



**Department of Higher Education
U.P. Government, Lucknow
National Education Policy-2020**

Common Minimum Syllabus for all U.P. State Universities and Colleges

COURSE- BBA (INTERNATIONAL BUSINESS)

| Year | Sem | Subject | Part | Paper Code | Paper Name | Credit | Theory/External | |
|------|-----|---------------------|------|------------|--|--------|-----------------|---|
| | | | | | | | L | P |
| 1 | I | Course/ paper-1 | A | F040101T | Business Economics | 3 | 3 | 0 |
| | | | B | | Accounting For Business | 3 | 2 | 1 |
| | I | Course/ paper-2 | A | F040102T | Marketing Management | 3 | 3 | 0 |
| | | | B | | Principle of Management | 3 | 3 | 0 |
| | I | Course/ paper-3 | A | F040103T | Business Statistics | 3 | 2 | 1 |
| | | | B | | Computer Applications | 3 | 2 | 1 |
| 1 | II | Course/ paper-4 | A | F040201T | Foreign Trade of India | 3 | 3 | 0 |
| | | | B | | Business Finance | 3 | 3 | 0 |
| | II | Course/ paper-5 | A | F040202T | Human Resource Management | 3 | 3 | 0 |
| | | | B | | International Business Environment | 3 | 2 | 1 |
| | II | Course/ paper-6 | A | F040203T | International Marketing | 3 | 3 | 0 |
| | | | B | | Business Ethics in International Business | 3 | 3 | 0 |
| 2 | III | Course/ paper-7 | A | F040301T | Management & Cost Accounting | 3 | 2 | 1 |
| | | | B | | Business Law | 3 | 3 | 0 |
| | III | Course/ paper-8 | A | F040302T | Production and Operations Management | 3 | 2 | 1 |
| | | | B | | Government and International Business | 3 | 3 | 0 |
| | III | Course/ paper-9 | A | F040303T | Business Communication | 3 | 2 | 1 |
| | | | B | | International Business Management | 3 | 3 | 0 |
| 2 | IV | Course/ paper-10 | A | F040401T | Customer Relationship Management | 3 | 3 | 0 |
| | | | B | | Research Methodology | 3 | 2 | 1 |
| | IV | Course/ paper-11 | A | F040402T | Digital Marketing | 3 | 3 | 0 |
| | | | B | | Consumer Behaviour | 3 | 3 | 0 |
| | IV | Course/ paper-12 | A | F040403T | Banking Operations | 3 | 3 | 0 |
| | | | B | | International Business Logistics | 3 | 2 | 1 |
| 3 | V | Course/ paper-13 | A | F040501T | Income Tax | 3 | 2 | 1 |
| | | | B | | Marketing Communication | 3 | 2 | 1 |
| | V | Course/ paper-14 | A | F040502T | Entrepreneurship Development | 3 | 3 | 0 |
| | | | B | | E Commerce | 3 | 3 | 0 |
| | V | Course/ paper-15 | A | F040503T | International Finance | 3 | 3 | 0 |
| | | | B | | Export Import Procedures and Documentation | 3 | 2 | 1 |
| 3 | VI | Course/ paper-16 | A | F040601T | Project Management | 3 | 2 | 1 |
| | | | B | | Cross Cultural Issues in Management | 3 | 3 | 0 |
| | VI | Course/ paper-17 | A | F040602T | Insurance and Risk Management | 3 | 3 | 0 |
| | | | B | | Financial Services | 3 | 3 | 0 |
| | VI | Course/ paper-18 | A | F040603T | Strategic Management | 3 | 3 | 0 |
| | | | B | | International Accounting | 3 | 2 | 1 |

- Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners
- Course/ paper No-3,6,9 and 12 of Semester-I,II,III and IV can be opt from any faculty. Not mandatory to opt from own faculty

| Name | Designation | Affiliation |
|--|--------------------------------|---|
| Steering Committee | | |
| Mrs. Monika S. Garg, (I.A.S.), Chairperson Steering Committee | Additional Chief Secretary | Dept. of Higher Education U.P., Lucknow |
| Prof. Poonam Tandan | Professor, Dept. of Physics | Lucknow University, U.P. |
| Prof. Hare Krishna | Professor, Dept. of Statistics | CCS University Meerut, U.P. |
| Dr. Dinesh C. Sharma | Associate Professor | K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P. |
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| Prof. Poonam Puri | Professor | Bundelkhand University, Jhansi |
| Prof. Sudhanshu Pandiya | Professor | C.S.J.M. University, Kanpur |
| Prof. Nishant Kumar | Asso. Professor | Lucknow University, Lucknow |

Syllabus Propelled by:

| S. No. | Name | Designation | Department | College/ University |
|--------|-------------------|----------------------------|---|-----------------------------------|
| 1 | DR. K.K.SHUKLA | Associate Professor | HEAD DEPT. OF COMMERCE FACULTY OF BUSINESS ADMINISTRATION | KKC, LUCKNOW |
| 2 | Dr. NAZIA JAMAL | Assistant Professor | INSTITUTE OF INTERNATIONAL BUSINESSS | UNIVERSITY OF LUCKNOW, LUCKNOW |
| 3 | Dr. RANJEET SINGH | Assistant Professor | INSTITUTE OF BUSINESS STUDIES | CCS UNIVERSITY, MEERUT |

PROGRAM OBJECTIVE

The course aims to provide the knowledge and skills for making the students ready for employment in the changing global scenario. The essential knowledge required by the industries will be inculcated through the curriculum. The course provides detailed understanding of the strong conceptual framework in the area of international business. The BBA International Business programme is designed to enhance employability by preparing students for careers in both the private and public sectors including entrepreneurial ventures and family businesses. The program aims to nurture young minds to help them acquire a comprehensive foundation by understanding the fundamentals of business and understanding the environment in which they will function, further they will also learn the analytical tools for intelligent decision-making and problem solving.

PROGRAMME OUTCOMES

At the end of this course, students should be able to:

- Ensure and understand professional augmentation taking place in the global as well as domestic business arena .
- To reduce the gap between industry and academia, with the right blend of theory and practice.
- To nurture their talent for becoming good leaders and assets for an organization.
- To gain an in-depth knowledge and analytical skills which will enable them to effectively and efficiently carry out various Trade and Marketing operations of an organization in the emerging globalized environment.
- Develop Critical attitude necessary for “life-long learning” through this course.

Certificate

BBA (INTERNATIONAL BUSINESS)

Year 1 (Semester 1+2)

SEMESTER I

| Year | Sem | Subject | Part | Paper Code | Paper Name | Credit | Theory/External | |
|------|-----|--------------------|------|------------|-------------------------|--------|-----------------|---|
| | | | | | | | L | P |
| 1 | I | Course/ paper-1 | A | F040101T | Business Economics | 3 | 3 | 0 |
| | | | B | | Accounting For Business | 3 | 2 | 1 |
| | I | Course/ paper-2 | A | F040102T | Marketing Management | 3 | 3 | 0 |
| | | | B | | Principle of Management | 3 | 3 | 0 |
| | I | Course/ paper-3 | A | F040103T | Business Statistics | 3 | 2 | 1 |
| | | | B | | Computer Applications | 3 | 2 | 1 |

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

| Programme/Class: Certificate BBA (IB) | Year: First | Semester: First |
|---|--|---|
| Course/ paper-1 (A) | | |
| Course Code: F040101T | Course Title: BUSINESS ECONOMICS | |
| Course outcome: The course aims at providing basic knowledge of business economics to the students and its usage in businesses. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks:30 | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Nature and Scope of Business Economics: Basic Tools and uses of Managerial Economics. Demand Analysis: Demand Theory, The concepts of Demand, Determinants of Demand. Demand Function and Elasticity of Demand, Demand Forecasting. | 8+4 |
| II | Production Analysis: Concept of Production, Factors, Laws of Production, Economies of Scale, Economies of Scope, Production functions. Cost Analysis: Cost Concept, Types of Costs, Cost function and cost curves, Costs in short and long run. | 7+4 |
| III | Market Analysis: Price-output determination in different markets, Perfect, Monopoly, Price discrimination Monopolistic competition, Duopoly and Oligopoly markets, Different pricing policies. Profit Analysis: Nature and Management of Profit, Profit Theories, Function of Profits. | 7+4 |
| IV | Introduction to Macro Economics. National Income Aggregates. Concept of Inflation. Macro Aggregates and Policy Interrelationships – Tools of Fiscal and Monetary Policies., | 7+4 |
| Suggested Readings: | | |
| 1.Thomas & Maurice Managerial Economics | | |
| 2.A.Koutsoyiannis, Modern Micro Economics | | |
| 3.P. Samuelson, Micro Economics | | |
| 4.Peterson, H.C and W.C.lewis , Managerial economics, | | |
| 5.JV Vaishampayan Managerial Economics | | |
| 6.Suggestive digital platforms web links- | | |
| https://homepage.cs.uri.edu/faculty/wolfe/book/Readings/Reading01.htm | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |
| | | |

