Shriram Kadiya	None	Tuesday	9:30-11:00 a.m	
				3			Friday	11:00-12:30 p.m	
							Monday	12:30-2:00 p.m	
							Wednesday	12:30-2:00 p.m	
78	MKT201	Marketing Management -I	3	1	Arvind Panicker	None	Monday	2:00-3:30 p.m	
							Thursday	2:00-3:30 p.m	
79	MKT101	Marketing Management-1	3	1	Darshana Padia/Zalak Shah	None	Monday	9:30-11:00 a.m	
							Friday	11:00-12:30 p.m	
							Monday	11:00-12:30 p.m	
							Friday	9:30-11:00 a.m	
							Monday	9:30-11:00 a.m	
							Thursday	8:00-9:30 a.m	
							Monday	11:00-12:30 p.m	
							Friday	9:30-11:00 a.m	
80	MKT501	Marketing Management	3	1	Bijal Mehta	None	Tuesday	3:30-5:00 p.m	
							Friday	3:30-5:00 p.m	
81	MKT603	International Marketing	2	1	Keshav Bhatia	Awareness of the basic concepts in Marketing, Consumer Behaviour, Business Strategy, Business Communication,	Monday	5:00-6:30 p.m	
							Thursday	5:00-6:30 p.m	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
						and Macroeconomics			
82	MKT652	Brand Management	1.5	1	Jinal Parikh	None	Monday	3:30-5:00 p.m	
							Thursday	3:30-5:00 p.m	
83	MKT641	Customer Relationship Management (CRM)	1.5	1	Kunal Mankodi	Marketing Management	Wednesday	12:30-2:00 p.m	
85	MKT613	Marketing Engineering	1.5	1	Jinal Parikh	Quantitative Analysis and Marketing Research	Tuesday	3:30-5:00 p.m	
							Friday	3:30-5:00 p.m	
86	MKT623	Marketing of Financial Services	1.5	1	Bijal Mehta	None	Tuesday	11:00-12:30 p.m	
							Friday	11:00-12:30 p.m	
87	MKT619	Digital Marketing	2	1	Kunal Mankodi	None	Monday	9:30-11:00 a.m	
							Thursday	9:30-11:00 a.m	
							Monday	11:00-12:30 p.m	
							Thursday	11:00-12:30 p.m	
88	EFB101	Int. to Entrepreneurship	3	1	Rushi Pandya, Paresh Vora	None	Tuesday	12:30-2:00 p.m	
							Thursday	12:30-2:00 p.m	
89	EFB202	Establishing and Growing Ventures	3	1	Sanket Shah	None	Monday	9:30-11:00 a.m	
							Tuesday	9:30-11:00 a.m	
				3			Monday	9:30-11:00 a.m	
							Wednesday	9:30-11:00 a.m	
90	EFB203	Business Plan	3	1	Rushi Pandya	None	Tuesday	2:00-3:30 p.m	
							Thursday	11:00-12:30 p.m	
				3			Thursday	12:30-2:00 p.m	
91	EFB101	Introduction to Entrepreneurship	3	1	Rushi Pandya	None	Tuesday	12:30-2:00 p.m	
							Friday	12:30-2:00 p.m	
				2			Wednesday	12:30-2:00 p.m	
							Friday	9:30-11:00 a.m	
				3			Wednesday	11:00-12:30 p.m	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
							Friday	11:00-12:30 p.m	
				4			Wednesday	12:30-2:00 p.m	
							Friday	12:30-2:00 p.m	
94	EFB601	Entrepreneurship through Practice	2	1	Abrar Ali Saiyed	None	Thursday	8:00-9:30 a.m	
							Friday	8:00-9:30 a.m	
95	EFB102	Entrepreneurial Development and Strategic Management	3	1	Zalak Shah/Darshana Padia	None	Monday	8:00 - 9:30 AM	
							Tuesday	8:00 - 9:30 AM	
							Monday	8:00 - 9:30 AM	
							Tuesday	8:00 - 9:30 AM	
96	ODIT201	Business Statistics – I	3	1	Vivek Bhatt & Jimmy Sethna	None	Thursday	2:00-3:30 p.m	
							Friday	2:00-3:30 p.m	
				2			Monday	3:30-5:00 p.m	
							Wednesday	12:30-2:00 p.m	
				3			Monday	3:30-5:00 p.m	
							Friday	2:00-3:30 p.m	
97	ODIT321	Operations Management	3	1	Aravind Panicker	None	Monday	11:00-12:30 p.m	
							Wednesday	9:30 - 11:00 a.m	
				2			Tuesday	11:00-12:30 p.m	
							Wednesday	11:00-12:30 p.m	
				3			Tuesday	9:30 - 11:00 a.m	
							Friday	12:30-2:00 p.m	
98	ODIT201	Business Statistics - I	3	1	Vivek Bhatt & Jimmy Sethna	None	Monday	2:00-3:30 p.m	
							Friday	12:30-2:00 p.m	
99	ODIT205	Advanced Statistics	3	1	Vivek Bhatt & Jimmy Sethna	Introduction to Statistics and Probability	Tuesday	2:00-3:30 p.m	
							Friday	11:00-12:30 p.m	
100	ODIT102	Business Statistics - I	3	1	Dinesh Barot	None	Monday	11:00-12:30 p.m	
							Tuesday	8:00-9:30 a.m	
				2			Wednesday	11:00-12:30 p.m	
							Thursday	8:00-9:30 a.m	
				3			Monday	8:00-9:30 a.m	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
				4			Thursday	11:00-12:30 p.m	
							Tuesday	8:00-9:30 a.m	
							Thursday	8:00-9:30 a.m	
10 1	ODIT204	Business Statistics -II	4	1	Neha Gadhvi/Bhaktida Trivedi	None	Monday	8:00-9:30 a.m	
							Tuesday	9:30-11:00 a.m	
							Wednesday	8:00-9:30 a.m	
				2			Tuesday	11:00-12:30 p.m	
							Thursday	8:00-9:30 a.m	
							Friday	9:30-11:00 a.m	
				3			Wednesday	11:00-12:30 p.m	
							Thursday	9:30-11:00 a.m	
							Friday	8:00-9:30 a.m	
				4			Wednesday	11:00-12:30 p.m	
							Thursday	8:00-9:30 a.m	
							Friday	9:30-11:00 a.m	
				5			Monday	8:00-9:30 a.m	
							Tuesday	11:00-12:30 p.m	
							Friday	11:00-12:30 p.m	
				6			Monday	11:00-12:30 p.m	
							Tuesday	9:30-11:00 a.m	
							Thursday	11:00-12:30 p.m	
10 2	ODIT511	Decision Science	2	1	Jinal Parikh	None	Tuesday	12:30-2:00 p.m	
							Friday	12:30-2:00 p.m	
10 3	ODIT521	Production & Operations Management	3	1	A.B.Raju	None	Tuesday	8:00-9:30 a.m	
							Thursday	8:00-9:30 a.m	
10 4	ODIT302	Applied Statistics	3	1	Neha Gadhvi / Fagun Shah/Virali Vora	None	Monday	9:30 - 11:00 AM	
							Wednesday	9:30 - 11:00 AM	
							Monday	9:30 - 11:00 AM	
							Wednesday	9:30 - 11:00 AM	

