



Institute of Management Sciences University of Lucknow

National Education Policy-2020 Course Structure & Syllabus

BBA (International Business)

(To be effective from the session 2021-2022)

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.

Proposed Structure BBA (International Business)

Year	Semester	Major 1		Credits	Major 2		Credits	Minor 1		Credits	CC/VC	Credits	Total Credits	Award
1	Sem-1	P1	Principles of Management	4	P1'	Financial & Management Accounting - I	4	P1"	Computer & IT Applications - I	4	CC1	4	24	Certificate
		P2	Business Organisations	4	P2'	Business Communication	4							
	Sem-2	P3	Organizational Behaviour	4	P3'	Financial & Management Accounting - II	4	P2"	Quantitative Techniques - I	4	VC1	4	24	
		P4	Managerial Economics	4	P4'	Business Environment	4							
2	Sem-3	P5	Financial Management	4	P5'	Marketing Management	4	P3"	Computer & IT Applications - II	4	CC2	4	24	Diploma
		P6	Operations Management	4	P6'	Human Resource Management	4							
	Sem-4	P7	International Business Management	4	P7'	Customer Relationship Management	4	P4"	Quantitative Techniques - II	4	VC2	4	24	
		P8	International Business Logistics	4	P8'	Export Import Procedure & Documentation	4							
3	Sem-5	P9	Entrepreneurship and Family Business - I	4	P9'	Business Ethics	4				INTERNSHIP	4	24	BBA (IB) Degree
		P10	Business Policy & Strategic Management - I	4	P10'	Business Laws	4							
		P11	P11 X: International Financial Institutions	4										
			P11 Y: Consumer Behaviour	4										

	Semester-6	P12	Entrepreneurship and Family Business - II	4	P11'	Corporate Governance and Corporate Social Responsibility	4				MINOR PROJECT	4	24	
		P13	Business Policy & Strategic Management - II	4	P12'	International Marketing	4							
		P14	P14 X: E - Commerce	4										
P14 Y: International Finance & Accounting	4													
4	Semester-7	P15	Decision Sciences	4						Research Methodology	4	24	BBA (IB) Research	
		P16	Project Management	4										
		P17	Business Analytics	4										
		P18	P18 X: Cross-Cultural Management	4										
			P18 Y: Global Outsourcing & Management	4										
	P19	P19 X: Digital Marketing	4											
P19 Y: Talent Management & HRIS		4												
	Semester-8	Major Project										24	24	
		Total Credits		76			48			16		52	192	

Certificate

BBA

(International Business)

Year 1 (Semester 1+2)

Semester		Major 1 @ 4		Major 2@4		Minor 1 @4	CC/VC @ 4 Credits
Semester-1	P1	Principles of Management	P1'	Financial & Management Accounting - I	P1"	Computer & IT Applications - I	CC1
	P2	Business Organisations	P2'	Business Communication			
Semester-2	P3	Organizational Behaviour	P3'	Financial & Management Accounting - II	P2"	Quantitative Techniques - I	VC1
	P4	Managerial Economics	P4'	Business Environment			

SEMESTER I

P1: PRINCIPLES OF MANAGEMENT

Total Session: 40

Course Outcome: The objective for this course to provide an understanding of the task and functions of management and to acquaint the participants with the developments in concept. Theories and practices in the overall field of management.

UNIT I

Nature and significance of Management, Approaches of management, Contributions of Taylor, Fayol and Barnard, Functions of a Manager, Social responsibility of Managers, Values in management.

UNIT 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 organizing

UNIT 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.

UNIT IV

Communication Definition and Significance, Process, Barriers of Communication, Building effective communication system. Controlling: Definition and Elements Control Techniques, Coordination, Determinants of an Effective Control system, Managerial Effectiveness.

References:

1. Koontz H., Weihrich H. (2009) ; Principles of Management; Tata Mc Graw Hill; 8th Edition.
2. Williams C (2009) Principles of Management; South-Western/Cengage Learning; 5th Edition.
3. Prasad L.M, principles and Practice of Management, Sultan Chand & Sons, 20th Edition.
4. Vaishath Neeru, Principle of Management, Taxmann, 5th Edition.
5. Weihrich Heinz and Koontz Harold (2013); Management: A Global, Innovative, and Entrepreneurial Perspective; Mc Graw Hill; 14th Edition.
6. Andrew Leigh (2012); The Essentials of Management: Everything you need to succeed as a new manager; Pearson UK; 2nd Edition.

P2: BUSINESS ORGANIZATIONS

Total Session: 40

Course outcomes: The objective of this course is to develop an understanding on several important aspects of an organization, not just from an economic point of view but also considering organizations as part of society. It also includes analysis of the source of wealth creation, with a brief description of the environment and the key internal factors of an organization. The course introduces the students with the most important concepts of the dynamic framework of an organization.

UNIT I

Meaning and definition of business essentials & scope of business, Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization. Modern Business, Business & Profession

UNIT II

Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit

UNIT III

Organization process – Importance, principles, Various aspects of organization, organization structure, Departmentation, Line and Staff Relationships, Span of control, Delegation of authority, Decentralization

UNIT IV

Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions.

Business Finance: Financial need of Business methods & sources of finance. Security Market, Money Market, Study of Stock Exchange & SEBI.

References:

1. Stoner, Freeman and Gilbert Jr (2003); Management, Prentice Hall of India, New Delhi,
2. Gupta, C.B. (2003); Management Concepts and Practices, Sultan Chand and Sons, New Delhi,
3. Robbins, S. (2017). Management, Pearson Education, New Delhi; (13th ed.).
4. Wren, D. A., & Bedeian, A. G. 2009. The evolution of management thought. (6th ed.), New York: Wiley

P1': Financial & Management Accounting – I

Total Sessions: 40

Course outcomes:

The aim of the course is to build knowledge and understanding of Financial and Management accounting among the student. The basic objective of this course is to enable the students to learn, explain and integrate the fundamental concepts, principles and techniques of accounting. Along with successfully applying the techniques and methods practically in order to analyze business performance, planning , decisions making and controlling the outcomes

UNIT 1

Introduction to Accounting -Basic Concepts, Purpose, Importance, Scope and Limitations of Accounting Users of Accounting, Information, Generally Accepted Accounting Principles (GAAP) and Accounting Standards (AS),Introduction to International Financial Reporting Standards (IFRS) –need and significance. Ethical Issues in Accounting

UNIT II

Recording and Classification of transactions, Preparation of trial balance, capital and revenue expenditure Preparing final accounts for business Adjustment Entries : Inventory , Depreciation , Provision for Bad Debts ,Accrued ,prepaid ,outstanding and unearned income and expenditure

UNIT III

Introduction to Cost accounting: Meaning, Objectives and differences with financial accounting, Classification of cost, Preparation of cost sheet , Difference between Marginal and absorption costing, Cost volume profit analysis

UNIT IV

Methods of costing: Job costing, Process Costing, Activity based costing .Reconciliation of Costing and Financial records

References

1. Khan, M. Y., & Jain, P. K. (2006). Management Accounting, McGraw-Hill Education, 4th Edition.
2. Ananthanayanan, P.S. (2014). Management Accounting, Oxford Publication.
3. Larson, Kermit D., & Miller, Paul B. W. (1994) Financial Accounting, McGraw-Hill Education
4. Narayanaswamy, R. (2014). Financial Accounting: A Managerial Perspective, Prentice Hall India, 6th Edition.
5. Maheshwari, S.N., Maheshwari, S.K. & Maheshwari, S.K. (2018), Financial Accounting, Vikas Publishing, 6th Edition
6. Arora M.N. (2012) A textbook of Cost and Management Accounting , Vikas Publication , 10th edition

P2': BUSINESS COMMUNICATION

Total Session: 40

Course Outcome: This course aims to develop communication skills in equip students with a broad based knowledge business communication.

UNIT I

Introduction to business communication, characteristics of effective organizational communication, basic forms of communication, process of communication, Barriers to Communication, Principles of effective business communication.

UNIT II

Oral communication: Purpose, Advantages & Disadvantage, Principles of Oral Communication, Effective Listening, Non-verbal Communication. Written communication: Purpose, Advantages & Disadvantage, Principles of Written Communication, Effective writing techniques. Employment Communication: Application letter and Resume writing,

UNIT III

Conduct of meeting – agenda, notice, notes, minutes, office memorandum, office orders, press release, Business Letter Writing– Need, Functions and kinds, layout and types. Report Writing – problems, organization and techniques. (Practical's/Projects)

UNIT IV

Corporate Communication: Scope, Components, Corporate communication and Public relations, Role of Social Media in Communication. Role of Technology in Communication (ICT's), Business Etiquettes.