| | | |
|--|--|--|
| Programme/Class: Certificate BBA (IB) | Year: First | Semester: First |
| Course/ paper-1 (B) | | |
| Course Code: F040101T | Course Title: Accounting for Business | |
| Course outcomes: The course aims to make a conceptual orientation and equip the students in the maintenance of financial records as well as prepare them for management applications. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Modern concept, objective and functions, accounting concepts and functions, accounting process System of Accounting, Recording and classifying. | 8+4 |
| II | Trial Balance, Accounting errors and their rectification's i) Preparation of Final Accounts ii) Adjustments in recorded transactions of : a) Inventories b) Depreciation c) Bad and Doubtful Debts d) Accruals and pre-payments iii) Problems in Financial Statements. | 7+4 |
| III | Preparation of accounting records and financial statements of companies. | 7+4 |
| IV | Analysis and Interpretation of Financial Statements. Ratio Analysis – Practical Applications | 7+4 |
| Suggested Readings: | | |
| Grewal, T.S. - Double Entry Book-keeping | | |
| 2 Agarwal, B.B. - Higher Accountancy | | |
| 3 Shukla, M.C. - Advanced Accountancy Maheshwari, | | |
| 4 S.N. - Introductions to Advanced Accountancy | | |
| Suggestive digital platforms web links-ICAI WEBSITE | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Certificate BBA (IB) | Year: First | Semester: First |
|--|--|---|
| Course/ paper-2 (A) | | |
| Course Code: F040102T | Course Title: MARKETING MANAGEMENT | |
| Course outcome: The purpose of this course is to develop an understanding of the underlying concepts, strategies and the issues involved in the exchange of products and services . | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Introductory Concept of marketing, difference between marketing and selling, marketing function, marketing mix, market segmentation, marketing planning, strategy and approaches. | 8+4 |
| II | Consumer Behaviour: Concept of consumer behaviour, buying motives, study of consumer behaviour and motivational research – its types, nature, scope and role. Method of conducting marketing research, sales promotion and advertising, factors influencing consumer behavior. | 7+4 |
| III | Product Management: Nature and scope of product policy decisions, product-mix, product-line and product-life cycle, product planning and development, product diversification, product improvement. Branding and Trade Marks, packaging. Product Pricing-Concept, nature and scope of product pricing decisions; price policy considerations, objectives and strategies of pricing,. | 10+4 |
| IV | Distribution Management & Marketing communication, Decisions relating to channels of distribution management of physical distribution, sales promotion, sales planning and forecasting, management of sales force, analysis of sales performance and marketing of services, functions of distribution channel, factors influencing distribution channel, integrated marketing communication. | 4+4 |
| Suggested Readings: | | |
| 1. Marketing – Concepts, strategies, by William M Pride, O C Fewell, Biztantra | | |
| 2. Marketing Management, by Ramaswamy & Namakumari, Macmillan | | |
| 3 Marketing Management, by Arun Kumar & Meenakshi, Vikas | | |
| 4. Principles of Marketing, by Philip Kotler, Armstrong, Pearson Education | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Certificate BBA (IB) | Year: First | Semester: First |
|---|--|---|
| Course/ paper-2 (B) | | |
| Course Code: F040102T | Course Title: PRINCIPLES OF MANAGEMENT | |
| Course outcome: The objective for this course to provide an understanding of the tasks and functions of management and to acquaint the Participants with the developments in concept. Theories and practices in the overall field of management. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Nature and significance of Management, Approaches of management, Contributions of Taylor, Fayol and Barnard to International Business Functions of a Manager Social responsibility of Managers, Values in management. | 8+4 |
| II | The Nature of significance of Planning, Objectives, Steps of Planning, Decision making as key step in planning. The process and Techniques of Decision Making. Organisation: Nature and significance, Approaches, Departmentation, Line and staff relationships, Delegation and Decentralisation, Committee system, Department of effective organising | 7+4 |
| III | Staffing, nature and Significance, Selection, Appraisal and Development of Managers. Directing: Issues in managing human factors, Motivation, nature and Significance's, Theories and Techniques, | 7+4 |
| IV | Communication Definition and Significance, The process of Barriers, Building effective communication system. Controlling: Definition and Elements Control Techniques, Coordination, Determinants of an Effective Control system, Managerial Effectiveness. | 7+4 |
| Suggested Readings: | | |
| 1 Essentials of Management : Harold Koontz, Heiriz, Weihrich. | | |
| 2.Principles and Practice of Management: L.M Prasad | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Certificate BBA (IB) | Year: First | Semester: First |
|--|--|---|
| Course/ paper-3 (A) | | |
| Course Code: F040103T | Course Title: BUSINESS STATISTICS | |
| Course outcomes: The course aims to equip the students with statistical concepts, methods and tools that help in decision making in different spheres. The emphasis is on their applications in business. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Definition, meaning, scope, significance and limitations of statistics. Methods of collection and tabulation of data. Measures of Central Tendency , Arithmetic mean, Geometric Mean and Harmonic Mean, Median and Mode. | 8+4 |
| II | Measures of Dispersion- Range, quartile deviation, mean deviation and standard deviation, Skewness: Concept, tests and measurements Correlation- Meaning, types, methods of measuring correlation coefficient | 7+4 |
| III | Regression Analysis- Simple Regression equations, regression coefficient Time series analysis- Trend value and Variations | 7+4 |
| IV | Probability –Concept and measurement, Permutations and Combinations, addition and multiplication theorem, Conditional probability, | 7+4 |
| Suggested Readings: | | |
| 1. Gupta S.P. and Gupta M.P. : Business Statistics. | | |
| 2. Elhans, D.N. : Fundamental of Statistics. | | |
| 3. Sancheti & Kapoor : Statistics- Theory methods & Applications. | | |
| 4. Singh,A.K. and Masood Khalid: Statistical Methods | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Certificate BBA (IB) | Year: First | Semester: First |
|--|--|---|
| Course/ paper-3 (B) | | |
| Course Code: F040103T | Course Title: COMPUTER APPLICATIONS | |
| Course outcomes: This paper would make students learn about the latest version MS Windows operating system. The application software covered under this paper would include MS Office. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Operating System-Windows, Concepts of CUI & GUI, MS-Windows as GUI operating system, parts of windows, capabilities – interface, menu driven, ready internet connectivity, easy navigation, simple keep up and management of files, inbuilt product – notepad, paint brush word pad, windows explorer. | 8+4 |
| II | Office Automation MS-Word Concept and need of word processing using word as a product, creating document, apply formatting, moving around in a document, editing document, spell checker, cut, copy paste operations, header and footers, table – rows, columns, mail-merge | 7+4 |
| III | MS-Excel Concept and need of electronic spreadsheet, using excel as a product, parts of an electronic spreadsheet, screen layout, rows, columns, cells, entering data in a worksheet labels, values, formula, naming cells, protecting worksheets, creating charts, lists and databases, filter and advanced filter. | 10+4 |
| IV | MS-Power Point & MS-Access Concept of graphics and presentations, power point as a product, essentials of a presentation, creating a presentation, slide types, slide layout, adding text & pictures to a slide, running a slide show, creating animation, adding sound to create a multimedia presentation. | 4+4 |
| Suggested Readings: | | |
| 1. Leon, A & Leon, M : Introduction to computers with MS-Office 2. Russell A. Stultz : MS-Access for windows 3. Aitken : The point & click guide to MS-Office 4. Hart Davis : The ABC's of word | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: Further Suggestions | | |

SEMESTER II

| Year | Sem . | Subject | Part | Paper Code | Paper Name | Credit | Theory/External | |
|------|-------|--------------------|------|------------|---|--------|-----------------|---|
| | | | | | | | L | P |
| 1 | II | Course/ paper-4 | A | F040201T | Foreign Trade of India | 3 | 3 | 0 |
| | | | B | | Business Finance | 3 | 3 | 0 |
| | II | Course/ paper-5 | A | F040202T | Human Resource Management | 3 | 3 | 0 |
| | | | B | | International Business Environment | 3 | 2 | 1 |
| | II | Course/ paper-6 | A | F040203T | International Marketing | 3 | 3 | 0 |
| | | | B | | Business Ethics in International Business | 3 | 3 | 0 |