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Sr No.	Course Code	Course Name	Credits	Section	Instructors	Prerequisites	Days	Time	Page No.
105	ODIT303	Elements of Mathematics-II	3	1	Bhaktida Trivedi / Fagun Shah	None	Monday	9:30 - 11:00 AM	
							Wednesday	9:30 - 11:00 AM	
106	ODIT622	TQM	2	1	A.B.Raju	Quantitative Analysis and Decision Science	Monday	8:00-9:30 a.m	
							Wednesday	8:00-9:30 a.m	
107	ODIT623	Project Management	2	1	Aravind Panicker	Quantitative Analysis and Decision Science	Monday	8:00-9:30 a.m	
							Wednesday	8:00-9:30 a.m	
108	COC201	Advanced Computer Skills	3	1	Amrita Baradia, Amanulla Sethwala	None	Monday	9:30-11:00 a.m	
							Thursday	9:30-11:00 a.m	
				2			Thursday	11:00-12:30 p.m	
							Friday	11:00-12:30 p.m	
				3			Monday	11:00-12:30 a.m	
							Friday	9:30-11:00 a.m	
111	TBA	Astronomy	3		Dr. Vithalbhai Patel	None	Monday	9:30-11:00 a.m	
							Friday	9:30-11:00 a.m	
112	TBA	Institutional Social Responsibility Initiative 2-year Non-credit Required Course	NA	NA	NA	None	NA	NA	
113	HRT211	An Introduction to Heritage Management	3		Shahul Ameen	None	Tuesday	3:30-5:00 p.m	
							Thursday	3:30-5:00 p.m	

COURSE DETAILS

Amrut Mody School Of Management

COM102 - Effective Writing Skills

Credits: 3

Instructors: Sudhir Pandey, Shilpa Bhat, Tana Trivedi & Milan Pandya

This course broadly focuses on developing written communication skills of undergraduate students. The emphasis is to help students create more effective written communications with precision and clarity. It includes specific guidelines for preparing effective memos, letters, emails, business reports, and blogs. Additionally, the course provides students with skills and guided practice necessary to learn fundamental concepts in academic writing such as punctuation, plagiarism, analytical and argumentative essay, paraphrasing, summarizing and quoting, and different referencing styles.

Pre-requisites: None

COM211 – Discovering India II

Credits: 5

Course Instructor: Chirag Trivedi

The course on 'Discovering India' aims to provide to students a blend of conceptual framework as well as project-based explorative understanding to appreciate a rich array of cultural and developmental ideas about India. The course revolves around ideas on what we

understand as India; what are the bearings of its history, culture and heritage on the present.

Pre-requisite: Discovering India I

COM105 - Communication Skills – III

Credits: 4

Instructors: Preeti Maneck, Saptam Patel, Purabi Bhattacharya, Mubina Qureshi

Current day dynamic business organizations have realized the relevance and importance of communication in achieving the desired organizational goals and therefore companies engage the services of a full time corporate communicator to ensure informed and involved stakeholder groups. Corporate communication demands sensitivity to human need of being acknowledged and addressed, clubbed with the skill of being able to put it across to the relevant stakeholder through an appropriate message, at an opportune time through the appropriate channel.

Pre-requisites: Managerial Communication

COM561 - Social Transformations in India

Credits: 1

Instructors: Ruchi Tewari

Human existence is dynamic and is impacted by various factors which have a social impact and is reflected in an altered picture of commercial activity. The current course covers the broad spectrum and is based in various social sciences like sociology, anthropology and political systems. It identifies the broad factors which

bring about a change in the social sphere and the cementing agencies which lead to transformation. Transformation in India will be the focus and their alignment with the global transformations and impact on commercial activity is central to the course.

Pre-requisites: None

COM222 – Spanish II

Credits: 4

Instructors: Vinod Jetley

Spanish as a foreign language, is a course designed by the Spanish Government for the foreigners. The student learns to communicate in all the different contexts or occasions, to get confidence in the communication. Also come to know about the culture of Spanish speaking countries.

Pre-requisites: Spanish I

COM146 - Indian Literature in English Translation

Credits: 3

Instructors: Sudhir Pandey

The course on Indian Literature in Translation aims at understanding Indian culture and thinking embedded in literature translated from regional Indian languages into English. Select poems, short stories and a play will be part of the course to allow critical thinking as well as critical writing on the part of the students. The students will acquire sensitivity towards the

lexical, grammatical and cultural facets of translated literature, besides fathoming the challenges of a translator. During the course students will understand the need for translation and critically appreciate not only the thematic but also the socio-cultural dimensions of literature.

Pre-requisites: None

MGT105 - History of Indian Business

Credits: 3

Instructors: Tana Trivedi

Business history has an important role to play in developing and clarifying our understanding of the evolution of business – be it industries, individual companies, business families and groups amidst the social and economic environment in which it sustains. The role that history plays in understanding a large economic context of a country, cannot be undermined. This course on history of Indian Business is multi-disciplinary in its nature. It conjointly examines history and business as important tools for understanding human nature and its past endeavors that throw light on the present and future in many ways for the young managers/entrepreneurs. Historical study increases the understanding of humanity and has lessons for human aspirations, ambitions and organizations.

Pre-requisites: None

COM115 - GENDER SENSITIZATION

Credits: 3

Instructors: Rebecca Sudan

Gender is often understood as a synonym for 'women' and thus unfortunately doesn't include men or lesbians, gays, transpeople or intersex. Beyond awareness, the course intends to tickle the psyche and conditioning of the participants so as to make them agents of behaviour change- to contribute towards steering society that is more gender- equal and equitable

Pre-requisites: None

COM161 - Introduction to Sociology (COM161)

Credits: 3

Instructors: Shahul Ameen

The course is designed to introduce students to the sociological study of society. Sociology is the study of human relations as part of groups. Understanding sociology helps discover and explain social patterns and see how such patterns change over time and in different settings. Sociology places an issue in a larger context, and lists unintended consequences. This introductory course allows us to connect our personal experiences to a broader social context and to understand the larger social forces that impact our lives.

Pre-requisites: None

HSS132 - Indian Diaspora and Global Economies

Credits: 3

Instructors: Shilpa Bhat

Transnational diasporic networks in the age of globalization have created new and diverse conduits to carry on trade, business and economic activities in the contemporary world. Earlier the Indian diaspora were seen as victims of contending European colonizing forces. Today, however they have emerged as a powerful community straddling cultures and acting as a 'bridge' between their home country and their adopted homeland. This course (which is a prerequisite for the course Strategic Migration in the subsequent semester) maps the history of the Indian diaspora from the times of the 'girmit' system or the indentured labour system to the present day diaspora, celebrated for their advantage of having a 'double vision' and therefore critical in the global economic processes.

