Amrita University’s Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Post-graduate students shall have to register for any one of the following courses, second semester, which may be offered by the respective school.

Courses offered under the framework of Amrita Values Programme

Art of Living through Amma
Amma’s messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma’s guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Insights from the Ramayana
Historical significance of Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Misinterpretation of Ramayana by Colonial powers and its impact on Indian life - Relevance of Ramayana for modern times.

Insights from the Mahabharata
Historical significance of Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance – Importance of Dharma in society – Message of the Bhagavad Gita - Relevance of Mahabharata for modern times.

Insights from the Upanishads
Introduction: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture - Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Insights from Bhagavad Gita

Swami Vivekananda and his Message
Brief Sketch of Swami Vivekananda’s Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message to Indians about our duties to the nation.

Great Spiritual Teachers of India
Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

Indian Arts and Literature:
The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

Importance of Yoga and Meditation in Life:
The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali’s Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Appreciation of Kerala’s Mural Art Forms:
A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th
centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Practicing Organic Farming
Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says “we have to return this land to the coming generations without allowing even the slightest damage to happen to it”. Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature”

Ancient Indian Science and Technology
Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical, civil engineering, architecture, shipbuilding and navigation. Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. The course gives an awareness on India’s contribution to science and technology.

15COM701 RESEARCH METHODOLOGY AND STATISTICAL ANALYSIS 3 1 0 4

Objective: To create an understanding of the importance of research methodology and its practical applications for research outcome.

Unit 1

Unit 2

Unit 3
Pre testing – Pilot Study – Data processing : Meaning, Steps - Analysis of data – Interpretation of data through SPSS – Correlation – Partial and multiple – Regression – Partial and Multiple - Time series analysis (Problem and Theory).

Unit 4
Hypothesis – Concept, steps, sources – testing of hypothesis – Chi – Square test, ’t’ test, ‘z’ test , ‘F’ test and ANOVA - One way and two way classification (Problem and Theory).

Unit 5

Note: Theory 60% and Problem 40%

TEXTBOOKS RECOMMENDED:
1. Research Methodology – Dr. P. Ravilochanan – Margham Publications, Chennai
4. Thesis and assignment writing by Anderson J. Berry, H.D. & Poole, M.

15COM702 ADVANCED STUDIES IN COMMERCE 3 1 0 4

Objective: To provide an insight into the essence of financial management, human resource management, marketing and co operative management and financial markets.

Unit 1

Unit 2

Unit 3
Unit 4


Unit 5


**TEXTBOOKS RECOMMENDED:**
2. Dwivedi R. S., *Human Behaviour and Organisational & IBH*
4. R. S. N. Pillai and Pagavathy, *Modern Marketing S Chand sons*
5. V. A. Avothani, *Marketing of Financial Services*

**15COM731**

**FINANCIAL INSTITUTIONS**

**Objective:** Main aim of the course is to enable the students to be conversant with the main areas of financial institutions and services.

Unit 1

Unit 2

Unit 3
Unit Trust of India – Objectives – Functions – Various schemes of UTI – Role of UTI in industrial finance.

Unit 4
Mutual Funds – Concept – Performance appraisal – regulation of mutual funds (with special reference to SEBI guidelines) – Designing and marketing of mutual funds schemes – Latest mutual fund schemes in India – an overview.

Unit 5
Foreign Investments – Types – Trends – Implications – Regulatory framework for foreign investments in India.

**TEXTBOOKS RECOMMENDED:**

**15COM732**

**ENTREPRENEURSHIP**

**Objective:** To give an overview of the regulatory functions and practical applications of Entrepreneurial Development.

Unit 1

Unit 2

Unit 3

Unit 4
Marketing Channels: Concept of marketing channel – Significance of channel – Need and functions – Channel design – Strategy and choice of channel – Selecting channel members – Setting quality standards – Recruitment strategies.
Unit 5
Entrepreneurial Development Programmes: Concept of entrepreneurial development – Need for training and development – Phases of entrepreneurial development programme – Contents of training programme for ED – Target group – Special agencies and schemes – Institutions conducting EDPS – Problems in Institutional framework – Evaluating EDPS.

TEXTBOOKS RECOMMENDED:

15COM733  FINANCIAL MANAGEMENT  3 1 0 4

Objective: The intention of this course is to comprehend the subject matter of financial management and its applications in various financial domains.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

TEXTBOOKS RECOMMENDED:

15COM734  HUMAN RESOURCES MANAGEMENT  3 1 0 4

Objective: To provide a reasonable exposure in the matters relating to human resource management and an insight into human behaviours.

Unit 1
Evolution, role and status of Human resource management in India – Structure and functions of HRM – Systems view of HRM.

Unit 2
Manpower Planning – Concept, organization and practices, manpower planning techniques – short term and long term planning.

Unit 3

Unit 4
Training and development – Need and Importance – Assessment of training needs – Training and development and various categories of personnel – Career planning and development – Career counseling, promotions and transfers – Retirement and other separation processes.
15COM735 INTERNATIONAL BUSINESS 3104

Objective: This course provides the students an understanding of International environment and its research application in foreign trade and marketing.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

TEXTBOOKS RECOMMENDED:
1. International Business Text and Cases by Dr. P. Subba Rao, Himalaya Publishing House, Delhi.

15COM736 MARKETING MANAGEMENT 3104

Unit 1 Basics of Marketing
Definition of Marketing and Marketing Management; Nature and scope of marketing; Marketing Environment: Macro and Micro Marketing Environment, Scanning the environment; Marketing organization; Marketing planning: marketing planning process; Sales planning and control, sales forecasting and policy making.

Unit 2 Buying behaviour
Need for studying consumer behaviour, consumer modelling: the economic model, learning model, psychoanalytic model, the sociological model, the Howard Sheth model of buying behaviour, the Nicosia model, the Engel-Kollat–Blackwell model; Consumer behaviour and perception, learning, personality, attitude, motivation; Social influence on consumer buying behaviour – groups, types of groups relevant to consumer behaviour; Industrial buying behaviour.

Unit 3 Marketing Segmentation and Marketing Strategies
Segmentation basis, selection of segments, segmentation strategies, targeting and positioning; Marketing mix for product and services; 5 M’s of Advertising, 6 C’s of Distribution Channel; Marketing information system; Marketing strategy: product life cycle strategies, new product development and strategies.

Unit 4 Physical Distribution
Channels of Distribution – Role of Physical Distribution in India – Supply Chain Management – Direct Marketing and Retail Marketing.
Unit 5 Marketing Research

Application of marketing research, research process, research design, research tools, research analysis – factor analysis, cluster analysis, conjoint analysis, product research, packaging research, pricing research, promotion research, customer satisfaction research, sales and distribution research, brand research, advertising research.

TEXTBOOKS RECOMMENDED:

15COM796 DISSERTATION 12 cr

M.Phil. scholars are guided to organize, communicate and publish research results to both expert and lay audiences, in a logical and professional manner. The Dissertation/ Thesis writing will train the research postgraduates to develop sound research skills, to acquire the latest theoretical knowledge and become critical thinkers in their chosen fields of study, and to conduct enquiries in their areas of specialization in a professional, expert and ethical manner.

15COM797 VIVA-VOCE 5 cr

The viva-voce will prove the originality, credibility and authenticity of the research thesis. The verbal counterpart of thesis is a determinant of high standards and merits of the thesis, based on which the M.Phil. degree will be awarded to the Scholar. It will also test the verbal defence skills of the Scholar.