References:

1. Rajendra Pal, Business Communication, Sultan chand& Sons Publication 6th .
2. VikramBisen & Priya, Business Communication, New Age International Publication, 2nd Edition
3. M.K. Sehgal & V. Khetrpal - Business Communication (Excel Books).
4. P.D. Chaturvedi – Busines Communication, Pearson Education, 1st Edition 2006.
5. Lesikar RV & Pettit Jr. JD – Basic Business Communication: Theory & Application, Tata Mc Grow Hill, 10thEdition.
6. Tayler Shinley – Communication for Business, Pearson Education, 4th Edition.
7. Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing, Tata McGraw Hill, 3rd Edition

P1'' : Computer & IT Applications - I

Total Sessions: 40

Course outcomes: The course aims to familiarize the students with computers & its applications in the field of business.

UNIT I:

Basics of computers and their evolution- Characteristics of Computer, Application of Computer in business, Various fields of Computer, Classification of Computer, Generation of Computer, Types of Software, Compiler & Interpreter, Generation of Language, Data representation - Different Number Systems, Inter Conversion between Number Systems, Binary Arithmetic.

UNIT II:

Standard and non-standard Input devices : Keyboard, Point & draw devices, Data Scanning Devices, Digitizer, etc., and output devices: Output Devices: Monitors, Printers, Plotters, Voice Response System, etc., Main Memory / Primary Memory: RAM, ROM, PROM, EPROM: Cache Memory, Secondary Memory/Storage , Concept of Magnetic Tape, Magnetic Disk, Optical Disk, MO Disk, etc. Business Data Processing: File Management System, Database Management System

UNIT III:

Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System. Introduction to GUI-Windows Operating System. Concept of Data Communication & Networking: Network Concepts, Types of Network, Different Topologies Communication Media, Introduction to Internet

UNIT IV:

Text Processing :Introduction to Text Processing software, Creating, Saving, Printing and modification in document, Spreadsheet Software: Introduction to spreadsheet, creation and their application, formulas, function, Addressing , Graphics on spreadsheet, modes of data processing, & Report generation, Presentation Software: Creating a presentation. Introduction to MS-Access

References:

1. Sinha P. K., Sinha P., Computer Fundamentals, BPB Publication
2. Rajaraman V., Computer Fundamentals, PHI
3. Norton P., Introduction to computers, 9th reprint Edi., Tata Mcgraw Hill, 2008

CC1: PERSONALITY DEVELOPMENT AND GROOMING

Total Session: 40

Course outcomes: The objective of this course is to familiarize the students with the conceptual background, theories and techniques of Personality and teaches the basic techniques of how an organization manages and develops its people .

UNIT I

Introduction to Personality: Meaning, Significance, Functions and Objectives. Theories of Personality. Types of Personality. Personality Disorders- types, causes, symptoms and their treatment .

UNIT2

Communication Skills and Personality Development. Team Building. Leadership Skills. Body Language and interpersonal communication. Strategies to enhance communication.

UNIT 3

Personality Development- Building self esteem, self confidence. Time Management and Efficient Planning. Stress Management – Meaning, types, coping measures. Self Acceptance, Self Growth. Conflict Management. Steps in grooming student personality.

UNIT 4

Business Etiquettes and table manners. Public Speaking. Interviews and Group Discussions. Telephone Conversations. Business Meetings. Morality and Ethics.

References:

1. Personality Development by Rajiv K. Mishra, Rupa&Co.
2. Dynamics of Behaviour by Pooja Sharma&J. Agarwal by Books River Publication.
3. Sharma, P. (2019). *Soft Skills: Personality Development for Life Success*. BPB publications.
4. Vaughn, G. R., & Roth, C. B. (1947). *Effective personality building*. McGraw-Hill Book Company.

SEMESTER II

P3: ORGANIZATIONAL BEHAVIOR

Total Session: 40

Course Outcome: To provide knowledge about Organizational Behavior, individual and group behavior and give an overview about change in organization and QWL.

UNIT I

Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

UNIT II

Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation: Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.

UNIT III

Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, Leadership: Its Theories and prevailing leadership styles in Indian Organizations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.

UNIT IV

Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics, Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.

References:

1. Robbins, Judge, and Vohra (2013); Organizational Behavior; Prentice Hall Inc.; 15th Edition.
2. Fred, Luthans (2005); Organisational Behavior; UK: McGraw Hill; 10th Edition.
3. G, Moorhead & Griffith. (2007). Organizational Behavior. Houghton Muffin Co.
4. Newstrom J (2007); OB: Human Behaviour at Work. McGraw Hill Inc.; 12th Edition.
5. Pareek Udai (2016); Understanding Organizational Behaviour; Oxford University Press; 4th Edition.
6. Rao, V.S.P. (2009); Organization Behaviour; Excel Book.

P4: MANAGERIAL ECONOMICS

Total Session: 40

Course Objective: To impart basic knowledge of the concepts and tools of Economic Analysis as relevant for Business Decision-Making.

UNIT – I

Nature and Scope of Managerial Economics: Basic Tools- Opportunity Cost principle, Incremental principle, Equi-Marginal Principle. Principle of Time perspective, Discounting Principle. Uses of Managerial Economics.

Demand Analysis: Demand Theory, The concepts of Demand, Determinants of Demand. Demand Function and Elasticity of Demand and its uses in Business decisions.

UNIT – 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, LAC and Learning Curve.

UNIT – III

Market Analysis: Price-output determination in different markets, Perfect competition, Monopoly, Price discrimination under monopoly, Monopolistic competition, Duopoly and Oligopoly markets , Different pricing policies.

UNIT – IV

Introduction to Macro Economics. National Income Aggregates. Concept of Inflation- Inter-Sectoral Linkages: Macro Aggregates and Policy Interrelationships – Tools of Fiscal and Monetary Policies. Profit Analysis: Nature and Management of Profit, Profit Theories, Function of Profits, Profit policies.

Recommended book(s)

1. Thomas & Maurice, Managerial Economics, Tata McGraw Hill
2. Koutsoyiannis.A, Modern Micro Economics. Mc Millan
3. Peterson, H.C and Lewis , Managerial economics, Tata McGraw Hill
4. Vaishampayan,J.V, Managerial Economics. NRBC

P3': Financial & Management Accounting – II

Total Session: 40

Course Objective The aim of the course is to extend and enhance the knowledge and understanding of Financial and Management accounting among the student. The basic objective of this course is to enable the students to learn and explain advanced concepts, principles and techniques of accounting. The practical application of the knowledge will help them in developing the skill of using these advanced methods in effective decision making.

UNIT I

Accounting for Assets: Valuation of inventories, Depreciation - meaning and Methods of

Depreciation :SLM & WDV , bank reconciliation statement, Introduction to corporate accounting - Preparation of financial Statements of a company

UNIT II

Analysis of Financial Statements- meaning types and techniques Trend analysis ratio Analysis Statement of Cash Flow – Indirect method

UNIT III

Introduction to Management Accounting: Meaning, objectives, difference between cost and management accounting,
Relevant costing: and decision making, special order and addition, deletion of product and services, optimal uses of limited resources, pricing decisions, make or buy decisions,

UNIT IV

Budgets and Budgetary Control: Preparing flexible budgets , Standard Costing and Variance Analysis for material and labour , Introduction to Responsibility accounting : meaning and types of responsibility centres

References

1. Khan, M. Y., & Jain, P. K. (2006). Management Accounting, McGraw-Hill Education, 4th Edition.
2. Ananthanayanan, P.S. (2014). Management Accounting, Oxford Publication.
3. Larson, Kermit D., & Miller, Paul B. W. (1994) Financial Accounting, McGraw-Hill Education
4. Narayanaswamy, R. (2014). Financial Accounting: A Managerial Perspective, Prentice Hall India, 6th Edition.
5. Maheshwari, S.N., Maheshwari, S.K. & Maheshwari, S.K. (2018), Financial Accounting, Vikas Publishing, 6th Edition
6. Arora M.N. (2012) A textbook of Cost and Management Accounting, Vikas Publication, 10th edition

P4': Business Environment**Total Session: 40**

Course outcomes: The objective of this paper is to give the basic knowledge about the business environment in industry.