Pre-requisites: None

MGT106 - Gujarati East African Entrepreneurship through Narratives

Credits: 3

Course Instructors: Dr. Shilpa Bhat

The traders, entrepreneurs and businessmen who established economic enterprises in the adopted homeland in East African countries triggered chain migration allowing for relatives, kith and kin to travel and join the family business. This course will examine the

mercantile adventures of Gujarati Businessmen in East Africa through study of self-narratives—two autobiographies, one brief research monograph and one fictitious work on maritime adventures of Gujarati merchants in the 17th century.

Pre-requisite: None

COM244 - Women's Writing

Credits: 3

Instructors: Saptam Patel

Women have always been the underclass in a patriarchal society. Their contribution to the development of society has always been underplayed and has been shrouded in silence. There is an urgent need to counter the patriarchal discourse which perceives women to be weak and dependent. This paper seeks to open up women's voices which have begun to speak up for themselves and are standing up to be counted. It is felt that in a world where women are coming into their own, their voices need to be heard, their message needs to be understood, and their achievements need to be acknowledged and celebrated.

Pre-requisites: An open mind and a willingness to look beyond the obvious. Open to all 3rd/4th/5th year students.

COM243 - Nation and its Others

Credits: 3

Instructors: Preeti Maneck

In a world that is increasingly homogenized by media which is controlled by economic and socio-political realities, this paper aims to sensitize the young undergraduate students towards the marginalised. There is a cultural blindness about entire spectrum of population ranging from the tribals, the dalits, the lgbs, the physically and mentally challenged, women and the poor. These layers of underclass are conveniently ignored by the mainstream gaze that focuses only on the privileged. It is believed that nation can be complete only if it includes these margins within its folds. Businesses Gurus like C.K. Prahlad have already shown the way by talking about the fortune at the bottom of the pyramid. By exposing young students to various readings, the paper aims to open up spaces for dialogue and discussion with the formerly excluded classes.

Pre-requisites: This course is open to 3rd year UG Students of the B.Com. Program at AMSOM. The students should have a keen interest in understanding the key concepts of the course.

COM602 – Corporate Communication

Credits: 3

Course Instructors: Ruchi Tewari

Current day dynamic business organizations have realized the relevance and importance of communication in achieving the desired organizational goals and therefore companies

engage the services of a full time corporate communicator to ensure informed and involved stakeholder groups. Corporate communication demands sensitivity to human need of being acknowledged and addressed to clubbed with the skill of being able to put it across to the relevant stakeholder through an appropriate message, at an opportune time through the appropriate channel.

Pre-requisite: Managerial Communication

EPP110 - Macroeconomics

Credits: 3

Instructors: Sonal Yadav, Shagufta Khan, Gauri Gaur, & Chintan Jadwani

It is important to study Macroeconomics because it describes how the economy as a whole functions and how policies are formulated. The purpose of the course is to acquaint students with the basic concepts and theories of macroeconomics and to teach them how to apply the concepts and theories to real world situations.

Prerequisites: An understanding of Microeconomics

EPP380 Indian Economic Policy (EPP 380)

Credits: 3

Instructors: Dr. Himani Baxi

The course aims at providing overview of Indian economic structure and economic – business

environment and policy issues. The modules cover the growth and performance of various sectors of Indian economy and provide critical view of economic policy

Pre-requisites: Micro and Macro Economics

EPP341 - Development Economics

Credits: 3

Instructors: Prof. Sharvari Dalal

This course aims at developing an in depth understanding of the development and growth discourses that have emerged in the latter part of the 20th century. Bringing together various components and perspectives to development the course achieves a weaving together of development issues and policy components. The course gives students an idea of the expanse of development economics along with its frontiers.

Pre-requisites: None

EPP330 - International Economics

Credits: 3

Instructors: Prof. Sharvari Dalal

The course aims at developing an understanding of the complex dynamics of the economics of international trade and institutions that have emerged out of globalization. The course covers important issues underlying international trade and the

models that aim at understanding the complexity of international trade network

Pre-requisites: None

EPP280 - Indian Economy

Credits: 4

Instructors: Mita Suthar, Dhyani Mehta, & Nitin Arya

This is an Introductory course to familiarize the students about the fundamentals of Indian Economy as well as the state (Gujarat) economy. This course includes both center and state aspects of Indian economy. It includes study about demand and supply of money and how it is linked to inflation. The course also covers topics related to the real economic activity in various sectors as well as the financial sector of Indian economy, India as a developing country, Indian public finance and planning, etc.

Pre-requisites: Principles of Economics I & II (Microeconomics and Macroeconomics)

EPP580 - Business Environment

Credits: 2

Instructors: Himani Baxi & Deepak Krishnan

With changing business environment and decreasing geographical boundaries, the aim of the said course is to provide the students with perspectives on evolution of business environment considering the economic and also geo-political factors within the country. The

course is to enable students to get a macro idea on the economic environment prevailing within the country and how businesses have evolved with the various policies by the government. An understanding of the current monetary and fiscal system will be the cornerstone for the said course and with demonetization this is a very appropriate time to understand the way how our Economy would move.

Pre-requisites: None

EPP201 - Market Structure and Behavior

Credits: 3

Instructors: Sharvari Dalal

Pre-requisites:

EPP390 - Economic Theories and Resources

Credits: 3

Instructors: Mita Suthar & Sonal Yadav

This course is designed to familiarize students with a few additional intermediate level concepts of economic theory. To familiarize students with the problem of scarcity of resources – natural, human and capital – and the idea of resource conservation. To introduce students to the concept of economic and social welfare, and their link with resource

Pre-requisites: Principles of Economics – I & II

FAC211 - Financial Accountancy II

Credits: 3

Instructors: Heli Shah, Shweta Pandya & Mona Vora

The course aims to build upon the Fundamentals of Financial Accounting-I taught in Semester – I with various financial analysis tools and their practical applications in real life situations to undergraduate students of Management. It focuses mainly on the analytical part of financial statements which is very crucial in successful management of a business.

Pre-requisites: Accountancy – I

FAC232 - Financial Management - II

Credits: 4

Instructors: Pervin Gandhi

This course builds upon the basic concepts taught in Financial Management - I. It provides students with an understanding of some of the tools and techniques used in financial decision making. The subject material is concerned with the investment and dividend decisions of the firm. It provides a basis for subsequent integrative management subjects.