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

| Programme/Class: Certificate BBA (IB) | Year: First | Semester: SECOND |
|---|--|---|
| Course/ paper-4 (A) | | |
| Course Code: F040201T | Course Title: FOREIGN TRADE OF INDIA | |
| Course outcomes: This course aims to equip students with a broad based knowledge of trade practices in India.. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Introduction – Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. India’s Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh. Terms of Trade. Trade : Terminology and abbreviations. | 8+4 |
| II | Foreign Trade of India – Before independence, During Planning Period, Recent trends in India’s Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects. | 7+4 |
| III | Free Trade and Protective trade policies, India’s Major trading partners. Financing of foreign trade, National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade, STC, MMTC, SEZ and EPZ. Export promotions. | 7+4 |
| IV | Strategy for Trade Policy in India – General Developments during planning period. Recent World trade Scenario, Recent changes in trade policy, Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India’s Balance of Trade and Balance of Payments. | 7+4 |
| 1) Bhagwati J. Srinivasan – Foreign Trade regimes and Economics development 2) Jaiswal Bimal & A.K.Singh – Foreign Trade of India 3) Salvi P.G. – New Directions on India’s Trade policy. 4) Cherrunilam F. – International Trade Export Management 5) Singh, M – India’s Export trends 6) Varshney R.L. – India’s Foreign Trade | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Certificate BBA (IB) | Year: First | Semester: Second |
|---|---|---|
| Course/ paper-4 (B) | | |
| Course Code: F040201T | Course Title: BUSINESS FINANCE | |
| Course outcomes: To introduce the participants with the basic fundamentals and tools and techniques of Business Finance in a changing, challenging and competitive global economic environment. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Introduction: Nature, scope and significance of Financial function for the organisation's success. Objectives of Corporate Financial Management, Organisation structure to carryout finance function in Corporate enterprises. Financial Planning and Financial Forecasting. | 8+4 |
| II | Capital Structure Planning - Financing Decision Capitalization and capital structure, Financial Planning - long and short term sources of corporate funds, objectives of an optimal Capital structure, Financial and operating leverage analysis, cost of capital and capital structure decision. | 7+4 |
| III | Investment Decisions - Time Value of Money Nature of Investment Decisions, Investment Evaluation criteria, process of capital budgeting decisions, risk analysis and investment decisions, capital budgeting practices of Indian companies. | 7+4 |
| IV | Working Capital Management and Dividend Decision Concepts of working capital. The needs of working capital and Its determinants. Dimensions components and sources of working capital management. introduction to Financial Markets and Institutions. | 7+4 |
| 1 Horne, James Van- Financial Management & Policy | | |
| 2 Pandey I.M. – Financial Management | | |
| 3 Rustagi R.P. – Introduction to Financial Management | | |
| 4 Soloman Ezre -The Theory of Financial Management | | |
| 5 Hunt William and Donaldson -Basic Business Finance | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Certificate BBA (IB) | Year: First | Semester: second |
|---|--|---|
| Course/ paper-5 (A) | | |
| Course Code: F040202T | Course Title: HUMAN RESOURCE MANAGEMENT | |
| Course outcomes: The objective of this course is to familiarize the students with the conceptual background, theories and techniques of Personnel Management. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Introduction to Personnel Management & Manpower Planning Personnel Management: Conceptual framework, Nature, Scope and Significance. Functions of Personnel Department and Skills required by Personnel Managers. Job Analysis: Concept, Objectives, Job Description and Job Specification Manpower Planning. | |
| II | Employee Acquisition and Development Recruitment: Concept, Objectives, and Sources of Recruitment Selection: Concept, Process and Selection Tests. Induction and Orientation Training & Development: Concept, Purpose, Difference between Training and Development, Methods and Techniques Motivation, Job Design, Job Enlargement, Job Enrichment and Employee Empowerment etc. | |
| III | Employee Appraisal and Maintenance Performance Appraisal: Concept, Significance, Methods and Techniques of Appraisal, Performance Feedback Compensation & Reward Management: Job Evaluation, Concept of Wages & Salary, Wage Policy, Laws & Rules governing employee benefits, Incentives & Fringe Benefits | |
| IV | Industrial Relations Discipline and Grievance Handling: Concept & Types of Discipline, Disciplinary Procedure, Disciplinary Actions, and Grievance Redressal Mechanism. Industrial Relation, Industrial Disputes, Techniques of Dispute Resolution, and Workers' Participation in Management Trade Unionism in India & Collective Bargaining.. | |
| 1 Yoder, D. : Personnel Management & Industrial Relations 2 Fllipo : Principles of Personnel Management 3 Monappa & Saiyaddin : Personnel Management 4 Dwivedi, D. N. : Management of Human Resource 5 Aswathappa : Personnel & Human Resource Management | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: Further Suggestions: | | |

| Programme/Class: Certificate BBA (IB) | Year: First | Semester: Second |
|--|--|---|
| Course/ paper-5 (B) | | |
| Course Code: F040202T | Course Title: INTERNATIONAL BUSINESS ENVIRONMENT | |
| Course outcomes: The purpose of this course is to enable the students learn nature, scope and structure of International Business, and understand the influence of various environmental factors on International Business operations. | | |
| Credits: 2 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Introduction to Business Environment: Meaning, characteristics, scope and significance of business environment; Components of business environment: Micro and macro environment; Analysis of business environment: SWOT analysis. Porters Model. | 8+4 |
| II | Introduction to International Business, modes of entry , Multinational corporations and their involvement in international business; Issues in foreign investments, Technology transfer, Pricing and regulations; and strategic alliances. | 7+4 |
| III | International Business Environment: Economic, political, cultural, legal, technological and competitive environments in International Business; Framework for analyzing international business environment. | 7+4 |
| IV | Business cycles and Macroeconomic Environment: Business cycles and fundamentals of fluctuations; Income – Expenditure analysis; Aggregate demand and inflation; Central Bank and interest rates. Policy in Open Economy: Monetary and Fiscal policy in open economy; Role of Macroeconomic policy. | 7+4 |
| 1 Daniels, J.D., Lee, H.R., Daniel, P. S. & Salwan, P. (2007). | | |
| 2. International Business- Environment and operations. Pearson education. | | |
| 3. Leslie, Hamilton & Philip, Webster (2015). The International Business Environment. Oxford pub. | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Certificate BBA (IB) | Year: Third | Semester: VI |
|---|--|---|
| Course/ paper-6 (A) | | |
| Course Code: F040203T | Course Title: INTERNATIONAL MARKETING | |
| Course outcomes: Statistics 3304 focuses on using statistical software to perform basic statistical analysis. In particular, we will use Excel, R, and SPSS to perform the same sorts of statistical analyses that you would have seen in an introductory statistics course. | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | An overview of international marketing and its need, Nature, scope and tasks of international marketing, difference between domestic and international marketing, EPRG scheme, self reference criteria, economic environment. | 8+4 |
| II | Understanding of culture, its characteristics and elements, values and phenomenon of cultural change, Political environment, political spectrum, types of governance around the globe, polity and its effect on business, intellectual property rights – new issues, commercial laws. | 7+4 |
| III | Issues related to product, meaning of global products, international product planning, physical and mandatory requirement – standards, screening products for adoption, analysis of product components. Issue related to price, pricing policy – objective and approach, price determination and price Escalation. | 7+4 |
| IV | Issue related to distribution Channel in the world, distribution patterns – general and country specifics, alternative middlemen choices – country specifics, factors affecting choices of channels. Issue related to promotion; Global advertising pattern, global market segmentation and promotional strategy. | 7+4 |
| 1. International Marketing – S C Jain 2. International Marketing – Keegan 3. International Marketing – Czinkotia 4. International Marketing – Vasudevan | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Certificate BBA (IB) | Year: First | Semester: Second |
|---|--|---|
| Course/ paper-6 (B) | | |
| Course Code: F040203T | Course Title: BUSINESS ETHICS IN INTERNATIONAL BUSINESS | |
| Course outcomes: The objective of this paper is to make the students aware about the importance of ethics in the business, practices of good governance to encourage moral imagination and heightening sensitivity towards the ethical dimension of managerial problems. | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Business ethics: Introduction: Meaning of ethics, Types of business ethic issues, why ethical problems occur in business, Ethical dilemmas in business Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties Justice and fairness, Morality in international context Ethical decision making-personal and professional moral development and moral reasoning Computer ethics and business: Computer crime, Computers and corporate responsibility Ethics in international business | 8+4 |
| II | Corporate governance: concept, need to improve corporate governance standards, Features of good governance. Different models of Corporate Governance, Rights and Privileges of shareholders, Investor's Problem and protection, Corporate Governance and Other Stakeholders, Board of Directors; Role, Duties and Responsibilities of Auditors, Bank and Corporate Governance, Business Ethics and Corporate Governance. <ul style="list-style-type: none"> ● International experience. ● Indian experience- imperatives, | 7+4 |
| III | Moral issues in business: Importance of moral issues and reasoning, Principles of moral reasoning, Quality of work life, implications of moral issues in different functional areas of business like finance, HR and marketing. Whistle blowing: Kinds of whistle blowing, Whistle blowing as morally required, precluding the need for whistle blowing. Marketing truth and advertising, | 7+4 |
| IV | Truth and advertising, Manipulation and coercion, Allocation of moral responsibility in advertising. Trade secrets, corporate disclosure, insider trading: Trade secrets, corporate disclosure, insider trading. Accounting, finance, corporate takeovers:Environmental protection: Safety and acceptable risk, Environmental harm, Pollution and its control, Product safety and corporate liability, strict liability. Corporate social responsibility: Meaning, Evolution of corporate social responsibility, Limits of corporate social responsibility,. | 7+4 |
| <ol style="list-style-type: none"> 1. A.C. Fernando-Business Ethics, Prentice Hall, Latest Edition. 2. Andrew Crane and Dark Matter- Business Ethics, Oxford Publications. 3. Adrain Davies – Best Practices in Corporate Governance (Gower), Latest Edition. A.C. Fernando – Corporate Governance – Principles, Policies, | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