UNIT I

Meaning, Definition and Significance of Business Environment; Environmental Matrix; Factor affecting Business Environment: Micro and Macro environment; Environment scanning techniques: SWOT, ETOP with practical examples, Porter's Five Force Model.

UNIT II

Economic Systems: Capitalism, Socialism, Mixed Economy- Public Sector and Private Sector. Features of Indian Economy: Primary, Secondary and Tertiary Sectors. Relationship between Government and Business; Public, Private and Co-operative sectors: meaning, role and importance.

UNIT III

National Income and its aggregates, Industrial Policy-Overview and Role; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization. Trade Cycle. Inflation Analysis

UNIT IV

Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; Overview of International Business Environment, Trends in World Trade, EXIM Policy; WTO- Objectives and role in international trade.

References:

1. Cherunilam, Francis (2019), Business Environment Text & Cases, Himalaya Publishing House, 27th Revised Edition
2. Agarwal, A. N. and Agarwal M. K. (2019), Indian Economy Developmental Problems & Policies, New Age International (P) Ltd, 43rd Edition
3. Saleem, Shaikh (2020), Business Environment, Pearson Education, 4th Edition
4. Jaiswal B. & R. Banerjee, (2019), Introduction to International Business, Himalaya Publishing House, 1st Edition
5. Aswathapa, K. (2014), Essentials of Business Environment: Text, Cases and Exercise, Himalaya Publishing House Pvt. Ltd, 12th Revised Edition

Course outcome: The Course aims at providing students insight about the mathematical terms and their appropriate usage in business problems.

UNIT I

Series and Permutation Combination: Arithmetical Progression- Sum of a series in A. P. Arithmetic Mean, Geometric Progression, Sum of a series in G.P, Geometrical Mean, Sum of an infinite geometric series. Permutation and combination, Fundamental rules of counting, Permutation of n different things, Permutation of thing not all different., Circular permutation, Combination of n different things r at a time, Simple problems.

UNIT II

Matrix Algebra: Definition, Matrix Operations- Addition, Subtraction, and Multiplication of matrices, Types of matrices- Square, Diagonal, null, Transpose of a matrix, Determinant of a Square matrix. Singular and non-singular matrix, Co- factor matrix, ad-joint of a matrix, Inverse of a matrix. Solution of simultaneous equation by using matrices.

UNIT III

Statistics: Types of Data, Classification & Tabulation of Data, Frequency Distribution, Census and Sample Investigation, Diagrammatical and Graphical Presentation of Data. Measures of central Tendency (Mean, Median & Mode), Measures of Dispersion (Range, Mean Deviation & Standard Deviation).

UNIT IV

Correlation: Significance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson Coefficient of correlation, Spearman's coefficient of Rank correlation. Regression: Introduction, Regression Lines and Regression Equations & Regression Coefficients.

References:

1. Sancheti & Kapoor, (2008) Business Mathematics, Sultan Chand & Sons, Reprint Edi.
2. Raghavachari M. (1980) Mathematics for Management: A Introduction, Tata McGraw-Hill Education.
3. Levin &Rubins, (2017) Statistics for Business, Prentice Hall of India, 8th Edition, N.Delhi.
4. Bhardwaj, R.S. (2009) Business Statistics, Excel Books, 2nd edition.
5. Gupta, S.C. & Kapoor VK, (2002) Fundamentals of Mathematical Statistics, Sultan Chand & Sons Reprint Edition.

Course outcomes: The course is designed to empower students to carry out day to day communication at work place by adequate understanding of various types of communication and use of technology to facilitate efficient interpersonal communication. The course will also equip with effective writing skills necessary for resume building and other forms of written corporate communication.

UNIT I

Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis- 7 C's of Communication- Barriers to effective communication- Forms of Communication: one-to-one-informal and formal

UNIT II

Non Verbal Communication: Relevance and effective usage, Para language, Chronemics, Haptics Proxemics, Body language, Object language
Listening Skills: The process, importance and types of listening
Effective Listening: Principles and Barriers
Enhancing Listening Skills: Paraphrasing, Summarizing Guidelines to increase listening, Activities to enhance listening

UNIT III

Resume Writing, Cover Letters, Interview Follow Up Letters
Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of reports- writing reports
Group discussions – interview skills, Impact of Technological Advancement on Business Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – videoconferencing

UNIT IV

Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation- types of visual aid
Negotiations skills: What is negotiations – nature and need for negotiation – factors affecting negotiation – stages of negotiation process – negotiation strategies

References:

1. Fred Luthans, Organizational Behaviour, Boston, McGraw-Hill, 8th edition, 1998
2. Essentials of Business Communication by Rajindra Pal and J. S. Korlahalli. Sultan Chand and Sons., New Delhi.16
3. Effective Business Communication by Herta A. Murphy and Charles E. Peck. Tata McGraw Hill Publishing Company Limited., New Delhi.
4. Essentials of Business Communication by Pettett and Lesikar. Tata McGraw Hill Publishing Company Limited., New Delhi.

Diploma

BBA

(International Business)

Year 2 (Semester 3+4)

Semester	Major 1 @ 4		Major 2@4			Minor 1 @4	CC/VC @ 4 Credits
Semester-3	P5	Financial Management	P5'	Marketing Management	P3"	Computer & IT Applications - II	CC2
	P6	Operations Management	P6'	Human Resource Management			
Semester-4	P7	International Business Management	P7'	Customer Relationship Management	P4"	Quantitative Techniques - II	VC2
	P8	International Business Logistics	P8'	Export Import Procedure & Documentation			

SEMESTER III

P5: Financial Management

Total Session: 40

Course outcomes: The aim of the course is to build knowledge and understanding of Financial Management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Financial Management. The outcome of the course will be as follows – To provide knowledge about business finance and investment decisions. To provide knowledge about financing and dividend decision. To give an overview about working capital.

UNIT I

Introduction to Financial Management: Concept of Financial Management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money - Compounding Discounting.

Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.

UNIT II

Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories.

UNIT III

Dividend Decision: Concept and relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.

UNIT IV

Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital: Cash, receivables and inventory.

References:

1. Pandey I. M. (2017). Financial Management, Vikas Publishing, 11th Edition
2. Rustagi, R.P. (2019). Fundamentals of Financial Management, Taxman , 14th Edition
3. Kishore, Ravi M (2016). Financial Management, Taxman's, 8th Edition.
4. Khan, M.Y., & Jain, P.K. (2018). Financial Management: Text, Problems and Cases, Mc Graw Hill Publication, 8th Edition
5. Maheshwari S.N. (2019). Financial Management: Principles and Practice, Sultan Chand and Sons, 5th Edition

P6: Operations Management

Total Sessions: 40

Course outcome: The purpose of this course is to develop an understanding of issues and challenges involved in the area of Operation Management among under graduate students. The course aims to equip the students with basic management decisions regarding production & operation, designing decisions and designing of a production system.

UNIT I:

Nature and scope of production & Operation management, the transformation process, production analysis and planning, production functions, objective and functions of production management. responsibilities of the production manager, types of manufacturing processes and plant layout, plant location, routing, scheduling, plant location and plant layout, assembly line balancing. Production Planning and Control (PPC).

UNIT II:

Facility Location Planning, layout planning, Materials management - its scope and importance. Purchasing function and procedure, store-keeping, material planning function, Inventory control, relevant costs, economic lot size, reordering point, ABC analysis, Economic Order Quantity (EOQ) Model, Buffer stock.

UNIT III:

Productivity definition and concept, factors affecting productivity, productivity measurement, productivity improvements, New Product development and design, stages of product development, Conjoint Analysis, techniques of product development (standardization, simplification and specialization. Automation.

UNIT IV:

Development of efficient work methods, material flow process chart, manflow process chart, principles of motion economy, comparison of alternate work methods, maintenance of production facilities, quality control and inspection , Cost of quality, TQM, Quality Standards – ISO 9000, sampling inspection, control charts for attributes and variables charts.

References:

1. Bedi, Kanishka, 2nd Ed, Production and Operation management, OUP.
2. Stevenson, William, Production and Operation management, 11 ed., Mc Graw Hill
3. Heizer and Render, (2010) Operations Management, 10th edition, Prentice Hall,.
4. Ashwathappa K &Bhat K. Shridhara (2019) - Production & operation Management, 2nd Edition, Himalaya Publication.
5. S N Chary (2019) Production and Operations Management, 6th Edition, Tata McGraw Hill,.