Pre-requisites: Financial Management – I, Cost and Management Accounting

FAC114 - Cost Accounting

Credits: 3

Instructors: Pavak Vyas

Course Description: Cost Accounting will introduce students to another major field of accounting which emphasizes accounting concepts, systems and techniques that provide information for use in the planning, controlling and decision-making activities of all levels of management within an organisation. A significant amount of emphasis in this course is placed on understanding the different costing systems that can be used by managers in manufacturing and service organisations to cost output, aid in the preparation of plans and budgets, and help to facilitate control of operations and activities. This course is intended as an introduction for students who, as managers, will plan and control the activities of organisations.

Pre-requisites: None

FAC333 - Financial Services FAC333

Credits: 3

Instructors: Saumil Shah

This is a specialization course which builds upon the financial knowledge that students obtained in earlier courses on Financial Management (FM-I/FAC211). It provides the students an introduction to some of the basic principles and theoretical framework behind of various Financial Services like, Insurance, Mutual Fund / Alternate Credit Delivery Mechanisms, which they may be required to subscribe as an

individual or an organization. It introduces the students to the utility of these financial services and the products available to them, and explains their importance for having a relatively more secure and prosperous existence. It utilizes the various concepts of Time Value of Money, taught in FM I.

Pre-requisites: Financial Management I (FM-I ~ FAC211)

FAC332 - Financial Markets

Credits: 3

Instructors: Saumil Shah

This is a specialization course which builds upon the knowledge that students obtained in earlier courses on Financial Management (FM-I/FAC211). It aims to provide the students an introduction to the theoretical framework behind the various financial markets like, capital, money and foreign exchange, which they may be required to utilize as an individual or as part of an organization. It introduces the students to the utility of these markets and the products available to them, and the role of the various market participants. It utilizes the various concepts of Time Value of Money, taught in FM I.

Pre-requisites: Financial Management – I

FAC334 - Strategic Financial Management (FAC334)

Credits: 3

Instructors: Deepak Krishnan

The course aims is a very broad course covering aspects of Fundamentals of Finance , (read Time Value of Money) to Understanding Valuation. We would be learning and unlearning a lot of things. Traditional Finance theories and how their application has changed now with examples should help us learn a lot of things. Meet legends (Benjamin Graham, Charlie Munger and Warren Buffett) and use of spreadsheets

Pre-requisites: Working knowledge of Fundamentals of Finance

FAC214 - Management Accounting

Credits: 3

Instructors: Pavak Vyas

This course will cover managerial cost accumulation concepts and techniques for Product and Service Costing, Planning and Control, as well as Non-routine Managerial Decisions. Modern management accountants are not only concerned with how cost data are transformed in to cost accounting information but more importantly how to use cost accounting and financial accounting information to aid managerial goals.

Pre-requisites: Cost Accounting

FAC112 - Fundamentals of Accounting

Credits: 3

Instructors: Vibha Tripathi & Mitali Shah

This is a preparatory course which acquaints the students with the topics like branch Accounts, Insurance claims and investments as a part of special transactions accounting. The course gives insights into various issues related to dissolution of firms and insolvency of partners. The practical aspects of current and noncurrent investments with options of variable and fixed scrips will enhance students' understanding of financial investments choices of the companies. The course builds up a strong foundation for the other core accounting courses based on the pure accounting concepts.

Pre-requisites: None

FAC122 - Indirect Taxes

Credits: 3

Instructors: Nimit Thaker

An Indirect Tax such as Excise Duty, Custom Duty, Service Tax, Value Added Tax (VAT), or Goods and Services Tax (GST) is a tax collected by an intermediary (such as a retail store) from the person who bears the ultimate economic burden of the tax (such as the consumer). The intermediary later files a tax return and forwards the tax proceeds to government with the return. As commerce student, the student has to do pricing of the product/service, the profitability analysis, feasibility reports, etc. In

all these areas the students will have to analyse the implications of Indirect Taxes.

Pre-requisites: None

FAC122 - Indirect Taxes

Credits: 3

Instructors: Heli Shah, Poonam Dugar, Ruja Sutaria

An Indirect Tax such as Excise Duty, Custom Duty, Service Tax, Value Added Tax (VAT), or Goods and Services Tax (GST) is a tax collected by an intermediary (such as a retail store) from the person who bears the ultimate economic burden of the tax (such as the consumer). The intermediary later files a tax return and forwards the tax proceeds to government with the return. As commerce student, the student has to do pricing of the product/service, the profitability analysis, feasibility reports, etc. In all these areas the students will have to analyse the implications of Indirect Taxes.

Pre-requisites: None

FAC215 - Practical Costing – II

Credits: 4

Instructors: Vaibhav Kadia & Poonam Dugar

This course is an extension of Practical Costing – I wherein the students have developed the foundation to Cost Accounting as a subject, its basic concepts, elements of cost and issues related to them. Practical Costing II is an

introduction to Cost Accounting as a management tool where emphasis will be placed upon the application of cost accounting theory by following various methods of costing. Different industries follow different methods to establish the cost of their product. This varies by the nature of each business. Students will study different methods like Job Costing, Process Costing, Contract Costing and Service Costing and its application in the practice. Cost accounts also act as a check on financial accounts. To achieve this, we have to compare the profit/loss ascertained under the cost accounts with the profit/loss arrived at under the financial accounts. Students will also learn the preparation of a reconciliation statement, to find out the causes of the differences in the cost and financial accounts.

Pre-requisites: Practical Costing – I

FAC214 - Advanced Cost and Management Accounting

Credits: 4

Instructors: Abhishek Shah, Vibha Tripathi, & Neha Desai

This is an advanced level course which equips the students with necessary skills in Cost and Management Accounting. With these skills, the students will be able to understand and provide valuable, relevant and important cost and management information to the management which helps them in the planning, controlling and decision making.

Pre-requisites: Basic knowledge of Accounting and Costing

FAC242 - Financial Services

Credits: 3

Instructors: Narinder Kharia

Course Description: The course aims to provide the students with a basic framework around the world of investments. While advanced investment theories might be outside the purview of this course, students will learn enough to help them connect with the essentials of investing. This will be further enhanced by a detailed look at the functioning of mutual funds, being representative of almost all elements of sound investing. Students will be further exposed to the key elements of financial services both in the NBFC and Alternative Financing spaces. Specific coverage of non-bank based financing along with Venture Capital and Private Equity financing is included.

Pre-requisites: Qualification through entrance test on BFSI

FAC243 - Insurance

Credits: 3

Instructors: Narinder Kharia

Starting with the fundamental concepts of insurance along with its definition and enumerating the various characteristics inherent in it, the course follows through with a

brief overview of the evolution of insurance in India. The extant regulatory framework is also discussed briefly. This is followed by a thorough understanding of the fundamental principles of insurance. The course gives due stress on the basic understanding of the concept of risk and its management in insurance. Finally there is adequate exposure to the legal aspects of insurance by understanding the various provisions that are enshrined in the insurance contracts. The insurance course will also focus on the three main active areas of the insurance industry that are currently active viz. Life insurance, Non-life insurance (General insurance) and Health insurance as a specialized emerging space. Students will aim to achieve reasonable clarity around the usability of these concepts in their own lives.