Diploma in BBA (International Business) Year 2 (Semester 3 + 4)

SEMESTER III

| Year | Sem | Subject | Part | Paper Code | Paper Name | Credit | Theory/External | |
|------|-----|--------------------|------|------------|---------------------------------------|--------|-----------------|---|
| | | | | | | | L | P |
| 2 | III | Course/ paper-7 | A | F040301T | Management & Cost Accounting | 3 | 2 | 1 |
| | | | B | | Business Law | 3 | 3 | 0 |
| | III | Course/ paper-8 | A | F040302T | Production and Operations Management | 3 | 2 | 1 |
| | | | B | | Government and International Business | 3 | 3 | 0 |
| | III | Course/ paper-9 | A | F040303T | Business Communication | 3 | 2 | 1 |
| | | | B | | International Business Management | 3 | 3 | 0 |

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

| Programme/Class: Diploma BBA (IB) | Year: Second | Semester: Third |
|---|--|---|
| Course/ paper-7 (A) | | |
| Course Code: F040301T | Course Title: MANAGEMENT AND COST ACCOUNTING | |
| Course outcomes: This paper will acquaint the students with cost and management accounting concepts and its application for decision making. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Nature, Scope of Management Accounting: Meaning, definition, nature and scope of Management Accounting; Comparison of Management Accounting with Cost Accounting and Financial Accounting. Cost concepts: Meaning, Scope, Objectives, and Importance of Cost Accounting; Cost, Costing, Cost Control, and Cost Reduction; Elements of Cost, Components of total Cost, Cost Sheet. Classification of Costs. | 8+4 |
| II | Cost. Ascertainment: Cost Unit and Cost Center. Introduction to Overhead allocation, Overhead Apportionment, Overhead absorption, Overhead Distribution (Simultaneous Equation, Repeated Distribution and trial and error method) | 7+4 |
| III | Cost-Volume-Profit Analysis: Contribution, Profit-Volume Ratio, Margin of safety, Cost Breakeven Point, Composite Break-even Point, Cash Break-even Point, Key Factor, Break-even Analysis. Relevant Costs and Decision Making: Pricing, Product Profitability, Make or Buy, Exploring new markets, Export Order, Sell or Process Further, Shut down vs. Continue. | 7+4 |
| IV | Budgets and Budgetary Control: Meaning, Types of Budgets, Steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget, Production Budget, Sales budget, Raw material Purchase and Raw material consumption Budget, Factory overhead budget, Office overhead budget and selling and distribution overhead budget and Master Budget. Responsibility Accounting: Concept, Significance, Different responsibility centers. | 7+4 |
| Suggested Readings: | | |
| 1. C.T. Horngren, Gary L. Sundem, Jeff O. Schatzberg, and Dave Burgstahler, (2013). Introduction to Management Accounting (16th Edition). Pearson | | |
| 2. M.N. Arora. A Textbook of Cost and Management Accounting, (10th edition). Vikas Publishing House Pvt. Ltd. | | |
| 3. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: (2017). Theory and Problems (27th edition). Shree Mahavir Book Depot (Publishers) | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
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| Further Suggestions: | | |
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| Programme/Class: Diploma BBA (IB) | Year: Second | Semester: Third |
|--|---|---|
| Course/ paper-7 (B) | | |
| Course Code: F040301T | Course Title: Business Law | |
| Course outcomes: The objective of the course is to familiarize the participants with legal perspective of the business legal perspectives of the business administration in an enterprise. | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Law of Contracts :Definition, kinds and Essential Elements of a Valid contract, offer and acceptance ,consideration, capacity of contract, free consent, legality of objects, Performance and discharge of contract. | 8+4 |
| II | Law of Contracts : Contract of indemnity and guarantee: meaning and its distinction, rights and duties of indemnifier, indemnified and surety, discharge of surety's liability. Bailment and pledge :meaning and distinction ,Rights and duties of bailor and bailee, pawnor and pawnee. | 7+4 |
| III | Law Relating to Sale of Goods :The sale of Goods Act.1930:formation of contract of sale, conditions and warranties, Caveat empeter, Ownership of goods and transfer, unpaid seller and his rights. | 7+4 |
| IV | Law relating to patnership : Definition and nature of patnership,righs and duties of patners, types of patners,dissolution of patnership, Negotiable Instruments - Definiton and elements of Negotiable Instruments, Holder and holder in due course. | 7+4 |
| SUGGESTED READINGS: | | |
| 1 Gulsan & Kapoor : Business Law including Company Law. | | |
| 2 Singh, Avtar : Principles of Mercantile Law Pandiya , R.S. : Principles of Mercantile Law Shukla M.C. : A Manual of Mercantile Law | | |
| 3 Bare Acts. : Indian Contract Act, 1872. Sale of Goods Act, 1930 ,Partnership Act, 1932. The Negotiable Instruments Act, 1881 . | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Diploma BBA (IB) | Year: Second | Semester: Third |
|---|--|---|
| Course/ paper-8 (A) | | |
| Course Code: F040302T | Course Title: Production and operation management | |
| Course outcomes: The course aims to equip the students with basic management decisions to production function and designing decisions relating to production, function and designing of a production system. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Nature and scope of production management, production analysis and planning, production functions, objective and functions of production management, responsibilities of the production manager, | 8+4 |
| II | Types of manufacturing processes and plant layout, plant location, routing, scheduling, plant location and plant layout, assembly line balancing. Production Planning and Control (PPC). | 7+4 |
| III | Manufacturing processes, routing, scheduling and assembly line balancing, Materials managements – its scope and importance. Purchasing function and procedure, store-keeping, material planning function, Inventory control, relevant costs, economic lot size, reordering point, ABC analysis. | 7+4 |
| IV | Productivity – definition and concept, factors affecting productivity, productivity measurement, productivity improvements, Product development and design, stages of product development, techniques of product development. Development of efficient work methods, material flow process chart, manflow process chart, quality control and inspection, control charts for attributes and variables charts. | 7+4 |
| 1. Mayers - Production Management 2. Buffa - Modern Production Management 3. Buffa - Operations Management 4. Starr - Operations Management 5. Cook and Russel - Contemporary Operations Management | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Further Suggestions: | | |

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|---|--|--|
| Programme/Class: Diploma BBA (IB) | Year: Second | Semester: Third |
| Course/ paper-8 (B) | | |
| Course Code: F040302T | Course Title: Government and international business | |
| Course outcomes: To understand the Role of government in the economy and on international business. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Role of government in the economy, capitalist, socialist and mixed economy, public and private sector units, pattern of growth of public sector enterprises in India, general management of public sector enterprises in India. | 8+4 |
| II | Efficiency and accountability in public sector enterprises -: public accountability and the autonomy, liberalization privatization and globalization of public enterprises, competition act in India and other such measures. | 7+4 |
| III | Nature and scope of public finance, principles of maximum social advantage, public expenditures, principles of taxation – canons incidence and effects etc. | 7+4 |
| IV | Public debt, public expenditures, Indian public finance, budgets, fiscal policy, expenditures and revenues of the union government, finance commissions and centre state finances. Geo politics : Its nature and implications for International Business | 7+4 |
| 1 H.L.Bhatia : Public Finance | | |
| 2 B.P.Tyagi : Public Finance | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