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.

UNIT I

Introductory Concept of marketing, difference between marketing and selling, modern marketing concept, marketing mix, market segmentation, marketing planning, strategy and approaches.

UNIT 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.

UNIT 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.

UNIT 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.

References:

1. Kotler, Keller, Koshi & Jha. Marketing Management- South Asian Perspective. Pearson Publication. 14 th Edition.
2. Ramaswamy & Namakumari. Marketing Management- Concepts and Cases. Macmillan
3. Arun Kumar & Meenakshi N.(2006) Marketing Management. Vikas Publication
4. Saxena R. Marketing Management. Mc.Graw Hill. 6th Edition
5. Kamal Y. (2020), Marketing Management, NRBC

P6': Human Resource Management

Total Session: 40

Course outcomes: The objective of this course is to familiarize the students with the conceptual background, theories and techniques of Human Resource Management and teaches the basic techniques of how an organization acquires, rewards, motivates, and manages its people effectively.

UNIT I

Introduction to Human Resource Management: Personnel vs. Human Resource Management, Significance, Functions and Objectives of HRM. Evolution and Development of HRM. Human Resource

Planning: Process, Significance and Integration with Strategic Planning. Job Analysis: Concept and Components.

UNIT2

Recruitment: Concept, Sources and Assessment of Recruitment Techniques. Selection: Concept and Procedure. Placement and Induction, Training and Development: Concept, Need, Objectives and Methods, Stages in Training Process. Job Design: Approaches and Techniques of Job Design.

UNIT 3

Job Evaluation: Concept, Objectives and Methods/ Techniques. Employee Remuneration: Concept of Wage and Salary, Reward Management. Fringe Benefits and Incentive Payments. Performance Appraisal: Concept, Objectives, Process and Techniques.

UNIT 4

Industrial Relations: Concept, Objectives, Approaches and Actors of Industrial Relations. Discipline: Disciplinary Procedure, Objectives and Aspects of Discipline. Grievance Procedure: Characteristics, Need and Model Grievance Procedure. Trade Unionism: Concept, Functions, Objectives and Problems of Trade Unions. Collective Bargaining and Industrial Disputes

References:

1. Dessler, G. & Varkkey, B. (2015); Human Resource Management; New Delhi: Pearson; 14th Edition.
2. Armstrong, M. & S. Taylor. (2017); Armstrong's Handbook of Human Resource Management Practice; London: Kogan Page; 14th Edition.
3. Aswathappa, K. (2010); Human Resource and Personnel Management; Tata McGraw-Hill Education; 6th v
4. Rao, P. S., & Rao, V. S. P. (2009); Personnel and Human Resource Management; Himalaya Publishing House; 5th Edition.
5. Bernardin, John H. (2012); Human Resource Management; McGraw Hill; 6th Edition.

Course outcomes: Students acquire skills of using end-user software for communication, data transformation and presentation.

UNIT I:

Text processing software: creating and saving a document, previewing and printing a document, editing, proofreading and formatting of documents. Presenting information in columns and tables, using graphics, symbols, diagrams and charts. Creating and modifying table of contents, index, bookmarks, cross references, hyperlinks, foot notes, end notes and bibliography. Crating form letters, e-mail messages and labels. Collaborating using tracking of changes, adding and reviewing comments, comparing and merging documents, password protecting of documents. Creating documents in alternate formats, mail merge.

UNIT II:

Presentation software: Creating and managing slides and presentation, entering and editing content on slides, presenting content in tables, inserting, creating and managing graphics, adding sound and animation to slides, reviewing, preparing and delivering presentation, customising and sharing presentations.

UNIT III:

Spreadsheet Software: Creating workbooks, working with data and tables, formatting and changing workbook appearance, managing and hiding worksheet data, ordering and summarising data, combining data from multiple sources, creating charts and graphs, protection of worksheet

Performing calculations using Formulas and Functions: Analysing alternate data sets, creating dynamic worksheets, printing worksheets and charts. Automating repetitive tasks, performing business intelligence analysis: What-if Analysis, Goal seek, Data Table, Lookup, Match, Index etc.

UNIT IV:

Database: Introduction to Database and Database Management System, Database Models, Type of Databases, Introduction to MS-Access, Creation of database tables, Data types, Basic query and report generation.

Suggested Readings

1. Sinha PK, Sinha P., "Computer Fundamentals: Concepts, Systems & Applications", BPB Publications, 2004.
2. Saxena S.& Chopra P, Computer Application in Management, Vikas Publication,2006
3. Norton P., Introduction to computers, 9th reprint Edi., Tata Mcgraw Hill, 2008

CC2: Interview Preparation & Planning

Total Sessions: 40

Course outcome: The purpose of this course is to inculcate sense of preparedness, confidence building, create general knowledge and awareness regarding **Interview Preparation & Planning** among under graduate students.

UNIT I:

Communication skill, body language, verbal and non verbal, diction and accent, business writing skills.

UNIT II:

Time management, Stress management, General knowledge and general awareness, goal setting, non-ethnocentricism.

UNIT III:

Dressing up, grooming, CV writing skill and session on how to avoid typos, howlers, boast and bravado, making it to the point and no nonsense working document to highlight true strength and competence.

UNIT IV:

Corporate etiquettes, cross cultural communications, netiquettes, Mock Interview, Group Discussion sessions.

References:

1. Chakravarti, Dr T Kalyana; Chakravarthi, Dr T Latha; 2011, Biztantra.
2. Verma, Shalini, 2009, Soft Skill for the BPO sector, Pearson.

SEMESTER IV

P7: INTERNATIONAL BUSINESS MANAGEMENT

Total Sessions: 40

Course Outcome: 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.

UNIT I

An Overview of International Business: Introduction, Definition of International Business, difference between international and domestic business, Advantages and Disadvantages of International Business.

UNIT 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. De-Globalisation.

UNIT III

International Trade and Investment Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory, International Product Life Cycles, International Business Strategies.

UNIT 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.

References:

1. Kumar R and Goel (2013), International Business. UDH Publications.
2. Cherunilam F – (2007) International Trade and Export Management Himalaya.
3. A.N. Agarwal & M.K. Agarwal (2014); Indian Economy: Problems of Development & Planning; New Age International Publishers.
4. Cherunilum F. (2017); Business Environment; Himalaya Publishing House, 4th Edition.
5. B.N. Ghosh (2014); Business Environment; Oxford University Press 1st Edition.
6. Rao P.S. (2013); International Business; Himalaya Publishing House 1st Edition.
7. John D. D. (2010); International Business Environment and Operations; Pearson Education, 12th Edition.

P8: INTERNATIONAL BUSINESS LOGISTICS

Total Sessions: 40

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.

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

UNIT-II

Transportation Management Transportation: Meaning, definition, modes and Importance, Effective Transportation System: meaning and importance

UNIT-III

Service choices and their characteristics, Transport Service Selection, Vehicle Routing & Scheduling: meaning and importance.

UNIT-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, Warehouse layout, Housekeeping: Meaning and importance.

References:

1. Ronal H. Ballou & Samir Srivastava (2011). Business Logistics/Supply Chain Management; Pearson
2. Coyle, Bardi, Langley (2003)- A supply Chain Perspective: Management of Business Logistics
3. D.K. Agarwal (2005) Supply chain management: Vikas Publications

P7': Customer Relationship Management

Total Session: 40

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 in Industry.

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.

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.

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.

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.

References:

1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh; (2013), Customer Relationship Management: Emerging Concepts, Tools and Applications Paperback ; McGraw Hill Education
2. Mukerjee; (2007), Customer Relationship Management: A Strategic Approach to Marketing Paperback ; Prentice Hall India
3. Rai A K; (2012), Customer Relationship Management: Concepts and Cases by Prentice Hall India
4. N Mullick; (2016), Customer Relationship Management Paperback, : Oxford University Press
5. William G. Zikmund, Raymond Mcleod, Faye W. Gilbert: (2003), Customer Relationship Management; Wiley Publication
6. Jill Dyche, (2001), Customer Relationship Management; Pearson Publication

P8': EXPORT IMPORT PROCEDURE & DOCUMENTATION Total Sessions: 40

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.

UNIT-I

Export Documentation: Types of Documents: characteristics and relevance. 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.

UNIT-II

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.