Pre-requisites: Qualification through entrance test on BFSI

FAC222 - Tax Planning

Credits: 3

Instructors: Krutesh Patel

The course is designed to introduce the concept of Tax Planning and understand its importance through the judicious application of the various provisions of the Income Tax Act, 1961. The students will be taught various provisions of the income tax law to plan their tax liability. Further, they will be taught consequences of tax avoidance and tax evasion. The students will learn the determination of total income for

individuals, HUF and companies with hints for tax planning under the respective provisions of the Income Tax Act. It also includes special provisions of Tax Planning for non-residents. It also gives insight on latest judicial pronouncements on Taxation Laws.

Pre-requisites: Student should have cleared a basic course on Direct Taxes

FAC223 - Tax Procedures

Credits: 3

Instructors: Krutesh Patel

The Course provides to impart procedural aspects of Income Tax Act, 1961. It discusses various types of returns to be filed. It also discusses provisions of TDS and Advance tax. It discusses various appeal mechanism to resolve tax disputes.

Pre-requisites: Student should have cleared a basic course on Direct Taxes

FAC531 - Cost and Management Accounting

Credits: 2

Instructors: Binny Rawat

Cost data is useful in decision making, may it be pricing under different situation, product mix, resource allocation, replacement of machine, new investment, new quality control plan, budgeting or control over resources. The course will make student familiar with the cost ascertainment and difficulties associated with

the calculation of cost. The managerial applications of cost data using marginal costs as well as for one-time decisions where relevant costs are applied will also be discussed in this course. Standard costing, variance analysis and budgeting are also discussed here. Managerial issues associated with budgeting and cost control are highlighted in this course.

Pre-requisites: Financial Accounting

FAC5333 - Financial Management – II

Credits: 3

Instructors: Hetal Jhaveri

This course is an extension of the course on Financial Management-I and focus is on the financial decisions made by corporations. The emphasis here is more on the fundamental concepts and tools that help manage an organisation's money. The secret of success in financial management is to increase value. An attempt is made to link theory with the practice. Excel applications will be covered wherever required. The course gives basic knowledge of key financial concepts which help the students in their work life in various organisations, irrespective of their future career path.

Pre-requisites: Financial Management – I, Cost and Management Accounting

FAC633 - Corporate Restructuring

Credits: 2

Instructors: Hetal Jhaveri

During the last couple of decades corporate restructuring activities have assumed great importance. Giant corporations and MNCs are constantly on the lookout for acquiring big or small companies to increase their wealth and become even global giants. Merger and acquisition (M&A) is the most common terminology used to represent inorganic growth. Over the years, the number of inbound as well as outbound mergers is increasing. The course gives and insight of different forms of corporate restructuring, current practices and SEBI regulations.

Pre-requisites: Financial Management – II

FAC634 - International Finance

Credits: 2

Instructors: Taral Pathak

The course on International Finance starts with a brief introduction to International financial markets, the participants, the terminologies, relationships between different variables and an overview of Balance of Payment accounting. Basic relationships in open economy macroeconomics and different exchange rate policies like fixed vs floating, devaluation vs revaluation of domestic currencies, etc are taken up for discussion. This course is designed to make students aware of global financing markets, instruments and various strategies of

hedging for maximization of shareholder's wealth. The quantitative tools covered in this course make students competent to understand the transactions of a dealing room and help in grooming their negotiating skills in the international markets.

Pre-requisites: FM – I, FM – II, and DRM

FAC633 – Security Analysis and Portfolio Management

Credits: 3

Course Instructors: Prof. Deepak Krishnan

The idea of the course is to question the Rational thinking man model and look at business from a multidisciplinary way. We would learn the fundamentals of analyzing a business and hence the financial instruments. The focus will be on Equity Valuation but would begin understanding the nuances through Fixed Income Valuation and also allied financial products.

Pre-requisite: None

FAC643 - Enterprise Risk Management

Credits: 1.5

Instructors: Taral Pathak

The course on Enterprise Risk Management (ERM) is intended to provide an institution (especially Financial Institutions) with an overall framework and methodology for managing the risks that could prevent it from achieving its

business objectives. ERM assists organizations to identify and manage significant risk and to then clarify their risk appetite and risk profile. Because ERM examines risk across the organization, it can help identify dependencies and interrelationships among risks that have not been recognized earlier. The global financial crisis has led to dramatic and ongoing changes in risk management among financial institutions around the world. Critical regulatory reforms have been enacted and implemented in order to ensure a more transparent and stable financial system. The course on ERM discusses some of the major regulatory changes to have taken place in the financial services industry. The course also discusses cases of organizations, which are in different phases of their ERM journey and how embedded are the ERM programs to strategic planning process.

Pre-requisites: FM – I, FM – II, and DRM

FAC644 - Bank Management

Credits: 2

Instructors: Hetal Jhaveri

The banking sector is the lifeline of any modern economy. It is one of the important financial pillars of the financial system, which plays a vital role in the success / failure of an economy. The banking sector is dominant in India as it accounts for more than 60 per cent of the assets of the financial sector. Banking had traditionally remained a protected industry in India. A series of reforms were undertaken based on the

recommendations of the Narsimham Committee post 1991. A variety of developments have compelled banks to change the ways of doing business.

Pre-requisites: Financial Management – II

FAC621 - Corporate Tax Planning

Credits: 2

Instructors: Anjali Choksi

In every country, tax structure plays a central role. Every citizen of the country must be aware of the fundamental tax working in his or her country. Knowledge of both direct & indirect taxes is required.

The course equips participants to understand the economics of taxation and the underlying principles of the Indian tax system. The course will provide an approach to think about taxes that will be valuable even as the tax laws change. The course covers both Direct and Indirect taxes including GST.

Pre-requisites: None

MGT111 - Behavioral Skills

Credits: 3

Instructors: Amrita Bihani

Behavioral Skills as a course is designed to make the students understand basic concepts of human behavior. This course attempts to serve as a foundation to Organization Behavior

Studies which the students would study after this course.

Pre-requisites: None

MGT136 - Elements of Law

Credits: 3

Instructors: Nimit Thaker

Day-to-day living and Business operations have to be carried out within the legal framework of a country. This premise requires a student to attain working knowledge about the legal systems and some laws which impact the everyday life. The course aims at meeting this requirement. The course begins with introduction to Legal Systems, proceeds to the important Rights of every Indian and finally explains selected commercial laws. The topics discussed throughout the course aim to ensure personal and professional wellbeing of the students from the legal context.