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|--|---|--|
| Programme/Class: Diploma BBA (IB) | Year: Second | Semester: Third |
| Course/ paper-9 (A) | | |
| Course Code: F040303T | Course Title: Business Communication | |
| Course outcomes: This course aims to develop communication skills in equip students with a broad based knowledge business communication. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Introduction to business communication, characters ties of effective organizational communication, basic forms of communication, process of communication, principles of effective business communication. | 8+4 |
| II | Barriers to communication, facilitators to communication, effective listening, perception & reality, role of opinion, attitudes & beliefs, mal-functions of communication, business etiquettes. | 7+4 |
| III | Forms of business communication, written communication, oral communication, non verbal communication. Technology of business communication, peculiarities of communication in Indian organizations, conflict management. | 7+4 |
| IV | Conduct of meeting – agenda, notice, notes, minutes, office memorandum, office orders, press release, business letter, writing – need. Functions and kinds, layout of letter writing, types of letter writing. Report writing – problems, organization and techniques of writing. (Practicals/Projects) | 7+4 |
| 1 Business communication By C R Reddy, Wiley | | |
| 2 Business Communication by Meenakshi Raman and Prakash Singh | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

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|---|---|--|
| Programme/Class: Diploma BBA (IB) | Year: Second | Semester: Third |
| Course/ paper-9 (B) | | |
| Course Code: F040303T | Course Title: International Business Management | |
| Course outcomes: This course will provide the students an opportunity to learn and understand how business is conducted in the international arena. The syllabus is designed to allow students to gain managerial skills to meet the challenges they will face in the global workplace. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | An Overview of International Business: Introduction, Definition of International Business, difference between international and domestic business, Advantages And Disadvantages Of International Business, | 8+4 |
| II | Approaches to International Business, Changing Environment of International Business, Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization, balance of payment and foreign exchange. Deglobalisation. | 7+4 |
| III | International Trade and Investment Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory, factor endowment theory, International Product life Cycles, International Business Strategies. | 7+4 |
| IV | International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, WTO . Regional Economic Integration: EU, NAFTA, ASEAN SAARC. Foreign Exchange Determination Systems: Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates. | 7+4 |
| 1) Agarwal Raj - International Trade (Excel, 1st Ed.) 2) Hill C.W. - International Business (TMH, 5th Ed.) 3) Kumar R and Goel, International Business, (UDH Publications, edition 2013) 4) Cherunilam F - International Trade and Export Management (Himalaya, 2007) 5) Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.) | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: Further Suggestions: | | |

SEMESTER IV

| Year | Sem. | Subject | Part | Paper Code | Paper Name | Credit | Theory/External | |
|------|------|-------------------------|------|------------|-----------------------------------|--------|-----------------|---|
| | | | | | | | L | P |
| 2 | IV | Course/ paper- 10 | B | F040401T | International Business Management | 3 | 3 | 0 |
| | | | A | | Customer Relationship Management | 3 | 3 | 0 |
| | | | B | | Research Methodology | 3 | 2 | 1 |
| | IV | Course/ paper- 11 | A | F040402T | Digital Marketing | 3 | 3 | 0 |
| | | | B | | Consumer Behaviour | 3 | 3 | 0 |
| | IV | Course/ paper- 12 | A | F040403T | Banking Operations | 3 | 3 | 0 |
| | | | B | | International Business Logistics | 3 | 2 | 1 |

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

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|--|---|--|
| Programme/Class: Diloma BBA (IB) | Year: Second | Semester: fourth |
| Course/ paper-10 (A) | | |
| Course Code: F040401T | Course Title :Customer Relationship Management (CRM) | |
| Course outcomes: Customer Relationship Management, also known as CRM, helps businesses successfully implement strategies, practices and technologies aimed at winning and retaining customers profitably. The objective of this course is to equip the students with a sound foundation of CRM concepts and best practices so they can grasp the essence of CRM practices. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Unit I: Fundamentals of Customer Relationship Management Meaning and definition of CRM, benefits of CRM, reasons for adopting CRM, Conceptual Foundations of Customer Relationship Management. Types, stages and issues in CRM. | 8+4 |
| II | Unit II: Dimensions of Customer Relationship Management Customer Satisfaction: meaning and definition, Customer Satisfaction Models, Measuring Customer Satisfaction, ISO guidelines. Customer Loyalty: Concept, Principles, significance and dimensions of Customer Loyalty. | 7+4 |
| III | Unit III: Information Technology in Customer Relationship Management Technological Developments in CRM. Information Technology Implementation in CRM. Features, advantages and functional components of eCRM. Important CRM Software. Customer Relationship Management through Information Technology Tools. | 7+4 |
| IV | Unit IV: Emerging Dimensions and Dynamics in Customer Relationship Management Customer Recall, Retention and Experience Management. Service Failure and Service Recovery Management. Application of Customer Relationship Management in Different Sectors. Role of Social Media. | 7+4 |
| 1. Customer Relationship Management: Emerging Concepts, Tools and Applications Paperback by Jagdish N Sheth, Parvatiyar Atul, G Shainesh: McGraw Hill Education | | |
| 2. Customer Relationship Management: A Strategic Approach to Marketing Paperback by Mukerjee: Prentice Hall India | | |
| 3. Customer Relationship Management: Concepts and Cases by Rai A K: Prentice Hall India | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

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| Programme/Class: Diploma BBA (IB) | Year: Second | Semester: IV |
| Course/ paper-10 (B) | | |
| Course Code: F040401T | Course Title: Research Methodology | |
| Course outcomes: The objective of this paper is to impart knowledge about various stages of the research processes and their application in decision making. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Concept, Objectives and Significance of Research, Research Process, Research Design: Exploratory Research Design, Descriptive Research Designs- Cross-sectional & Longitudinal, Experimental Design: Pre-Experimental, Quasi Experimental, True Experimental & Statistical Design. | 8+4 |
| II | Measurement and Scaling: Primary Level of Measurement- Nominal, Ordinal, Interval, Ratio, Comparative and Non-competitive Scaling Techniques, Questionnaire Design, Sampling- Sampling Process, Sampling Techniques-Probability and Non-Probability Sampling, Sample Size Decision. | 7+4 |
| III | Data Collection: Primary & Secondary Data; Survey Method of Data Collection, Classification of Observation Method; Fieldwork and Data Preparation. Hypothesis: Null Hypothesis & Alternative Hypothesis; Type-I & Type-II Errors; Hypothesis Testing, Concepts of Multivariate Techniques-Multiple Regression Analysis. | 7+4 |
| IV | Qualitative Research: Data Collection of Qualitative Research-Interviews, Observation & Documents, Qualitative Research Procedure: Focus Group Interview, Online Focus Group, Depth Interview, Projective Techniques, Other Methods of Qualitative Research: Research Report; Steps in Report Writing, Use of Statistical Software to Analysis the Data. | 7+4 |
| 1. Marketing Research: An Applied Orientation, by Satyabhushan Dash, Naresh K. Malhotra, Pearson publisher. 2. Business Research Methods: Naval Bajpai, Pearson publisher. 3. Cooper & Schindler (2015) Business Research Methods, Mcgraw-Hill. 4. Green, Tull & Albaum (2010) Research for Marketing Decisions, PHI Pvt. Ltd, New Delhi. | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