UNIT-III

Export-Import Procedure: Procurement for Export- Planning and methods of procurement for exports. Financing Import. Custom clearance of Import - regulations, procedure and documentation.

UNIT-IV

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. Special Economic Zones: Objectives and Benefits, Export Promotion Council (EPC), Indian Trade Promotion Organization (ITPO).

References:

1. Jaiswal B & Kamal Y (2019)., Export Procedure & Documentation: NRBC
2. D.C. Kapoor (2007). Export Management, Vikas Publication
3. C. Rama Gopal: E (2003) Export Procedure and Documentation. New Age Publication
4. Exporters Manual: Nabhi Publications · Handbook of Procedures (Vol I & II).
5. ITC(HS) classification of Export and Import Items (latest).

P4'' Quantitative Techniques – II

Total Sessions: 40

Course outcomes: The course aims to build skills for statistical and mathematical inferences of business data and acquaint the students with various quantitative tools and techniques used in business decision making.

UNIT I

Differential Calculus: Differentiation, Differentiation of a product of two function, Differentiation of a quotient of two functions, Differentiation of a function of a function, Differentiation of a logarithmic and exponential function, Differentiation of implicit function, Maxima and Minima, Simple problems. (Trigonometrical function are excluded),

UNIT II

Integral Calculus: Fundamental rules of integration, Integration by substitution, integration by parts. Integration by decomposition into a sum using partial fractions (Simple Problems), Simple business applications (Trigonometrical functions are excluded)

UNIT III

Probability – Definition - objective and subjective, addition and multiplication theorem of probability, conditional probability, Baye's theorem, probability distribution, binominal, poisson and normal.

UNIT IV

Sampling Distribution- Sampling Process, Sampling Techniques-Probability and Non-Probability Sampling, Sample Size Decision. Hypothesis: Null Hypothesis & Alternative Hypothesis; Type-I & Type-II Errors; Hypothesis Testing: Z-Test & T-Test. Simple Problems.

References:

1. Taha, Hamdy A.(2007) Operations Research, An Introduction, Pearson Education, 8th edition
2. Gupta,S.C. &Kapoor VK, (2002) Fundamentals of Mathematical Statistics, Sultan Chand & Sons Reprint Edition.
3. Arulmozhi ,G. and Muthulakshmi ,S(2009),Statistics for Management, The McGraw-Hill Education, ISBN: 9780070153684.
4. Sancheti & Kapoor, (2008) Business Mathematics ,Sultan Chand & Sons, Reprint Edi.
5. Bajpai N., (2011) Business Research Methods:, Pearson publisher.

VC2: Role Play and Simulation**Total Session: 40**

Course Outcome: To learn about industry working and daily facing situations in various departments. The subject provide command and knowledge to deal the situation in various hierarchy of management. Student will learn situation handling at various levels through simulation.

UNIT I

Role play and simulation: Introduction of role play and simulation, difference between role play and simulation, Introduction of hierarchy in organization and their roles

UNIT II

Role play and simulation: Maslow Theory, Herzberg Two Factor Theory, Johari Window Model: accommodating with real life examples, cases and videos.

UNIT III

Instructional strategies: Role paly, simulations and live events at operational level, middle level and higher level, facilitating and debriefing simulation games: facilitator role

UNIT IV

Role play and simulation: The future of simulation games: issues and challenges, coping change management, Coping with emerging and instant situations,

Reference:

1. Riis, J. O. and Smeds, R. (1998), The Future of Simulation Games and Challenges, Chapman & Hall
2. Robins, S. P., Judge, T. A. and Vohra, N. (2018)Organizational Behaviour, Pearson Educaion, 18th Edition
3. Law, Averill M. (2014), Simulation Modeling and Analysis (IRWIN INDUSTRIAL ENGINEERING), McGraw-Hill Education, 5th Edition
4. Gibson, David (2006), Games And Simulations in Online Learning: Research and Development Frameworks, IGI Global, 1st Edition

Degree

BBA

(International Business)

Year 3 (Semester 5+6)

Semester	Major 1 @ 4		Major 2@4			@ 4 Credits
Semester-5	P9	Entrepreneurship and Family Business - I	P9'	Business Ethics		INTERNSHIP
	P10	Business Policy & Strategic Management - I	P10'	Business Laws		
	P11 X	International Financial Institutions				
	P11 Y	Consumer Behaviour				
Semester-6	P12	Entrepreneurship and Family Business - II	P11'	Corporate Governance and Corporate Social Responsibility		MINOR PROJECT
	P13	Business Policy & Strategic Management - II	P12'	International Marketing		
	P14 X	E- Commerce				
	P14 Y	International Finance & Accounting				

SEMESTER V

P9: ENTREPRENEURSHIP & FAMILY BUSINESS-I

Total Sessions: 40

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.

UNIT-I

The evolution of the concept of entrepreneurship. John Kao's Model on Entrepreneurship. Entrepreneurship: Meaning and objective. Idea Generation, identifying opportunities and Evaluation; Building the Team / Leadership; Strategic planning for business.

UNIT-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.

UNIT-III

Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture. Business Strategies and Scaling up.

UNIT-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

References:

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. (2000), Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press. Kumar
4. .S.C. Poornima, M.K. Abraham, K. Jayashree (2011); Entrepreneurship Development; New Age International Publishers, 1st Edition.
5. A.Sahay, M. S. Chhikara (2007); New Vistas of Entrepreneurship: Challenges & Opportunities; Excel Books, 1st Edition.

P10: Business Policy & Strategic Management - I

Total Sessions: 40

Course outcomes: The purpose of this course is to develop an understanding of underlying concepts, tools, frameworks, issues and challenges involved in the area of Business Policy & Strategic Management - I for Under-graduates. The course aims to achieve development of an understanding of the increasing competition as well as not for profit business policies, strategies and the practice in organizations to be aware of the different circumstances and situations arising from ever changing strategic situation.

UNIT-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, Formulation of strategy, Environment, environment scanning, environment appraisal, Identifying corporate competence & resource.

UNIT-II

Corporate Strategy, Personal and Ethical Values, Business ethics, Industry structure, Reconciling divergent values, Modification of values, moral components of corporate strategy, community considerations and corporate social responsibility (CSR) .

UNIT-III

Corporate portfolio analysis, competitor & SWOT analysis, strategic audit & choice, strategic plan, routes to sustainable competitive advantage (SCA).

UNIT-IV

Strategy Implementation, Structural implementation, organisational design and change, behavioural implementation, leadership, corporate culture. corporate politics and use of power, functional implementation - financial, marketing. Operation personnel (HR) policies and their integration, strategic evaluation and control.

References:

1. Wheelen, Thomas L , Hunger, J David & Rangarajan, Krish; Concepts in Strategic Management & Business Policy, 9th Ed, Pearson Education,
2. David, Fred R , 12th Ed, Strategic Management – Concepts & Cases, PHI,
3. Kazmi, Azhar; Business Policy, McGraw Hill,
4. Pearce, John A , Robinson, Richard B , Mital, Amita , 10th Edition., Strategic Management – Formulation, Implementation & Control, McGraw Hill

P11X: INTERNATIONAL FINANCIAL INSTITUTIONS Total Session: 40

Course Objective: To give insights for operations of MNCs relating to financial management in the realm of international business with special reference to international financial markets, Institutions and overall system.

Unit I : International Financial Environment

The rise of Multinational Corporation, International Financial System. The Foreign exchange market, the determination of exchange rates. The international monetary system & international economic linkages.

Unit II: Foreign Trade Financing & Foreign Exchange Risk Management

Payment terms in international trade , Balance of payment & categories, the international flow of goods services & capital, Role of WTO in the International trading Environment. Foreign exchange risk Management with special reference to Financial Management .

Unit III International Financial Market & International Financing

Financing Foreign Operations, International financial markets, the Euro Markets, the Development Banks e.g IMF, World Bank & Asian development bank. Short term Financing-objectives, Options & strategy, Special financing vehicles -International leasing, Interest rate & Currency swaps. LDC - Debt equity swaps the GDRs Foreign Direct Investment.

Unit IV Foreign Investment Analysis

Corporate Strategy and FDI, Designing a global expansion strategy, Issues in foreign investment analysis, political risk analysis & its Management. International Business Strategy: Creating strategy for international business; Management of production, Services technology and operations; Marketing financial and legal dimensions; Ethics and social responsibility of business.