Pre-requisites: None

MGT221 - Human Resources Management

Credits: 3

Instructors: Siddhartha Saxena

With the rapidly changing technological, socio-economic and politico – legal environment and the trend towards globalization of business and industry, effective management of human resources has become a very challenging job. The fact cannot be denied that human element

is at the centre stage in all economic activities. No organization can think of viability of operations and effectiveness without the efficient utilization of Human R Resources. This requires the present day managers to be deeply concerned with the performance of human resource management functions. The Subject therefore is purely designed to focus on various theoretical and practical aspects of Human Resource Management. The course covers Introductory topic on Human Resource Management, Human Resource Planning, Job Analysis, Staffing of employees, Performance Management & Performance Appraisal, Compensation topics, Legal & Industrial relations , Strategic Human Resource Management, Change Management & OD , Human Resource Development , Future of Human Resource Management & related HR topics.

Pre-requisites: None

MGT323 - Human Resources Development

Credits: 3

Instructors: Amrita Bihani

Employee skills and motivation are critical for organizational success. This has always been true, but the pace and volume of modern change is drawing increased attention to the ways that human resource development (HRD) activities can be used to ensure that organization members have what it takes to successfully meet their challenges. While there

is solid evidence that HRD works, it is not a magic bullet. The challenges many organizations face are complex, and new dimensions, such as globalization and an increasingly diverse workforce, make it more difficult to ensure HRD efforts will succeed. Unless those responsible for training and development make informed choices about the content of a developmental experience and the methods of delivering it, the results of many HRD efforts will fail to meet expectations.

Pre-requisites: HRM and Strategic HRM

MGT512 – Human Resources Management

Credits: 3

Course Instructors: Ekta Sharma

To expose students towards the dynamics of HR field and helping them understand and strengthen various concepts of theoretical and practical HR through classroom and field interventions.

Pre-requisites: None

MGT512 – Personal Effectiveness

Credits: 1.2

Course Instructors: Jatin Christe

The course will aim to bring in overall development among the course participants by addressing issues of value orientation, student etiquettes, their attitude and approach towards work, self and environment. It will provide food

for thought to all the participants to think about themselves. It will provide them a platform to look into their thought-world and reflect on their aspirations, hopes, fears and overall attitude. It may help the participants to understand themselves better.

Pre-requisite: None

MGT533 – Legal Aspects of Business

Credits: 2

Course Instructors: Anshu Sharma

The knowledge of different business laws is very important for the survival and growth of any organization. It gives confidence, clarity and quality in decision-making. This course provides an overview of the laws that help in understanding the criticality of legal aspects in business and the checkpoints of making and enforcing any business contracts.

Pre-requisite: None

MGT235 – Corporate Social Responsibility

Credits: 3

Instructors: Kanan Dhru

It's time we realize the importance of co-existence. We have been talking about economics, technology, culture, climate and other topics but it's important that we discuss how they overlap, influence and impact each other. The world we exist in is going through a contradictory phase, there are developments in

the fields of science and technology to make lives better and connected, at the same time there is a rising intolerance! CSR, combines these factors and makes businesses more conscious, inclusive and social.

Pre-requisites: None

MGT137 – Business Law II

Credits: 3

Instructors: Parna Mukherjee

The scope of the said course includes few business related laws namely FEMA, IPR Laws (Patent, Copyrights, and Trademarks, etc.), Environmental laws and some labour laws. The scope of course includes few specific laws which are necessary for manufacturing and service units. The course aims to guide students towards the applicability of these laws in practice whether as an entrepreneur and in any employment.

Pre-requisite: None

MGT234 – Environmental Management

Credits: 3

Course Instructors: Parna Mukherjee

This course as an elective primarily exposes the students to the domain of Environment. It aims to impart the basic understanding of the Natural Environment and Ecology, so as to create a backdrop for the further critical discussions in the course. This course also

includes the topics like existing environmental challenges, to promote critical thinking and discussions. The other interesting components of the course include the Concept of Sustainability and its applicability in practical domain. Lastly, the course also touches the integrated concepts of environment management; namely Environmental Impact Assessment, Environmental Audits, Environmental Policy and Life Cycle Assessment, etc. India.

Pre-requisite: None

MGT622 - Compensation Management

Credits: 3

Instructors: Ekta Sharma

This course familiarises students with the concepts of compensation management within the wider context of human resource management. It provides students with an understanding of the reward management process which includes pay survey, job evaluation, and the design of pay structure. This course aims at enhancing students' capability and decision making skills in handling compensation management functions

Pre-requisites: None

MGT623 - International Human Resource Management

Credits: 3

Instructors: Ekta Sharma

This course aims to develop the professional skills of future managers in the areas of international human resource management and cross-cultural management. This course provides an opportunity to students to explore international dimensions of the core aspects of human resource management, such as linkage with international business strategy and structure, recruitment, compensation and reward management, training and development, performance management, and industrial relations.

Pre-requisites: None

MGT624 – Learning & Development

Credits: 2

Course Instructors: Jatin Christie

This course is designed to enable participants to learn how to assess needs, design, implement and evaluate training programs. The course primarily focuses on developing the knowledge base and skills about how to identify training needs and then design an apt training program for the same. This is a skill-oriented course that aims to prepare students for the role of a trainer.

Pre-requisite: None

MGT625 - Talent Management

Credits: 3

Instructors: Ekta Sharma

This course explores the principles of managing (recruiting and keeping) talent in an organization through coaching, performance management and integrating a complete compensation system. Developing an employee succession plan and a coaching system to manage and keep talent in an organization are introduced.

Pre-requisites: None

MGT641 - Advanced Business Strategy

Credits: 1.5

Instructors: Kunal Mankodi

This elective course looks at managerial positions where decision makers face the challenge of developing and executing strategies in complex and competitive environments. The course focuses on aspects of competition and how organizations may face consequences of disruptive innovations. The course also includes the competition nature of business clusters. The course culminates with the opposite end of competition spectrum, through the module on Business Models with Blue Ocean Strategy, one of the most successful additions to the Strategy literature and practiced world-wide.

Pre-requisites: Business Strategy

ORB614 – Achievement Motivation and Assertive Training

Credits: 2

Course Instructors: Jatin Christie

This course aims to discuss theory and practice of achievement motivation and assertiveness in personal and professional lives. The course will provide a reflection platform to the participants to understand the processes of motivation and assertiveness and help them apply them in their personal and professional lives. The course will also help them in handling counselling, motivation, teambuilding and other such people processes.

Pre-requisites: None

MKT202 - Marketing Management – II

Credits: 3

Instructors: Sujo Thomas, Ankur Gangal, & Shriram Kadiya

Marketing Management–II course shall build upon the fundamentals of Marketing learnt in Marketing Management-I and shall provide students with a more practical view of Marketing Management as a whole. This course in addition constructs a foundation for those students who intend to take specialization marketing courses in the coming years.