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|--|---|--|
| Programme/Class: Diploma BBA (IB) | Year: Second | Semester: IV |
| Course/ paper-11 (A) | | |
| Course Code: F040402T | Course Title: Digital Marketing | |
| Course outcomes: The objective of the course is to help student understand the changed dynamics of marketing as businesses transformed from traditional to digital with the advent of internet and other technological advancements. So basically, the concepts covered are a revisit to the marketing practices which have evolved in the light of changed business practices now done predominantly online. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | The Emergence of Digital Marketing; Environment, Strategy, and Performance (ESP); Digital Marketing Environment- Legal Factors, Technology, Digital Business Markets; Strategic Planning: Strategic Objectives; From Strategy to Digital Strategy; From Business Models to Digital Business Models; Value and Revenue; Menu of Strategic Digital Business Models; | 8+4 |
| II | Product: Creating Customer Value Online; Online Benefits: Attributes, Branding, Support Services, Labeling; Digital Marketing Enhanced Product Development; Web Content Development; New Product Strategies for Digital Marketing; | 7+4 |
| III | Distribution Channel Overview; Types of Intermediaries; Distribution Channel Length and Functions: Functions of a Distribution Channel, Distribution System; Internet Advertising; Marketing Public Relations; Digital Sales Promotion offers; Direct Marketing, | 7+4 |
| IV | Integrating Traditional and Digital Marketing; Taxonomy for Internet Products; New Products Trends; Price: Changes in Pricing Strategies for Internet; Enhancing Digital Experiences with Mobile Apps, Providing Solutions with Social CRM, Driving Desired Behavior with Gamification. | 7+4 |
| 1. Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan; Marketing 4.0: Moving from Traditional to Digital; Wiley Publications. | | |
| 2. Judy Strauss, Adel El- Ansary, and Raymond Frost; E- Marketing: Pearson Education. | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Diploma BBA (IB) | Year: Second | Semester: IV |
|--|--|---|
| Course/ paper-11 (B) | | |
| Course Code: F040402T | Course Title: Consumer Behaviour | |
| Course outcomes: The course of Consumer Behaviour aims at enabling students to understand the process of consumer behaviour, issues and dimensions, various internal and external factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour. | 8+4 |
| II | Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes- Formation and Change; Consumer Values and Lifestyles External Determinants of Consumer Behaviour: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; | 7+4 |
| III | Consumer Decision Making Process: Problem Recognition- methods of problem solving; prepurchase search influences- information search; alternative evaluation and selection; outlet selection and purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule); | 7+4 |
| IV | Post Purchase Behaviour; Situational Influences; Cognitive Dissonance Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process. Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour in Marketing Strategy. | 7+4 |
| 1. Consumer Behaviour by Leon G. Schiffman& Leslie L. Kanuk, Prentice Hall Publication 2. Consumer Behaviour – Buying, Having, and Being by M R Solomon, Pearson Prentice Hall 3. Consumer Behaviour – Building Marketing Strategy by D. I. Hawkins and J. B. Roger, Tata McGraw Hill 4. Consumer Behaviour by R.D.Blackwell, P.W. Miniard,&J.F. Engel, Cengage Learning 5. Marketing Management by Philip Kotler and K L Keller, Pearson (Global Edition) | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Diploma BBA (IB) | Year: SECOND | Semester: FOURTH |
|--|---|---|
| Course/ paper-12 (A) | | |
| Course Code: F040403T | Course Title: Banking Operations | |
| Course outcomes: This course aims to develop the competency of understanding the impact of time value of money on valuation of financial assets and liabilities. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Indian financial System, Banking System in India, Financial sector reforms in India, RBI – role, functions, monetary policy and credit control, commercial banking in India, Regulatory Environment for commercial bank in Indian core banking. | 8+4 |
| II | Operational Aspect of commercial banks in India, Relationship between Banker and customers, Types of customer a/c, Cheques, Endorsement, Presentment, Dishonour, Rights and liabilities of Paying and collecting Banker, Time Value of money – calculation of interest on loan & deposits, EMIs, Present Value, future value and loan Amortization. | 7+4 |
| III | Negotiable Instruments, Bills of Exchange and Promissory notes, Rights and liabilities of parties, Bills discounting and Purchasing, ancillary Services of the Bankers. | 7+4 |
| IV | Employment of funds by Commercial Banks; Financial statement analysis for Banking Institutions. Types of securities, mode of creating charge, Bank guarantees, Asset – liability management in commercial Banks. Basel norms | 7+4 |
| 1. Shrelekhar: Banking 2. Jaiswal Bimal : Banking Operations Management 3. Jhinghan M.L. : Banking Theory & Practice | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Diploma BBA (IB) | Year: SECOND | Semester: Fourth |
|---|---|---|
| Course/ paper-12 (B) | | |
| Course Code: F040403T | Course Title: International Business Logistics | |
| Course outcomes: The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in the area of business logistics and related concepts for Under-graduates. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | UNIT I: Introduction to Business Logistics Business Logistics: Origin, meaning and definition, Importance of logistics in modern business and foreign trade, Objectives of business logistics, Logistics- Strategy & Planning | 8+4 |
| II | Transportation Management Transportation: Meaning, definition, modes and Importance, Effective Transportation System: meaning and importance, | 7+4 |
| III | Service choices and their characteristics, Transport Service Selection, Vehicle Routing & Scheduling: meaning and importance. | 7+4 |
| IV | Inventory Management & Control Inventory: Meaning, definition, types and role, Appraisal of inventories, Inventory Objectives, Storage & handling decisions, Inventory control Techniques-ABC analysis, VED analysis, PUSH & PULL Inventory control. Warehousing & Location Management Warehouse: Meaning, definition, types and importance. Location/Facility Management: Meaning and importance, Ware house layout, Housekeeping: Meaning and importance. | 7+4 |
| 1 Business Logistics/Supply Chain Management: Ronal H. Ballou & Samir Srivastava; Pearson | | |
| 2 Management of Business Logistics - A supply Chain Perspective: Coyle, Bardi, Langley | | |
| 3 Text book of Logistics and Supply Chain management: D.K. Aggarawal | | |
| 4 Logistic Management - A Supply Chain Imperative: Vinod V. Sople | | |
| 5 Logistical Management- Donald J. Bowersox & D.J. Closs | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

Bachelor in BBA (International Business) Year 3 (Semester 5 + 6)

SEMESTER V

| Year | Sem. | Subject | Part | Paper Code | Paper Name | Credit | Theory/External | |
|------|------|---------------------|------|------------|--|--------|-----------------|---|
| | | | | | | | L | P |
| 3 | V | Course/ paper-13 | A | F040501T | Income Tax | 3 | 2 | 1 |
| | | | B | | Marketing Communication | 3 | 2 | 1 |
| | V | Course/ paper-14 | A | F040502T | Entrepreneurship Development | 3 | 3 | 0 |
| | | | B | | E Commerce | 3 | 3 | 0 |
| | V | Course/ paper-15 | A | F040503T | International Finance | 3 | 3 | 0 |
| | | | B | | Export Import Procedures and Documentation | 3 | 2 | 1 |

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

| Programme/Class: Bachelor in BBA (IB) | Year: Third | Semester: V |
|--|--|--|
| Course/ paper-13 (A) | | |
| Course Code: F040501T | Course Title: Income Tax | |
| Course outcomes: The course aims to provide students in-depth knowledge of laws and accounts relating to income tax and other taxes in India. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | The concept of Income, Heads of Income, Aggregation and clubbing of income, computation of total income and tax liability of individuals, Hindu undivided families and firms. | 8+4 |
| II | Computation of Total income and tax liability of companies. Income Tax authorities, assessment procedures, appeals revision and settlement, deduction of tax at source and advance payment of tax. | 7+4 |
| III | Wealth Tax The concept of Net wealth, deemed wealth exemptions and computation of Net wealth. | 7+4 |
| IV | Indirect Taxes Main provisions of the Law relating to Excise Duties, Custom Duties and Central Sales Tax Act. Goods and services Tax (GST), Its Computation and Accounting | 7+4 |
| 1 Mehrotra, H.C. - Income Tax Law & Practice Prasad, | | |
| 2 Bhagwati - Direct Taxes | | |
| 3 Singhania, V.K. - Student guide to Income Tax | | |
| 4 Bare Acts - Income Tax Act 1961, Wealth Tax Act, 1957, Excise & Custom Duties Acts. Central Sales Tax Act. | | |
| 5 Girish Ahuja & Ravi Gupta - Simplified Approach to Income Tax | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Bachelor in BBA (IB) | Year: Third | Semester: V |
|---|--|--|
| Course/ paper-13 (B) | | |
| Course Code: F040501T | Course Title: Marketing Communication | |
| Course outcomes: The students are expected to recognize the importance of managing marketing communication for various managerial tasks in their professional arena. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Introduction to Integrated Marketing Communication: Meaning and Role of IMC in the Marketing Mix. Elements of Promotion mix: Public Relations, Sponsorship, Advertising (types, advertising campaign, role in brand promotion), Direct Marketing Communication, Sales Promotion, Personal Selling, Packaging, Exhibition, Trade shows, Interactive/Internet Marketing. | 8+4 |
| II | Marketing Communication Psychology, Changing Marketing Communication Environment, Process of Integrated Marketing Communication: Marketing Communication, Planning and Plan, Setting Objectives (DAGMAR approach, Response Hierarchy Models), Determining Strategy and Tactics. | 7+4 |
| III | Research and Analysis for Decision Making, Profiling Target Markets, Creative implementation: Generating Creative Ideas, Selection of Idea, Copy Writing, Art Direction and Production for Print and Internet media. | 7+4 |
| IV | Copy Writing, Direction and Production for Radio and TV, Evaluation and Control of Integrated Marketing Communication, Media Strategy and Planning, Types of Media including E- media, their advantages and disadvantages. Selection of Media, Media Buying, Setting Budget and Allocating Resources, Evaluation of Media, Role and Functions of Advertising and Promotion Agencies. | 7+4 |
| 1. Advertising, Selling & Promotion, R. Narang, Pearson Education. | | |
| 2. Integrated Advertising, Promotion and Marketing Communications, K.E. Clow & D.E. Baack, Pearson Education | | |
| 3. Integrated Marketing Communications, David Pickton& Amanda Boderick, PHI | | |
| 4. Integrated Marketing Communications: A Primer, Philips J. Kitchen & Patrick De Pelsmacker | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Bachelor in BBA (IB) | | Year: Third | Semester: V |
|--|--|---|-------------|
| Course/ paper-14 (A) | | | |
| Course Code: F040502T | | Course Title: Entrepreneurship Development | |
| Course outcomes: This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies ,context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) | |
| I | The evolution of the concept of entrepreneurship, John Kao’s Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist. | 4+4 | |
| II | Stimulating Creativity; Organisational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity. | 8+4 | |
| III | Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization; Financing and Risks; Business Strategies and Scaling up. | 9+4 | |
| IV | The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms ; Culture and evolution of family firm.Financing The Entrepreneurial Business: Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital. | 8+4 | |
| 1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave. | | | |
| 2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier. | | | |
| 3. Gersick, K. E., Davis, J. A., Hampton, M. M., and Lansberg, I., Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press. | | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | | |
| Suggested equivalent online courses: | | | |
| Further Suggestions: | | | |