References:

1. Wod d Bryne J, International Business Finance, Mc Millan
2. Rita m Rudrigues, International Financial Management, PHI
3. Zeneoff D & Zwick J, International Financial Management, PHI
4. Shapiro A.C., International Financial Management, PHI
5. McFarlin, Dean B., International Management : Trends, Challenges and Opportunities, International Thomson Publishing
6. Thakur, Manab; Burton, Gene E. and Srivastava, B.N., International Management: Concepts and Cases, Tata McGraw Hill
7. Taggart, James H. and McDermott, Michall L, The Essence of International Business, PHI
8. Davidson, William H., Global Strategic Management, John Wiley & Sons.

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.

UNIT I

Consumer Behaviour: Definition, Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour and Market Segmentation and Bases for Market Segmentation.

UNIT 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.

UNIT 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).

UNIT 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, Technology's impact on Consumers.

References:

1. Leon G. Schiffman & Leslie Lazar Kanuk, (2019), Consumer Behavior; pearson publication
2. Michael R. Solomon, (2017), Consumer Behavior , Tata McGrawhill
3. David L. Loudon & Albert J. Della Bitta, (1988), Consumer Behavior
4. Wayne D. Hoyer; Deborah J. MacInnis and Pinaki Dasgupta, (2010), Consumer Behavior
5. Seth Jagdish, Jain Varsha, Don E. Schultz; (2019), Consumer Behavior A Digital Native, Pearson Publication
6. Majumdar Ramanuj, (2010), Consumer Behavior Insight from Indian Market, EEE Publication

P9': BUSINESS ETHICS

Total Session: 40

Course outcomes: The aim of the course is to develop basic understanding about Business Ethics among the students. It also seeks to establish the importance of adopting ethical practices in business organizations.

UNIT I

Business Ethics- An Overview-Concept, nature, evolving ethical values, Arguments against business Ethics.

Ethical theories and approaches - The Teleological approach and the Deontological approach. Universalism vs. Ethical relativism, Utilitarianism, Ethical principles in business.

Ethics and Morality, Ethical dilemma, Resolving ethical dilemma, Ethical decision making, Ethical competency, Conflict of interest.

UNIT 2

Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance. Gandhian Philosophy of Wealth Management-Philosophy of Trusteeship Values - Concept & Relevance in Business, Types of values, Values & ethical behaviour, Professional values

UNIT 3

Application of Business Ethics in the world of business (Intellectual property rights like designs, patents, trademarks, copy rights). Ethics in marketing (consumer rights, advertising, dumping). Ethics in finance (financial disclosures, insider trading, window dressing). Ethics in information technology and systems usage (data confidentiality). Ethics in human resources management (whistle blowing, discrimination), Environmental ethics (Carbon trading).

UNIT 4

Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Carroll's Pyramid of Corporate Social Responsibility, CSR and strategy, Shareholder theory of the firm, voluntary guidelines, Regulatory mandates for CSR
Corporate Governance - Concept, Definition, Corporations and their characteristics, Global Corporate Governance Practices

References:

1. Ethics and the Conduct of Business, by Boatright (Pearson Education)
2. Business Ethics and Corporate Governance. ICFAI Center for Management Research, Hyderabad.
3. Chakraborty, S. K. Values and Ethics for Organizations. Oxford India Press.
4. Crane, A., & Matten, D. Business Ethics. Oxford University Press.
5. Petrick, J., & Quinn, J. Management Ethics: Integrity at Work. Response Books.
6. S K Mandal. Ethics in Business and Corporate Governance, McGraw Hill Education.
7. Praveen B Malla. Corporate Governance: History, Evolution and India Story, Routledge.
8. Sunita Sharma. Corporate Governance in India, New Century Publication

Course outcomes: The objective of the course is to familiarize the participants with legal perspective of the business and to give the basic knowledge about the rules and regulation of execution of Business.

UNIT I

The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-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.

UNIT II

The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale, Caveat empetor, Ownership of goods and transfer, unpaid seller and his rights.

UNIT III

The Partnership Act: Definition and nature of partnership, rights and duties of partners, types of partners, dissolution of partnership.

The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration

UNIT IV

The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up

References:

1. Gulsan & Kapoor : Business Law including Company Law, Excel Book, 3rd Edition.
2. Singh, Avtar : Principles of Mercantile Law, Eastern Book Company, 12th Edition.
3. Kapoor N.D: Elements of Mercantile Law, Sultan Chand & Sons. 38th Edition.
4. Shukla M.C. : A Manual of Mercantile Law, S. Chand, 13th Edition.
5. Bare Acts. : Indian Contract Act, 1872. Sale of Goods Act, 1930 Partnership Act, 1932. The Negotiable Instruments Act, 1881 .

INTERNSHIP PROJECT

SEMESTER VI

P12: ENTREPRENEURSHIP & FAMILY BUSINESS-II

Total Sessions: 40

Course outcomes: The course is designed as a broad overview of entrepreneurship, including identifying a winning business opportunity, gathering funding for and launching a business, growing the organization and harvesting the rewards. It is an integrative course—one that combines material introduced to the students in core courses and applies it to the design and implementation of new ventures. The students are expected to have completed courses in Management Principles, Marketing, HRM, Productions & Operations, Economics, Accounting & Finance.

UNIT-I

Understanding Women Entrepreneurship: Concept, Evaluation, Importance and functions of women entrepreneurship, Topologies and categories of women entrepreneur, Entrepreneurship as a Career Option. Entrepreneurial Leadership. Types of New Ventures, Tax implications of various forms of Ventures. Procedures for setting up a Business in India. Creativity and Innovation. Bottlenecks to Creativity and innovation. Disruptive Technology and generating commercial value from Innovation.

UNIT-II

Entrepreneurship and Intellectual Property Rights (IPR): Patents, Trademarks and Copyrights. Business Plan: Purpose and Contents of a Business Plan. Marketing Plan: Need for Marketing Research, Industry Analysis, Competitor Analysis, Market Segmentation, Target Markets, Market Positioning, Marketing Mix, Marketing Plan and Market Strategy.

UNIT-III

Family genogram. Developing Business family's genogram, Using the Genogram to identify family scripts and themes. Circumplex Model of Marriage and Family Systems (understanding Family Cohesion and Family Flexibility), Application of Circumplex Model, Clinical Rating Scale and Developing Circumplex Model.

UNIT-IV

Vries's Five Critical Phases of Change (concern, crisis, confrontation, crystallization, and change). A model of individual change; The process of change within Family Enterprises; Understanding the change process in families.

References:

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. Kumar A (2012); Entrepreneurship; Pearson, 3rd Edition.
4. Poornima M.C. (2006); Entrepreneurship Development: Small Business Enterprises; Pearson, 1st Edition.

P13: Business Policy & Strategic Management - II

Total Sessions: 40

Course outcome: The purpose of this course is to develop an understanding of issues and challenges involved in the area of **Business Policy & Strategic Management – II** for Under-graduates. To comprehend strategic management process, understand interrelationship between formulation and implementation and apply administrative and leadership skills for successful implementation of strategies.

UNIT-I

Nature and Scope of Strategic Management. Concept of Core Competence, Capability and Organisational learning; Management of Strategic Change; Process of Strategic planning and Implementation, Activating Strategies, Strategy and Structure.

UNIT-II

Behavioral Implementation: An overview of: Leadership, Corporate Culture, Corporate Politics and Use of Power, Functional / Operational Implementation: An overview of Functional Strategies.

UNIT III

Strategy Evaluation and Control, Mc Kinsey's 7s Framework, Balanced Score Card, Triple Bottomline, Strategic drift, Mergers and Acquisitions: Takeover and Defence Tactics, Laws For Mergers And Acquisitions, Regulatory Framework of Takeovers in India, Cross Border Mergers and Acquisitions.

UNIT IV

Tailoring Strategy to Fit Specific Industry and Company Situations: Strategies for Competing in Emerging Industries; Strategies for competing in Turbulent, High-Velocity Markets; Strategies for Competing in Maturing Industries; Strategies for Competing in Fragmented Industries; Strategies for Firms in Stagnant or Declining Industries; Strategies for Sustaining Rapid Company Growth; Strategies for Industry Leaders; Strategies for Runner-up Firms; Strategies for Weak and Crisis Ridden Businesses.