Pre-requisites: None

MKT324 – Marketing Management

Credits: 3

Instructors: Sujo Thomas

Retail Management is a specialization undergraduate course aimed at teaching the fundamentals of retailing by introducing the students to concepts like category management, merchandising, retail supply chain management, retail formats, store loyalty and retail pricing and marketing. Students will also be exposed to the adoption of retail management across different countries.

Pre-requisites: Marketing Management course

MKT341 - Consumer Behavior

Credits: 3

Instructors: Shriram Kadiya

The modern day marketing has become consumer need centric. Marketing strategists across the globe use consumer insights for launching and modifying their product or services. This course takes into account the key factors such as consumer motivation, perception, learning and their personality. This course also provides the students with information on key marketing processes such as consumer decision making, culture's influence, consumer research and basis of market segmentation. This course and its content would help students to understand the logic behind marketing strategies which are based on the consumer/s behaviour.

Pre-requisites: Marketing Management I and II

MKT201 - Marketing Management – I

Credits: 3

Instructors: Aravind Panicker

The Marketing Management-I is an introductory course in marketing which would lead to fundamental understanding of marketing management and would also reflect the changes in the marketing discipline over time. This course in marketing shall be further supplemented by inputs in Marketing Management – II in the following semester.

Pre-requisites: None

MKT101 - Marketing Management – I

Credits: 3

Instructors: Darshana Padia & Zalak Shah

This is an elementary course in Marketing Management. A good understanding in this course opens up the students to future career options in the Marketing discipline. It is essential to study this course as it provides brief idea about marketing activities of an organization, marketing information systems, marketing planning and control, distribution networks, marketing communications, and marketing strategies. It is an elementary level course exposing students to managerial perspective and decision making as a marketing manager.

Pre-requisites: None

MKT603 - International Marketing

Credits: 02

Instructors: Keshav Bhatia

Businesses constantly seek growth. This growth is sought both within national borders and beyond. The ultimate goal being – higher market share and thus profits. Clearly, for a business to be present in foreign markets is hugely rewarding. Hence, there has been an increasing demand for people who are able to apply business principles in an international setting. This course provides a practical overview of the key elements of International Marketing and issues businesses face when entering and operating in foreign markets. This includes the impact of economic, cultural, political, legal and other environmental influences on international marketing.

Pre-requisites: Awareness of the basic concepts in Marketing, Consumer Behaviour, Business Strategy, Business Communication, and Macroeconomics

MKT652 - Brand Management

Credits: 1.5

Instructors: Jinal Parekh

In today's era of cut-throat competition when it is increasingly becoming difficult for organizations to differentiate, companies have started realizing that brand management is a

versatile tool to stand apart from the competition. The course explores the field of brand management through the use of case studies of leading marketers and their strategies for effectively building and managing brands.

Pre-requisites: None

MKT641 - Customer Relationship Management

Credits: 1.5

Instructors: Kunal Mankodi

This course defines Customer Relationship Management (CRM) as the core strategy that integrates internal processes and functions and external networks to create and deliver value to targeted customers at a profit. It examines CRM and its application in marketing, sales and service. Companies strive to use CRM to optimize the identification, acquisition, growth and retention of desired customers to gain competitive advantage and maximize profit.

Pre-requisites: Marketing Management

MKT613 - Marketing Engineering

Credits: 1.5

Instructors: Jinal Parikh

Several forces are transforming the nature, scope, and structure of the marketing profession. Marketers are seeing increasingly faster changes in the marketplace and are overloaded with an ever increasing amount of information. Earlier seen as art and science,

marketing today is increasingly emerging to be like engineering. The course aims to provide the know-how and application of tools to collect the right information and perform analysis to make better marketing plans, better product designs, and better decisions.

Pre-requisites: Quantitative Analysis and Marketing Research

MKT623 – Marketing of Financial Services

Credits: 1.5

Course Instructors: Bijal Mehta

This course aims to let participants appreciate the dynamism of the financial services sector and its impact on marketing management. It discusses the specific nature of financial services and how they differ from goods and other services, sheds light on marketing strategies and operations of financial institutions. It discusses successful marketing practices for advertising, distributing, and pricing financial products and services.

Pre-requisite: Marketing Management

MKT619 – Digital Marketing

Credits: 2

Course Instructors: Bijal Mehta & Kunal Mankodi

The digital marketing course aims to cover the what, why, and how of major current digital marketing approaches including online listening

and monitoring, search engine optimization, search ads, email marketing, and participating in social media. The course is woven around three key messages viz. How to establish habits for keeping up to date on emerging digital technologies relevant to business and to marketing, how to rise to the challenge of developing strategy to guide tactics and how to identify data sources to define and track performance indicators for a firm's digital marketing activities. The course is designed to make participants think like digital marketing professionals and experience this very important marketing tool with industry relevant hands on assignments and exercises.

Pre-requisite: Marketing Management

EFB101 - Introduction to Entrepreneurship

Credits: 3

Instructors: Rushi Pandya

Course Description:

Pre-requisites

EFB202 - Establishing and Growing a Venture

Credits: 3

Instructors: Sanket Shah

While ideas are great to have for all entrepreneurs, they require a lot of molding to shape them from a dream to reality – after all a business operates to monetize an idea. This course shall offer students an elementary

understanding of how they should go about establishing their ventures as a legal entity while protecting its intellectual property. It shall also cover leveraging the entrepreneurial ecosystem, and the various ways in which the entrepreneur can market, expand, evaluate and exit the venture.

Pre-requisites: Awareness of the basic concepts in Marketing, Entrepreneurship, and concepts learnt in the subject Developing Business Ideas.

EFB311 - Business Plan

Credits: 3

Instructors: Rushi Pandya

The aim of the course is to introduce students to the important elements of a Business Plan and guide students in its preparation. To help students build on their learnings' from the courses of Entrepreneurship, Developing Business Ideas, and Establishing and Growing Your Ventures. To encourage peer-based learning in students by getting them to critically yet constructively look at various business plans prepared by other batch mates so as to gain a better understanding of how Business Plans are developed.

Pre-requisites: DBI Course (EFB211)

EFB601 - Entrepreneurship through Practice

Credits: 2

Instructors: Abrar Ali Saiyed

The subject is focusing to develop mind sets and skills for entrepreneurship. It also asks students to learn basics of entrepreneurship through practice. From knowing oneself to learn various skills and applying on business idea, the course tries to cover basics of entrepreneurship as well as giving hands-on experience to apply learning.

Pre-requisites: None

EFB102 - Entrepreneurial Development and Strategic Management

Credits: 3

Instructors: Zalak Shah, Dr. Darshana Padia

This course is an elective course offered to TY BCom students. The focus of the elective will be on the formulation and implementation issues that relate to conceptualizing and developing new ventures (Entrepreneurs). It is meant to expose the students to the world of entrepreneurship and trigger entrepreneurial interest. This course also has equal weight on Strategy. Strategic Management will help to develop the skills in strategic planning, Environmental Scanning and implementation of strategies in their enterprises.

Pre-requisites: None

ODIT102 - Business Statistics – I

Credits: 3

Instructors: Dinesh Barot, Vivek Bhatt, Fagun Shah, Virali Vora, & Jimmy Sethna

Business Statistics is an elementary undergraduate course designed to answer business related questions by the use of statistical techniques such as correlation and regression analysis, categorical data analysis, time series analysis, statistical decision theory and index numbers. The students are taught to analyze, interpret and draw appropriate conclusions from the available information to make better decisions. In doing so, the underlying assumptions of the statistical techniques and the limitations of the conclusions are emphasized.

During the course, students are given a wide variety of case problems that can be solved by using the statistical techniques, which allow the student to make intelligent predictions and judgments. At the end of the course, students can make use of statistical techniques to solve problems in economics and business. In addition, this course introduces statistical computation using Excel Spreadsheets and statistical report writing based on summary output.

This course is a core subject across AMSOM's undergraduate programs.

Pre-requisites: Basic Statistics and Mathematics (ODIT101)

ODIT321 - Operations Management

Credits: 3

Instructors: Aravind Panicker

This course is designed to provide the student with a basic understanding of the foundations of the operations function in manufacturing. The course will analyse operations from both the strategic and operational perspectives and highlight the competitive advantages that operations can provide for the organization.

Pre-requisites: None

ODIT205 - Advanced Statistics

Credits: 3

Instructors: Aravind Panicker & Jimmy Sethna

The course is divided in two major sections. First, Bivariate Analysis with Linear Correlation and Linear Regression; and Second, includes Sampling, and Statistics inference with parametric tests.

Pre-requisites: Introduction to Statistics and Probability (ODIT105C)

ODIT204 - Business Statistics – II

Credits: 4

Instructors: Neha Gadhvi, Bhaktida Trivedi

This course is designed to answer business related questions by the use of statistical techniques such as simple/multiple correlation and regression analysis, categorical data analysis, time series analysis, statistical decision theory and index numbers. The students are taught to analyze, interpret and draw appropriate conclusions from the available

information to make better decisions. In doing so, the underlying assumptions of the statistical methods and the limitations of the conclusions are emphasized. During the course, students are given a wide variety of problems that can be solved by using statistical methods, which allow the student to make intelligent predictions and judgments. The major emphasis of this course is on the use of statistics as a tool in the decision-making process. At the end of the course, the student can make use of statistical techniques to solve problems in economics and business. In addition, this course introduces computer computation of bivariate/multivariate regression and correlation using Microsoft excel and analysis of summary output.

Pre-requisites: Basic Statistics

ODIT511 - Decision Science

Credits: 02

Instructors: Jinal Parikh

This course is an extension of Quantitative Analysis. In addition, the course also aims to introduce the students to the concepts and applications of Decision Science and Operations Research. Further, the course presents the principles and techniques for solving decision-making problems in the industry using mathematical models. The techniques include decision analysis, linear programming and waiting line models/queueing theory.

Pre-requisites: None

ODIT521 - Production and Operations Management

Credits: 3

Instructors: A.B. Raju

Over last few decades world class performance in delivering quality product or service at competitive price has become essential for business survival. In this context production and operations management plays a very important role to promote quality and productivity. This course introduces management students to the functional area of production and operations management. Also exposes the students to the problems and analysis related to the design, planning, control, and improvement of manufacturing and service operations.

Pre-requisites: None

ODIT302 - Applied Statistics

Credits: 3

Instructors: Neha Gadhvi, Fagun Shah, Virali Vora

This course concentrates on practical skills and enables students to broaden their theoretical and practical knowledge of the applied areas of statistics. The aim of this course is to introduce the standard techniques of applied statistics and uses as a decision making tool. The students are taught to read and understand the

information given, statistically analyze it to make decisions, and state their conclusions. In doing so, the underlying assumptions of the statistical methods and the limitations of the conclusions are emphasized. This course covers applied statistical methods such as statistical quality control, forecasting methods, and demographic methods. At the end of the course, students will understand the applied statistical methods to a level that is appropriate for their desired fields of study. This course is a valuable elective for the competitive examinations and postgraduate professional courses.

Pre-requisites: Basic Statistics and Business Statistics – II

ODIT303 - Elements of Mathematics – II

Credits: 3

Instructors: Bhaktida Trivedi & Fagun Shah

Calculus is a fundamental area of human knowledge that has greatly influenced our understanding of the world around us. This course offers a standard introduction to the elementary concepts, techniques and applications of the differential and integral calculus. The emphasis is placed on the improvement of students' quantitative skills. The topics offered in this course allow the student to develop rigorous arithmetical, numerical and logical skills. This course covers the topics such as limits, continuity, differential and integral calculus with an emphasis on the

role of calculus in problem solving. At the end of the course, the students will possess heightened ability to manipulate and solve different types of calculus problems. The course is a valuable elective for those students who wish to prepare for the competitive examinations, post graduate professional courses, and future study of mathematics.

Pre-requisites: Satisfactory completion of 'Elements of Mathematics – I

ODIT622 - Total Quality Management

Credits: 2

Instructors: A. B. Raju

Total Quality Management (TQM) is a customer-oriented philosophy that ensures all employees strive to achieve improvement on a continuous basis in every aspect of business, which is not restricted to only product/service. It is a top driven approach and the model is communicated to all employees while ensuring the overall company's objectives. This course is designed to provide you with an understanding of TQM principles with a practical perspective.

Pre-requisites: Quantitative Analysis and Decision Science

ODIT623 - Project Management

Credits: 2

Instructors: A. B. Raju

Projects are vital and often businesses and various functions start with this management operation. Initial activities within a function also start with projects, for eg. Launching a new product in the market or implementing ERP within the organisation. The products are developed at lab scale, tried at pilot scale and produced at plant scale. To handle all these activities later in their careers, management students have to learn Project Management techniques and through planning and control techniques to execute projects.

Pre-requisites: Quantitative Analysis and Decision Science

COCS201 - Advanced Computer Skills

Credits: 3

Instructors: A. M. Shethwala and Amrita Bardia

The course aims to give an understanding of what is a Database Management System (DBMS). Understand the difference between a DBMS and a Relational Database Management System (RDBMS). Explore basic database concepts and the Access 2013 interface. Design a database with related tables in Access 2013. Manage data in tables. Create and modify relationships between tables. Design select queries, action queries and cross tab queries. Design forms and generate reports.

Pre-requisites: None

**HRT211 Introduction to Heritage Management
(HRT211)**

Credits: 3

Course Instructor: Shahul Ameen

This course will introduce heritage discourse, the management issues and fields of heritage management practices. Through lectures, field trips, discussion, workshops, and multiple assignments, students will be exposed various case scenarios and encouraged to explore the notion of heritage as well as to delve into conceptual process of managing such heritage.

Pre-requisites: None