| Programme/Class: Bachelor in BBA (IB) | | Year: Third | Semester: VI |
|---|---|--|--------------|
| Course/ paper-14 (B) | | | |
| Course Code: F040502T | | Course Title: E-Commerce | |
| Course outcomes: Understand the fundamental principles of e-Business and e- Commerce; Learn the underlying used technologies with emphasis on Internet Technologies, and enable the application of tools and services to the development of small scale e-Commerce applications. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) | |
| I | Introduction to ecommerce: Meaning and concept of ecommerce, ecommerce vs e-business, advantages and disadvantages of ecommerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy, different types of ecommerce like Business-to- Business (B2B), Business-to- customer (B2C), Customer-to-customer (C2C), customer- to- business (C2B),G2C. E-commerce: Business Models and Concepts | 8+4 | |
| II | E-Commerce- A Consumer Oriented Approach: Traditional v/s E-Retailing, Key success factors in E-retailing, Models of E-retailing, and Characteristics of E-retailing. E-services: Categories of Eservices, Web-enabled services, matchmaking services, Information selling on the web, Entertainment, Auctions and other specialized services. | 7+4 | |
| III | Technology in ecommerce: An overview of the internet, basic network architecture and the layered model, internet architecture, network hardware and software considerations, intranets and extranets ,The making of world wide web, web system architecture, ISP, URL's and HTTP, cookies. | 7+4 | |
| IV | Building and hosting your website: choosing an ISP, registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, CRM and e-value. Web page design using HTML and CSS: Overview of HTML, basic structure of an HTML document, basic text formatting, links, images, tables, frames, form and introduction to CSS. Security threats: Security in cyberspace, kinds of threats and crimes: client threat, communication channel threat, server threat, other programming threats, frauds and scams. Business to Business e-commerce: Meaning, benefits and opportunities in B2B, B2B building blocks. | 7+4 | |
| 1.E-commerce: business, technology, society, Kenneth C. Laudon and Carol G. Traver, Addison Wesley. 2. Electronic Commerce, Elias. M. Awad, Prentice-Hall of India Pvt Ltd. 3. "Electronic Commerce–A Managerial Perspective", Efraim Turban, Jae Lee, David King, H. Michael Chung, Addison Wesley | | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | | |
| Suggested equivalent online courses: | | | |
| Further Suggestions: | | | |

| Programme/Class: Bachelor in BBA (IB) | Year: Third | Semester: Fifth |
|---|---|---|
| Course/ paper-15 (A) | | |
| Course Code: F040503T | Course Title: International Finance | |
| Course outcomes: This is the foundation course in the area of international finance in order to acquaint a student to various instruments and environment in international business. level of knowledge: expert knowledge is required by the student to develop understanding of various instruments used in international arena. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | IFM- Meaning, Need, Developments in IFM, Foreign Exchange Markets and International Financial Markets, International Financial System & Institutions: Introduction and Importance, IMF (Drawing and loan instruments), SDR (Nature and Utilization), IBRD (Functions and Lending Activities). | 8+4 |
| II | Ready Exchange rates, Exchange Quotations (Direct& Indirect), Forward Margins and factors determining it, Spot and Forward rates, Factors determining spot rates, Exchange Arithmetic (Cross rates, Calculation of forward premium and Discounts), Calculation of forward rates, Exchange Rate Forecasting. | 7+4 |
| III | Parity Conditions In International Finance, Arbitrage And The Law Of One Price, Purchasing Power Parity, The Fisher Effect, The International Fisher Effect, Inflation Risk And Its Impact On Financial Markets | 7+4 |
| IV | International Finance Instrument, Forward Contracts, Future Contracts, and Currency Options, Foreign Exchange Risk Exposure: Definition, Accounting Exposure, Economic Exposure. | 7+4 |
| 1 Multinational Financial Management Alan C. Shapiro | | |
| 2 International Financial Management : P. G. Apte | | |
| 3 Foreign Exchange Management: C. Jeevanandan | | |
| 4 International Financial Management : V K Bhalla | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |
| Programme/Class: Bachelor in BBA (IB) | Year: third | Semester: Fifth |

| Course/ paper-15 (B) | | |
|---|---|--|
| Course Code: F040503T | Course Title: Export Import Procedures and documentations | |
| Course outcomes: The Purpose of this course is to familiarize Students with the procedures and documentation relating to foreign trade operations, and to train them to handle the documentary work concerning export-import business | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Export Documentation: Types of Documents: characteristics and relevance. An introduction to Online Documentation. Getting ready for Export contract and Inco terms. Procuring and processing of an export order.Methods and Terms of Payments for Exports: Documentary credit and collection Financing for export: Pre- and post-shipment credit. | 8+4 |
| II | Export Incentive and cargo handling: Foreign Exchange Risks: Nature of risks, Cargo Insurance: Contract of cargo Insurance, procedures and documentation for cargo loss claims; Role and schemes of ECGC of India and commercial banks, Quality control and Pre- shipment Inspection: Schemes procedures and documentation; Export Incentives. | 7+4 |
| III | Export-Import Procedure: Procurement for Export- Planning and methods of procurement for exports; Procurement through Imports, Financing Import- Instruments and related procedures and documentation; Custom clearance of Import - regulations, procedure and documentation. | 7+4 |
| IV | Import Documentation: Duty Exemption Schemes: Objectives, benefits, procedures and documentation; Schemes for import of capital goods: Procedures and documentation for new/ second-hand capital goods. Institutional support: Export/trading/star trading/superstar houses: Objective criteria and benefits; procedures and documentation; Special Economic Zones: Objectives and Benefits, Introduction to Export Promotion Council (EPC), Indian Trade Promotion Organization(ITPO). | 7+4 |
| 1 Export Management, by D.C. Kapoor: Vikas Publication | | |
| 2 Export Procedure and Documentation, by C. Rama Gopal: New Age Publication | | |
| 3 Exporters Manual : Nabhi Publications · Handbook of Procedures (Vol I & II). | | |
| 4 ITC(HS) classification of Export and Import Items (latest). | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions:.. | | |

SEMESTER VI

| Year | Sem. | Subject | Part | Paper Code | Paper Name | Credit | Theory/External | |
|------|------|-------------------------|------|------------|-------------------------------------|--------|-----------------|---|
| | | | | | | | L | P |
| 3 | VI | Course/ paper- 16 | A | F040601T | Project Management | 3 | 2 | 1 |
| | | | B | | Cross Cultural Issues in Management | 3 | 3 | 0 |
| | VI | Course/ paper- 17 | A | F040602T | Insurance and Risk Management | 3 | 3 | 0 |
| | | | B | | Financial Services | 3 | 3 | 0 |
| | VI | Course/ paper- 18 | A | F040603T | Strategic Management | 3 | 3 | 0 |
| | | | B | | International Accounting | 3 | 2 | 1 |