References:

1. Wheelen, Thomas L , Hunger, J David & Rangarajan, Krish; Concepts in Strategic Management & Business Policy, 9th Ed, Pearson Education,
2. David, Fred R , 12th Ed, Strategic Management – Concepts & Cases, PHI,
3. Kazmi, Azhar; Business Policy, McGraw Hill,
4. Pearce, John A , Robinson, Richard B , Mital, Amita , 10th Edition., Strategic Management – Formulation, Implementation & Control, McGraw Hill
5. Thompson, Strickland, Gamble and Jain. 2010, 16th edition, Strategic Management, McGraw Hill.

Course Outcome: 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.

UNIT I

Introduction to ecommerce: Meaning and concept of ecommerce, ecommerce vs e-business, advantages and disadvantages of ecommerce, key elements of e-commerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy, E-commerce: Business Models and Concepts, Different types of ecommerce business models like Business-to- Business (B2B), Business- to- customer (B2C), Customer-to-customer (C2C), customer- to- business(C2B),G2C etc.

UNIT 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 E-services, Web-enabled services, matchmaking services, Information selling on the web, E-entertainment, Auctions, E-procurement, E-tendering, and other specialized services.

UNIT 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,Web2.0.

UNIT IV

Building and hosting your website: choosing an ISP, registering a domain name, 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. web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, customer service, CRM and e- value. 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.

References:

1. Laudon Kenneth C. and Carol G. Traver E-commerce: business, technology, society, Addison Wesley.
2. Awad Elias. M. , Electronic Commerce, , Prentice-Hall of India Pvt Ltd.
3. Efraim Turban, Jae Lee, David King, Chung H. Michael, "Electronic Commerce–A Managerial Perspective", Addison Wesley

P14Y: International Finance And Accounting

Total Session:40

Course Objective: This course designed to provide competitive edge to the students to solve global business challenges. 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.

UNIT I

International Accounting: Definition & Scope, History & development, Importance & difficulties, Internationalization of Accounting Progression. Consolidation issues in financial statements: need techniques & implication of IAS27&AS21.

UNIT II

Harmonization of Accounting Practices: need, process, IAS, IFRS, AS standards, Institutional Support and impediments Foreign Exchange Markets and International Financial Markets,

UNIT III

IFM-Meaning, Need, Developments in IFM, International Financial System & Institutions: Introduction and Importance, IMF (Drawing and loan instruments), SDR (Nature and Utilization), IBRD(Functions and Lending Activities)

UNIT IV

International Finance Instrument, Forward Contracts, Future Contracts, and Currency Options, Currency Translation - Foreign currency translation: needs, issues, methods and types of exposures.

References:

1. Arpon, Jeffrey S & Radebaugh, Lee H. (1985), International Accounting and Multinational Enterprises New York, John Wiley
2. Bhalla, V.K. : International Financial Management, 2nd ed., New Delhi, Anmol.
3. Choi, FrederickDS and Mueller Gerhard G. (1984), International Accounting. Englewood Cliffs, New Jersey, Prentice Hall Inc.
4. Evans, ThomasG.(1985), International Accounting&Reporting.London,MacMillan
5. Prodhan, Bimal,(1986), Multinational Accounting.London,Croom-Helm
6. Rathore, Shirin.(1996) International Accounting. Englewood Cliffs, New Jersey, Prentice Hall Inc

P11': CORPORATE GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY

Total Session: 40

Course outcomes: The objective of this course is to familiarize the students with the conceptual background, theories and techniques of Corporate Governance and teaches the basic techniques of how an organization manages its people to contribute for the society through Corporate Social Responsibility.

UNIT I

Introduction to Corporate Governance: Meaning, Significance, Functions and Objectives. Evolution and Development of Corporate Governance in India. Pillars and components. Recent Development in Corporate Governance.

UNIT2

Corporate Governance Theories- Organizational Theories (including Stewardship, Resource and Institutional Theory), Economic Theories (such as Agency, Finance and Managerial Theory) and the Stakeholder Theory. Corporate Governance and Corporate Performance - guidelines in companies. Case Study.

UNIT 3

Corporate governance and Corporate social responsibility -Introduction, Early roots of corporate social responsibility. Does corporate social responsibility improve financial performance? Sustainability and a stakeholder perspective. The Criticism of Corporate Social Responsibility. Sustainability reporting.

UNIT 4

Implementing Corporate governance standards in different jurisdictions, including the United States, European Union countries and emerging countries. International Aspects of Corporate Social Responsibility; Stakeholder engagement.

References:

1. Monks, R., Minow, N.: Corporate Governance; 4rd edition, Wiley-Blackwel publishing, 2008
2. Crowther, D., & Aras, G. (Eds.). (2012). *Global perspectives on corporate governance and CSR*. Gower Publishing, Ltd..

P12' INTERNATIONAL MARKETING

Total Session: 40

Course Outcomes- Students will have an understanding of issues relevant in international marketing and will be able to apply the concepts and theories of marketing with an international perspective.

UNIT 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.

UNIT 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.

UNIT 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.

UNIT 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.

References:

1. Cateora, R. P., Money R. B., Gilly, M.C. & Graham, J.L., (2019). Mc Graw Hill. 18 th Edition
2. Keegan, W.J., Green, M.C. Global Marketing. Pearson. 9 th Edition
3. Jain, S.C. International Marketing Management. South Western College Pub.
4. Srinivasan, R. International Marketing. PHI. 3 rd Edition

MINOR PROJECT

BBA(IB) Research

BBA

(International Business)

Year 4 (Semester 7+8)

Semester	Major 1 @ 4		Major 2@4			@ 4 Credits
Semester-7	P15	Decision Sciences				Research Methodology
	P16	Project Management				
	P17	Business Analytics				
	P18 X	Cross-Cultural Management				
	P18 Y	Global Outsourcing & Management				
	P19 X	Digital Marketing				
	P19 Y	Talent Management & HRIS				
Semester-8	Major Project (24 Credits)					

SEMESTER VII

P15: Decision Sciences

Total Session: 40

Course outcomes: The basic objectives of this course is to impart knowledge of different quantitative models & operations research techniques used in business decisions and management.

UNIT I

Introduction, advent & scope of operations research techniques their fields of specialized applications along with an overview of different techniques.

Linear Programming: Introduction, formulation & solution of simple linear programming problem through graphical & simplex method.

UNIT II

Game theory: Introduction, definitions, Two-person zero sum game pay off matrix, Pure strategies; games with saddle point, The rule of dominance, Mixed strategies; games without saddle point.

UNIT III

Transportation problem: Methods for finding initial solution, North west corner method; Least cost method; Vogel's approximation method, Optimality test, Stepping stone method; Modified distribution method (MODI)

UNIT IV

Assignment Problem: Introduction & mathematical models for assignment. Hungarian method of assignment problem, special cases in assignment problems: maximization case in assignment problem and prohibited assignment, unbalanced assignment problem.

References:

1. Kapoor, V.K. & Kapoor Sumant (2014): Operations Research, Sultan Chand & Sons,
2. Sharma, J.K (2012), Operations Research : Theory and Application, MACIN, 5th Edition
3. Taha, Hamdy A.(2007) Operations Research, An Introduction, Pearson Education, 8th edition
4. Chawla K.K., Gupta V., Sharma BK, (2014) Operations Research (Quantitative Analysis For Management), Kalyani Publishers
5. Hira D. S., Gupta Prem Kumar (1976), Operation Research, S. Chand.

P12: Project Management

Total Session: 40

Course outcomes: Students will be able to understand the characteristics of Project and Project Management Knowledge. The students will understand the managerial process along with tools and techniques used in Project management Knowledge. Students will understand the scheduling and monitoring process in Project.

UNIT I

Definitions and Characteristics of Project, Scope of Project Management, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management, Entrepreneurial Skills, Market & demand analysis, Collection of Primary & Secondary information, Demand forecasting, Market planning.

UNIT II

Technical Analysis, Manufacturing process / technology, Material inputs & utilities, Product Mix, Plant Capacity, Location and site, Machinery & Equipment, Structures & Civil work, Environmental aspects, Project Charts & Layouts, Project Time Lines.

UNIT III

Project appraisal: Cost benefit analysis (Cash flow projections), Financial evaluation: Capital budgeting techniques-discounted and non-discounted, Project rating index, critical examination of evaluation techniques,

Economic, commercial, social cost benefit analysis in public and private sectors, investment criteria and choice of technique, Treatment of risk and uncertainty—types and risk measuring techniques, risk sensitivity analysis, probability approach single as well multiple projects, allocation of limited capital

UNIT IV

Project Implementation: Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation, Introduction to project network & determination of critical path, Preparation of comprehensive project report, Project Termination-Types and process.

References:

1. Jack R. Meredith, and Samuel J. Mantel Jr. (2008), Project Management: A Managerial Approach, John Wiley & Sons, 7th Edition.
2. Marwah, Sanjiv (2011), Project Management, Dreamtech Press, 1st Edition
3. Chandra, Prasanna (2019), Projects: Planning, Analysis, Selection, Financing, Implementation and Review, McGraw-Hill, 9th Edition.
4. Gopalan, M.R. (2014), Project Management Core Textbook, Wiley, 2nd Indian Edition.
5. Shukla, M. B. (2007), Entrepreneurship And Small Business Management, Kitab Mahal, 1st Edition

Course Objective: Understand the fundamentals of business analytical, data handling and related research issues.

UNIT I

Overview of Business Research: Role of Statistical Packages in Research. Reliability and Validity of data. Basic Operation of SPSS: Data Import, Data entry, Handling Missing Values, Data Transformation and Manipulation, Data sorting and editing. Exploratory Data Analysis: Tabulation of data, Frequency table, Descriptive Statistics, Graph and Plot formulation.

UNIT II

Basic Module using SPSS: Crosstabulation, Bivariate Correlation, Simple linear Regression, Multiple Regression Analysis.

UNIT III

Testing of Hypothesis: P value concept, Z - test, t – test, ANOVA, Chi – Square Test, Non – parametric testing, Analyzing Categorical data.

UNIT IV

Multivariate Analysis: Logistic Regression, Factor Analysis, Discernment analysis, Cluster Analysis, Conjoint Analysis, Analysis of Covariance, MANOVA.

References:

1. Andy Field (2019), Discovering Statistics using SPSS, Sage Publications, 4e,
2. Srivastava & Rego(2017), Business Research Methodology, TMH.
3. Narguandkar(2019), Marketing Research: Text & Cases, TMH,
4. Cooper & Schindler (2015) Business Research Methods,12th Edition, Mcgraw-Hill
5. Luck D. & Rubin D. (2006) Marketing Research, 7th edition, PHI, New Delhi.

P18 X: CROSS CULTURAL MANAGEMENT

Total Session: 40

Course: 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 behavior and Identify problems in cross-cultural management.

UNIT 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.

UNIT - 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.

UNIT - 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.

UNIT 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 inter-cultural relationships.

REFERENCE

1. Helen Deresky (2017); International Management: Managing across Borders and Cultures; Pearson Education; 9th Edition.
2. Richard M. Hodgetts & Fred Luthans, Jonathan Doh.(2015); International Management Culture, Strategy and Behaviour; Tata McGraw Hill Publications; 10th Edition.
3. Hodgetts, R, M., & Luthans F, (2005); International Management ; Tata McGraw Hill Publications, New Delhi; 3rd Edition.
4. Hill, C. (2007); International Business: Competing in the Global Marketplace; Tata McGraw-Hill; 6th Edition.
5. Barlett, Christopher and Ghoshal S (2002); Managing Across Borders: The Transnational Solution; Harvard Business School Press; 2nd Edition.

Objective: To provide an understanding the Trends, challenges and opportunities of an MNC and further the mechanism and management of global outsourcing.

Course Outline

Unit-I

International Management: Trends, challenges and opportunities; Different schools of thought of international management. Growth and Development of MNCs: Role and Significance of MNCs. Strategic Issues involved.

UNIT-II

International Sourcing: Importance and strategy alternatives; sourcing decisions and process; Value chain analysis.

International Tendering: Meaning and nature; Bidding for international contracts – methods and strategies.

UNIT-III

Commodity Trading: Concept and salient features; Major internationally traded commodities and trends in their production and trade.

International Commodity Agreements – Working of important commodity exchanges; Commodity futures

UNIT-IV

International Business Strategy: Creating strategy for international business; Management of production, Services technology and operations; Marketing financial, legal and political dimensions; Ethics and social responsibility of business. Strategic Alliances: Acquisitions and mergers; Management of joint ventures and other international strategic alliances.

Recommended Book(S)

1. McFarlin, Dean B., International Management : Trends, Challenges and Opportunities, International Thomson Publishing
2. Thakur, Manab; Burton, Gene E. and Srivastava, B.N., International Management: Concepts and Cases, Tata McGraw Hill
3. Taggart, James H. and McDermott, Michall L, The Essence of International Business, PHI
4. Davidson, William H., Global Strategic Management, John Wiley & Sons.
5. Philips, Louis, ed., Commodity, Futures and Financial Markets, Kluwer Academic Publishers
6. Management of Multinational Corporation by MS Khan - Himalaya Publications

P19 X: Digital Marketing

Total Session: 40

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.

UNIT 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.

UNIT 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.

UNIT 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.

UNIT 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.

References:

1. Judy Strauss, Adel El- Ansary, and Raymond Frost;(2016), E- Marketing: PearsonEducation.
2. Dr.Seema Gupta,(2017), Digital Marketing, Tata McGrawhill Publication
3. Chaffey Dave, Chadwick Ellis, Johanssen, Mayer,(2006), Internet Marketing, Pearson Publication
4. Christopher Lovelock, (2011), Services Marketing: People, Technology, Strategy by Pearson India
5. Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan; (2018), Marketing 4.0: Moving from Traditional to Digital; Wiley Publications.

Course outcomes: On completion of the course, the students should be able to assess an organization's approach to manage talent and its alignment with business strategy, map competency based on job analysis, devise strategies for developing, engaging, and retaining talent, develop insight on the concepts, principles, and process of training and development, develop an understanding of training need identification process, design training proposal and its implementation and relate training methods, tools and techniques of training evaluation with different training programme requirements and assess its effectiveness.

UNIT 1

Talent Management: Introduction, Overview, History, Scope and Need of Talent Management, Key Processes of Talent Management, Talent vs. Knowledge People, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent

UNIT 2

Talent Planning: Objectives, Steps in Talent Planning, Succession Planning Program, Developing a Career strategy, Career Life- cycle, Innovative talent planning, Current Industry Practices for Talent Planning. Coaching and Mentoring as Career Development Tools.

UNIT 3

Talent Management and HRIS: How is HRIS helpful in Talent Management. Database Concepts and Applications in HRIS, Assessing Organizational Needs for HRIS. HR Administration and e-HRM,

UNIT 4

Database Concepts and Applications in Human Resource Information Systems: Data, Information, and Knowledge Database Management Systems. HRIS Training and Development, HRIS Performance Management and Rewards Administration, HRIS Metrics and Workforce Analytics

References:

1. Michael Armstrong (2020); A Handbook of HRM Practice; Kogan Page; 15th Edition.
2. Pareek, Udai and Lynton, Rolf, P. (2011); Training for Development; 3rd Edition.
3. Kavanagh MJ . T Mohan , Johnson R D. (2011) Human Resource Information Systems Basics, Applications, and Future Directions, Sage publication, 2nd Edition.
4. Badgi S M (2012), Practical Guide to Human Resource Management Systems, PHI publication.

Course Outcomes: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. Have basic knowledge on qualitative research techniques, and adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis. Basic awareness of data analysis-and hypothesis testing procedures

UNIT I

Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error

UNIT 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.

UNIT 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: Z-Test, T-Test, ANOVA, Concepts of Multivariate Techniques.

UNIT IV

Meaning, Types and Layout of Research Report; Steps in Report Writing, Tabular & Graphical Presentation of Data, Citations, Bibliography and Annexure in Report, Avoid Plagiarism; Use of Statistical Software to Analysis the Data.

References:

1. Satyabhushan D., Malhotra NK., (2015) Marketing Research: An Applied Orientation,7th Edition, Pearson publisher.
2. Bajpai N., (2011) Business Research Methods: Pearson publisher.
3. Cooper & Schindler (2015) Business Research Methods,12th Edition, Mcgraw-Hill.
4. Green, Tull&Albaum (2010) Research for Marketing Decisions,5th Edition, PHI Pvt. Ltd, New Delhi.
5. Leveine ,Khrehbiel& Berenson (2013) Business Statistics,6th Edition, Pearson Education.
6. Luck D. & Rubin D. (2006) *Marketing Research, 7th edition, PHI, New Delhi*

SEMESTER VIII

MAJOR PROJECT (24 CREDITS)