Note: the teaching and internal evaluation may be performed by two teachers but external examination will be one. The external examination of three hours can be taken on two separate answer books and evaluated by two examiners

| | | |
|---|--|--|
| Programme/Class: Bachelor in BBA (IB) | Year: Third | Semester: VI |
| Course/ paper-16 (A) | | |
| Course Code: F040601T | Course Title: Project management | |
| Course outcomes: The basic objectives of this course is to equip the students with entrepreneurial skills like project formulation, evaluation, monitoring and control etc. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Basic Concept of a Project, categories of projects, project development cycle. The concept of project management, tools & techniques of project management. Forms of Project organisations. | 8+4 |
| II | Project Formulation Project identification, Project formulation and preparation : Market and Demand estimation, market survey, demand forecasting. | 7+4 |
| III | Cost of project, means of financing, estimates of cost, financial projections. Project Appraisal Criteria Payback period, ARR, NPVI, IRR and risk analysis. | 7+4 |
| IV | Process of Project Appraisal Technical, economic, financial, legal and social appraisal of the industrial projects. Implementation, Monitoring and Control of Projects Project scheduling, network techniques for resource, project management teams and coordination. Monitoring and post implementation, evaluation of the projects. | 7+4 |
| 1 Prasanna Chandra Project : Preparation, Appraisal, Budgeting and Implementation | | |
| 2 D.K. Jain Project Planning and Appraisal in Planned Economy | | |
| 3 Gray and Larson :Project Management | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Bachelor in BBA (IB) | Year: Third | Semester: VI |
|--|--|---|
| Course/ paper-16 (B) | | |
| Course Code: F040601T | Course Title: Cross Cultural Issue in Management | |
| Course outcomes: The objective of this course is to develop an insight on the impact of culture on managerial effectiveness and build cognitive framework to understand cross-cultural management issues in the global organizations The course helps to develop the student's ability to compare and analyse cultural differences with respect to managerial behaviour and Identify problems in cross-cultural management. | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | The Concept and characteristics of Culture, Culture and Behaviour, Layers of Culture, Cultural determinism, Relativism, Ethnocentrism, Organization culture, Dimensions of Culture and their influence on Organization | 8+4 |
| II | Cross Cultural concept and issues in Organizations, Cross Cultural Differences, Cross Cultural Analysis, Cross Cultural Framework by Harry Triandis, Geert Hofstede, GLOBE study on national culture, Mapping cross-cultural differences | 7+4 |
| III | Culture and Strategy, Cross cultural influence and Technology, Culture and styles of Management, Cross Cultural Decision Making, Cross Cultural Communication and Negotiation, Conflicts and cultural differences, | 7+4 |
| IV | Diversity and inclusion: Culture and diversity, Ensuring cultural diversity and its importance, Barriers to cultural diversity, Diversity Management, Approach of inclusion, Ethical issues in cross-cultural management, Developing intercultural relationships | 7+4 |
| 1 Dipak Kumar Bhattacharya : Cross cultural management, Text and cases, PHI Learning Private Limited | | |
| 2. G. Hofstede, Cultures and Organizations : Software of the mind, McGraw-Hill | | |
| 3. Deresky Helen : International Management; Managing Across Borders and Cultures, Pearson Education India | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Bachelor in BBA (IB) | Year: Third | Semester: VI |
|---|---|---|
| Course/ paper-17 (A) | | |
| Course Code: F040602T | Course Title: Insurance and Risk Management | |
| Course outcomes: The objective of this course is to familiarize students with the principles and practices being followed in the insurance sector. The students will also learn risk management process and applications | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Insurance: Concept, Nature of Insurance, Functions of Insurance, Importance of Insurance, Principles of Insurance Contract; Features of Life and Non-life Insurance. | 8+4 |
| II | Insurance and IRDA: IRDA Act 1999, Provisions, Duties, Powers and Functions of IRDA. | 7+4 |
| III | Risk and risk management process - Concept of risk, risk vs. Uncertainty, types of risks, risk identification and evaluation. | 7+4 |
| IV | Risk management objectives-selecting and implementing risk management techniques. Commercial risk management applications: property, liability, commercial property insurance, different policies and contracts–business liability and risk management. | 7+4 |
| 1.Black K. Jr., Skipper. H. D. Jr, “Life and Health Insurance”, Pearson Education. 2.Palande P.S., Shah R.S. and Lunawat M.L., “Insurance in India”, Response Books,Sage Publications Ltd. 3.Gupta, P.K., “Insurance and Risk Management”, Himalaya Publishing House,New Delhi. 4..Ganguly A., “Insurance Management”, New Age Publications, New Delhi | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Bachelor in BBA (IB) | Year: Third | Semester: VI |
|---|---|---|
| Course/ paper-17 (B) | | |
| Course Code: F040602T | Course Title: Financial Services | |
| Course outcomes: The objective of this course is to familiarize students with the conceptual understanding of the various types of financial services available and an exposure for them to the regulatory environment in which they operate. | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Financial Services – An overview: Concept, nature, characteristics, functions of financial services, constituents of financial service markets, new financial products and services, innovative financial instruments, challenges of financial service sectors, growth of financial services in India. Credit cards, Housing Finance. | 12 |
| II | Merchant Banking: Introduction, services by merchant bankers, code of conduct and general obligations of merchant bankers, conditions, procedure of registration, renewal fees and validity of registration, merchant bankers as lead managers, , Issue management and Underwriting – Process of issue management, role of merchant banker in underwriting of an issue, | 11 |
| III | Hire Purchase: Features of hire purchase agreement, rights of hirer, hire purchase and credit sale, hire purchase and instalment system., Leasing - Concept, importance, process of leasing, types of lease agreements, hire purchase vs leasing,, contents of lease agreements, rights and obligation of leasing parties, technique of ascertaining the lease rentals, limitations of lease financing. | 11 |
| IV | Venture Capital: Genesis, meaning, features, scope, significance, method of valuation, stages of venture capital financing, Venture capital funds in India – Organization structure, . Factoring – Meaning, definitions, modus operandi, parties to factoring, types of factoring, factoring vs bill discounting .Forfaiting –difference between factoring and forfaiting. | 11 |
| 1. Financial Services, R. Shanmugham, Wiley. | | |
| 2. Financial Services, Gurusamy, McGraw Hill, latest edition | | |
| 3. Management of Financial services, C Rama Gopal, Vikas Publication | | |
| 4. Financial services, M Y Khan , Tata McGraw Hill, latest edition | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Bachelor in BBA (IB) | Year: Third | Semester: VI |
|--|--|--|
| Course/ paper-18 (A) | | |
| Course Code: F040603T | Course Title: Strategic management | |
| Course outcomes: The main objective of this course is to develop students' understanding of the increasing competition and the practice of strategies in organizations to stay in the hunt. | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | Introduction & Concept of Strategy, Corporate Policy as a field of study, Nature, Importance, purpose and objective of business policy, Chief Executive job, roles and responsibilities of board of Directors, An overview of strategic management – its nature and process, | 8+4 |
| II | Formulation of strategy, Environment, Nature of company's environment, environment appraisal, identifying corporate competence & resource. | 7+4 |
| III | Relating Corporate Strategy, Personal & an Ethical Values Industry structure, Reconciling divergent values, Modification of values, moral components of corporate strategy, review of management's concern for responsibility, choice of strategic alternatives for social action. | 7+4 |
| IV | Strategic Choice Corporate portfolio analysis, competitor & SWOT analysis, strategic choice, strategic plan, routes to competitive advantage. Implementation of Strategy Structural implementation, organisational design and change, corporate politics and use of power. | 7+4 |
| 1. Kazmi, Azhar - Business Policy 2. Keneth, A. Andrews - Concept of Corporate Strategy 3 Igor, M. Ansoff - Business Strategy 4. Christensen - Business Policy Text and Cases 5. Gluhck, William F. - Business Policy Strategy 6. Prasad, L.M. - Business Policy and Strategy | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Bachelor in BBA (IB) | Year: THIRD | Semester: VI |
|---|--|---|
| Course/ paper-18 (B) | | |
| Course Code: F040603T | Course Title: International Accounting | |
| Course outcomes: | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0 | | |
| Unit | Topics | No. of Lectures Total=45 (30 Theory+15 Practical) |
| I | International Accounting: An Overview, Definition & Scope, History & development, Importance & difficulties, Internationalization of Accounting Progression. | 12 |
| II | Consolidation & Price level change- Consolidation issues in financial statements: need techniques & implication of IAS 27 & AS 21. | 11 |
| III | Accounting for Price level changes: definition, types, need & techniques used for price level adjustments. Transfer pricing-Concept, need methods & Practices in the world. | 11 |
| IV | Harmonization Issue. Harmonization of Accounting Practices: need, process, IAS, IFRS, AS standards, Institutional Support and impediments, Currency Translation & Taxation- Foreign currency translation: needs issues, methods and types of exposures.. | 11 |
| 1 Arpon, Jeffrey S & Radebaugh, Lee H. International Accounting and Multinational Enterprises. New York, John Wiley | | |
| 2 Choi, Frederick D S and Mueller Gerhard G. International Accounting. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984 | | |
| 3 Evans, Thomas G. International Accounting & Reporting. London, MacMillan, 1985 | | |
| 4 Prodhan, Bimal, Multinational Accounting. London, Croom-Helm, 1986 | | |
| 5 Rathore, Shirin. International Accounting. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1996 | | |
| Suggested Continuous Evaluation Methods: Assignments, Presentation, Practicals and MCQ | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |