**"Education for Knowledge, Science and Culture"**

*- Shikshanmaharshi Dr. Bapuji Salunkhe*

Shri. Swami Vivekanand Shikshan Sanstha's

**VIVEKANAND COLLEGE, KOLHAPUR**

**(AUTONOMOUS)**

**Draft Syllabus**

**B. B.A. Part – III, Semester- V & VI, CBCS Syllabus**

**with effect from July, 2022**

**CBCS Structure- BBA-III (w. e. f. 2022-23)**

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| **Sr. No.** | **Course Name** | **Course Code** | **Credits** | **CA** | **CIE** | **Marks** |
| **Semester- V** |
| **1** | **CGPA** | **Practice in Modern Management** | **CC1375E** | 4 | 60 | 40 | 100 |
| **2** | **Recent Trends in Marketing-I** | **GEC1376E** | 4 | 60 | 40 | 100 |
| **3** | **Financial Management-I** | **CC1377E** | 4 | 60 | 40 | 100 |
| **4** | **Fundamentals of Business Laws-I** | **GEC1378E** | 4 | 60 | 40 | 100 |
| **5** | **Foundation of Human Skills-I** | **GEC1379E** | 4 | 60 | 40 | 100 |
| **6** | **International Business-I** | **GEC1380E** | 4 | 60 | 40 | 100 |
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| **Semester- VI** |
| **1** |  | **CGPA** | **Recent Trends in Marketing-II** | **GEC1376F** | 4 | 60 | 40 | 100 |
| **2** | **Financial Management-II** | **CC1377F** | 4 | 60 | 40 | 100 |
| **3** | **Fundamentals of Business Laws -II** | **GEC1378F** | 4 | 60 | 40 | 100 |
| **4** | **Foundation of Human Skills-II** | **GEC1379F** | 4 | 60 | 40 | 100 |
| **5** | **International Business-II** | **GEC1380F** | 4 | 60 | 40 | 100 |
| **6** | **Project work** | **GEC1381F** | 4 | 25 | 25 | 50 |
|  |  | **E-methods of Data Collections** | **SEC-BBAF** |  |  |  |  |
| **Total** |  |  |  | **700** |

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| Semester | **V** | Total credit | **4** |
| Course code | **CC-1375 E** | Credit pattern | **L-60 Hrs.** |
| Course title | **Practices in Modern Management** |

**Course Objective:** To understand the concept of modern management and its Different approach of modern management

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|  | **Course Outcome**At the end of this course learners will able to |
| CO 1 | Understand about various modern management thoughts. |
| CO 2 | Understand Social Responsibility and business ethics. |
| CO 3 | Interpret concept of internal and external organizational environment, understand Time management and event management. |
| CO 4 | Understand the disaster management and skills of Future manager and its challenge  |

**Marks-60 Lectures-60 Credit-4**

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| **Module** | **Content** | **Teaching hours** |
| **MODULE** I | **Development of Management Thought**: Different Approaches to Management- Classical, Functional, Behavioral, Human relation, Contingency and System Approach. Management by Objectives | 15 |
| **MODULE**II | **Contribution of Michel Porter:** Competitive Advantage- Cost leadership, differentiation – and Focus.Contribution of C. K. Pralhad- Core competency**Social Responsibilities and Business Ethics:** Concept of Social Responsibility – Areas of Social Responsibility.Concept of Ethics, Ethical issues in business | 15 |
| **MODULE**III | **Organizational Environment:** Internal and External Environment, Environment Analysis- SWOT Analysis, Applicability of SWOT to individual and organization. Corporate Governance-concept andImportance**Time and Event Management-** meaning, importance and techniques of time management m concept of importance of event management, types of events. | 15 |
| **MODULE**IV | **Disaster Management -** meaning, types of disaster and managing disaster.**Management in future: management:** Challenges and tasks, skills needed by manager in future, changes in managerial functions and evolving new managerial systems. | 15 |

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| Learning Recourses |
| 1 | Reference Books | 1. Management: Concept and Strategies by J. S. Chandan, Vikas Publishing
2. Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001Edition
3. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand &

Sons - New Delhi |

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|  |  | 1. Business Environment and Policy – A book on Strategic Management/Corporate Planning by Francis Cherunilam Himalaya Publishing House 2001Edition
2. Principles & practice of management - Dr. L. M. Parasad, Sultan Chand &Sons - New Delhi
3. Principles and Practices of management by Shejwalkar
4. Dr. C. B. Gupta Sultan Chand and sons Publication New Delhi
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| Semester | **V** | Total credit | **4** |
| Course code | **GEC-1376E** | Credit pattern | **L-60 Hrs.** |
| Course title | **Recent Trends in Marketing-I** |

**Course Objective:** The objective of the course is to develop an understanding of recent marketing trends with emphasis on various aspects of marketing.

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|  | **Course Outcome**At the end of this course learners will able to |
| **CO 1** | To understand importance of marketing information. |
| **CO 2** | To describe marketing communication and future medium of communications. |
| **CO 3** | To find out reasons of customer dissatisfaction and delight. |
| **CO 4** | To distinguish between Rural marketing and Agro marketing. |

**Marks-60 Lectures-60 Credit-4**

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| **Module** | **Content** | **Teaching hours** |
| **MODULE** I | **Marketing Information System** - Meaning and Characteristics, Elements or Components of MIS, Need for MIS, Benefits of MIS. | **15** |
| **MODULE** II | **Marketing Communication and Direct Marketing -** Meaning and Concept of Marketing Communication, Process of Integrated Marketing Communication, Factors determining - Marketing Communication Mix, **Direct Marketing** - Meaning, Forms of Direct Marketing | **15** |
| **MODULE** III | **Customer Relationship Management (CRM) -** Meaning, Changing, Nature of Customer relationship, Customer relation, Customer dissatisfaction and delight, e-CRM, Customer strategy for building customer relationship. | **15** |
| **MODULE** IV | **Rural Marketing -** Meaning, Definition, Concept, Characteristics of Rural Market, Reasons for growth of Rural Market, Segmenting & Targeting Rural Markets, Problems in Rural Marketing.**Agro Marketing –** Objectives, challenges and remedies of agricultural marketing. | **15** |

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| Learning Recourses |
| 1 | Reference Books | 1. Principles of Marketing - Philip Kotler Gavy Armstrong - Pearson-Prentice Hall Ltd., D e l h i .
2. Marketing Management (Text & cases in Indian context)-Dr. Karunakaran- Himalaya Publishing House, Mumbai
3. Rural Marketing - Pradeep Kashap - Pearson-Prentice Hall Ltd., Delhi.
4. Rural Marketing-C S G. Krishna-Marharyulud, LalitaRama- Krishanan–Pearson.
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| Semester | **VI** | Total credit | **4** |
| Course code | **GEC-1376F** | Credit pattern | **L-60 Hrs.** |
| Course title | **Recent Trends in Marketing-II** |

**Course Objective:** The objective of the course is to develop an understanding of recent marketing trends with emphasis on various aspects of marketing.

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|  | **Course Outcome**At the end of this course learners will able to |
| **CO 1** | Understand the concepts of online and digital marketing. |
| **CO 2** | Elaborate about retailing. |
| **CO 3** | Understand need of study of global marketing. |
| **CO 4** | Understand emerging payment modes and new trends in marketing. |

**Marks-60 Lectures-60 Credit-4**

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| **Module** | **Content** | **Teaching hours** |
| **MODULE** I | **Digital Marketing** - Meaning and Concepts, Merits of digital marketing, Demerits of digital marketing, types of digital marketing, Mobile marketing- meaning, advantages and disadvantages. | **15** |
| **MODULE** II | **Retail Marketing -** Meaning and Functions of retailing, Characteristics of retailing, types of retailing, Retail marketing strategy, Retail Management Activities, Retail Organization Structure, Retailing Scene in India. | **15** |
| **MODULE** III | **Global Marketing / International Marketing -** Meaning, Definition, Objectives / reasons for global marketing, difference between domestic and global marketing, global marketing environment, Marketing -mix strategy for global marketing (i.e. Product, Price, Promotion, Distribution, Strategies.)  | **15** |
| **MODULE** IV | **Emerging payment modes-** QR, UPI, and other- advantages and disadvantages**New trends in Marketing -** Holistic Marketing, Emotional Marketing, Non-profit marketing, Event marketing, social marketing, Tourism marketing. | **15** |

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| Learning Recourses |   |
| 1 | Reference Books | 1. Principles of Marketing - Philip Kotler Gavy Armstrong - Pearson-Prentice Hall Ltd., D e l h i. |
|   |   | 2.Marketing Management (Text & cases in Indian context)-Dr. Karunakaran- Himalaya Publishing House, Mumbai |
|   |   | 3.Rural Marketing - Pradeep Kashap - Pearson-Prentice Hall Ltd., Delhi. |
|   |   | 4.Rural Marketing-C S G. Krishna-Marharyulud, LalitaRama- Krishanan–Pearson. |

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| Semester | **V** | Total credit | **4** |
| Course code | **CC-1377E** | Credit pattern | **L-60 Hrs.** |
| Course title | **Financial Management-I** |

**Course Objective:** The objective of the course is to helps student learns and understand nature and Scope of Financial Management’

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|  | **Course Outcome**At the end of this course learners will able to |
| **CO 1** | Understand the concepts in Financial Management |
| **CO 2** | Prepare statement of Working Capital |
| **CO 3** | Demonstrate calculations of Leverage. |
| **CO 4** | Understand the concepts Capitalization. |

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| **Module** | **Content** | **Teaching hours** |
| **MODULE I** | **Nature of Financial Management:** Meaning and Significance, Nature: Finance and related disciplines, Scope: Traditional and Modern approaches, Objectives: Profit maximization versus wealth maximization, Functions of Financial Management: Recurring and non - recurring.**Financial Planning**: Meaning, Objectives, Characteristics, Steps, And Types of financial plans, Capitalization: Concept, Theories of capitalization, Over - capitalization and under - capitalization. | **15** |
| **MODULE II** | **Management of Working Capital:** Meaning and Concept, Importance of adequate working capital, Types of working capital, Determinants of working capital, Computation of working capital (Practical Problems). | **15** |
| **MODULE III** | **Operating, Financial Leverage and combine Leverage:** Meaning, Concept, EBIT &EPS, Measurement of leverages. | **15** |
| **MODULE IV** | **Mutual Funds**: Concept, importance, Types of Mutual Funds open ended and close ended-Money Market Funds, Income Funds, Bond Funds, Balanced Funds, Equity Funds, International Funds, SpecialtyFunds, Index Funds, Exchange-Traded Funds Present position of Mutual Funds in India. | **15** |

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| Learning Recourses |
| 1 | Reference Books | 1. Financial Management: Prasanna Chandra |
| 2. Financial Management: Text and Problems: M. Y. Khan and P. K. Jain |
| 3.   Financial Management: I. M. Pandey |
| 4. Taxman's Financial Management: Ravi M. Kishore |

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| Semester | **VI** | Total credit | **4** |
| Course code | **CC-1377F** | Credit pattern | **L-60 Hrs.** |
| Course title | **Financial Management-II** |

**Course Objective:** The objective of the course is to helps student learns and understands nature and Scope of Financial Management’

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|  | **Course Outcome**At the end of this course learners will able to |
| **CO 1** | Understand the concepts in Cost of Capital. |
| **CO 2** | Understand the Techniques of evaluation of capital budgeting proposals. |
| **CO 3** | Demonstrate calculations of Cost of Capital. |
| **CO 4** | Understand the concepts Corporate Restructuring. |

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| **Module** | **Content** | **Teaching hours** |
| **MODULE**I | **Capital Structure:** Meaning, Factors to be considered while framing capital structure, capital structure theories: Net income approach, net operating income approach, Traditional theory, Modigliani and Millerapproach. | **15** |
| **MODULE**II | **Cost of Capital:** Meaning, Importance, Measurement of cost of capital (i) specific cost: Cost of debt, Cost of equity shares, Cost of preference shares; (ii) Overall cost: Weighted averages cost of capital.(Practical Problems) | **15** |
| **MODULE**III | **Capital Budgeting Decision:** Meaning, Importance, Techniques of evaluation of capital budgeting proposals - Payback period, accounting rate of return, Net percent value, Internal rate of return,Profitability index (practical problems) | **15** |
| **MODULE**IV | **Corporate Restructuring**Merger & acquisition- motives & benefits, merger negotiations, significance of P/E Ratio & EPS Analysis | **15** |

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| Learning Recourses |
| 1 | Reference Books | 1. Financial Management: Prasanna Chandra |
| 2. Financial Management: Text and Problems: M. Y. Khan and P. K. Jain |
| 3.   Financial Management: I. M. Pandey |
| 4. Taxman's Financial Management: Ravi M. Kishore |

# Nature of Question Paper for Sem-V & VI

**Duration: 2Hours**- **Total Marks – 40 Instructions**: - 1) All Questions are compulsory

1. Figures to the right indicate full marks.

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| **Question** | **Nature of Question** | **Marks** |
| Question No 1 | Problem ORproblem | 10 |
| Question No 2 | Problem ORproblem | 10 |
| Question No 3 | Essay type Question OREssay type Question | 10 |
| Question No 4 | Short Notes (Any 2 out of 3) | 10 |
| **Total** | **40** |

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| Semester | **V** | Total credit | **4** |
| Course code | **GEC1378E** | Credit pattern | **L-60 Hrs.** |
| Course title | **Fundamentals of Business Laws-I** |

**Course Objective:** understand some basic concepts of Fundamentals of Business& Tax Laws.

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|  | **Course Outcome**At the end of this course learners will able to |
| **CO 1** | Understand the Philosophy of Business Law through sources.  |
| **CO 2** | Understand Basics of Contract Act till remedies of Breach of Contract  |
| **CO 3** | Understand the Sale of Goods Act  |
| **CO 4** | To describe Tax Laws with Classifications.  |

**Marks-50 Lectures-60 Credit-4**

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| **Module** | **Content** | **Teaching hours** |
| **MODULE** I | **Introduction to Business Law** –Meaning and Philosophy of Law -Objectives of Law – Sources of Law- Classification of Law - Justice Delivery System in India - Classification of Courts in India - Meaning and Sources -Business Law. | **15** |
| **MODULE** II | **The Indian Contract Act-1989/Current Amendment Year-** Definition of Contract - Essentials of Valid Contract - Consideration - Free Consent - Void Contracts -Performance of Contract - Termination and Discharge of Contract –Breach of contract and remedies for Breach of contract | **15** |
| **MODULE** III | **Sale of Goods Act 1930 -** Definition of Contract of Sale of goods -Agreement to sell - Essentials of Contract of Sale - Condition and Warranty - Transfer of Property - Transfer of Title - Performance ofContract of Sale - Unpaid Seller and his rights.Introduction of GST | **15** |
| **MODULE** IV | **Tax Laws -** Sources of Government revenue - Meaning of Tax -Objectives of Taxes - Classification of Taxes - Tax Laws applicable to Business. | **15** |

Learning Resources

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| 1 | Reference Books | 1.Elements of Mercantile Law - By N. D. Kapoor – Sultanchand & Sons2 Indian Contract Act - By Avtar Singh - Eastern Book Company1. Business Law for Managers - Prof. (cmde) P. K. Goel, Biztantra
2. Business Law - By M. C. Kuchal Vikas Publication
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| Semester | **VI** | Total credit | **4** |
| Course code | **GEC1378F** | Credit pattern | **L-60 Hrs.** |
| Course title | **Fundamentals of Business Laws and Tax Laws-II** |

**Course Objective:** The objective of the course is to helps student learns and understand Fundamentals of Business Laws

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|  | **Course Outcome**At the end of this course learners will able to |
| **CO 1** | Understand The Indian Companies Act 2013  |
| **CO 2** | Understand Negotiable Instrument Act.  |
| **CO 3** | Describe Intellectual Property Rights.  |
| **CO 4** | Study Consumer Protection Act.  |

**Marks-50 Lectures-60 Credit-4**

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| **Module** | **Content****(Need To revise all Act with Current Years)** | **Teaching hours** |
| **MODULE**I | **Indian Companies Act 2013** - Definition and Characteristics of Company - Classification of Company – LLP-Procedure of Incorporation -Memorandum of Association - Articles of Association - Prospectus -Share Capital - Management of Companies - Qualifications -Appointments - Removal of directors - Company Meetings - Winding up of a Company. | **15** |
| **MODULE**II | **Negotiable Instrument Act 1881 -** Definition - Features of Negotiable Instruments - Types of Negotiable Instruments - Holder and Holder in due Course- Negotiation - Assignment - Endorsement of Negotiable Instrument Crossing of Cheque - its Kind - Dishonor and Discharge of Negotiable Instruments. | **15** |
| **MODULE**III | **The Consumer Protection Act 1986 -** Definitions - Consumer -Service - Complaint - Complainant - Fair and Unfair Trade - Purchas -Consumer dispute - Consumer’s dispute redressal agencies.Unfair Trade Practices-2019 | **15** |
| **MODULE**IV | **Intellectual Property Rights and Right to Information Act -**Intellectual Property Rights - Trade Marks - Patents - Copy Rights -Industrial Design (Only Concepts)Right to Information Act -Nature and Scope - Right to Information Act. | **15** |

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| Learning Recourses |
| 1 | Reference Books | 1.Elements of Mercantile Law - By N. D. Kapoor – Sultan chand& Sons2 Indian Contract Act - By Avtar Singh - Eastern Book Company |
| 3.  Business Law for Managers - Prof. (cmde) P. K. Goel, Biztantra |
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| 4.  Business Law - By M. C. Kuchal Vikas Publication |

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| Semester | **V** | Total credit | **4** |
| Course code | **GEC-1379E** | Credit pattern | **L-60 Hrs.** |
| Course title | **Foundation of Human Skills-I** |

**Course Objective:** To understand concepts of Basics human skills

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|  | **Course Outcome**At the end of this course learners will able to |
| **CO 1** | To develops different human skills among |
| **CO 2** | To enhance quality behavior. |
| **CO 3** | To increase Emotional Quotient by learning values. |
| **CO 4** | To Understand communication skills and personal ability. |

**Marks-50 Lectures-60 Credit-4**

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| **Module** | **Content** | **Teaching hours** |
| **MODULE-I** | **Basics of Human Skills** | 15 |
| Introduction to Human skills, Types of human skills – Reading, Writing, Listening, Speaking. |
| Basic abilities – Muscular, sensor, mental, social and conceptual. Use of Human Skills in organizational life. |
|   |
| **MODULE-II** | **Understanding Self and Others** | 15 |
| Understanding self and others through Johari Window. Journey of self-discovery. Analysis of strength and weakness. Goal settings to overcome weakness. |
| **Learning –** Concepts**, Principles** of learning, learning through reinforcement, learning through feedback's, learning by observations, learning through experience. |
| **Emotions and moods -**Meaning, Types of emotions, source of emotions and moods, theories of emotions |
| **MODULE-III** | **A) Transactional Analysis –** Meaning of transactional analysis, types of transactional analysis, life positions, Elaboration of transactional styles, script analysis, stroking, | 15 |
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| **MODULE-IV** | **Communication** | 15 |  |
| Meaning- Four functions of communication-control, Motivation, Emotional expression, Information, Characteristics of communication. Written communication- preparation of Resume. Oral communication-Facing an Interview. |  |

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| Learning Resources |
| 1 | Reference Books | Basic Managerial Skills for All- E.H. McGrath (Prentice Hall of India Ltd.) Human Values for Managers- Chakraborthy |
| Organizational Behavior Through - M.N. Mishra (Himalaya Publishing House) Indian Philosophy- S.D. Bagade (Himalaya Publishing House) |
| Total Quality Management - Luthans Fred Organizational Behavior- Tilak Raj Bhardwaj (A Mittal Publication) |
| Education to Human Values - Edwin Flipp |

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| Semester | **VI** | Total credit | **4** |
| Course code | **GEC-1379F** | Credit pattern | **L-60 Hrs.** |
| Course title | **Foundation of Human Skills-II** |

**Course Objective:** To understand concepts of Basics human skills

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|  | **Course Outcome**At the end of this course learners will able to |
| **CO 1** | Describe new skills in management. |
| **CO 2** | Elaborate the concept of personality and different Theory of personality. |
| **CO 3** | Understand skill development method and interpersonal skill. |
| **CO 4** | Understand the concept of career management. |

**Marks-50 Lectures-60 Credit-4**

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| **Module** | **Content** | **Teaching****hours** |
| **MODULE**I | **New Skills in Management**Creative style – Emotional Intelligence (E.Q.) – Leadership skills, work style-sales competencies, sports mental skills, conflict management, stress management, Team role skills critical thinking skills, computing skills. | 15 |
| **MODULE**II | **Personality**Meaning- Aspects of personality, Development of personality: Erickson's eight life stages, Jung’s Personality Theory, Traits in flouncing organizational behavior. Locus of control. Problem solving styles. | 15 |
| **MODULE**III | **Skills Development**Decision making skills, Methods used to develop decision making skills- In the basket, Business games and case studies.**Interpersonal skills-** Meaning, Methods Used to develop interpersonal skills-role playing, Behavior modeling, sensitivity Training, Transactions Analysis –structural Insight. | 15 |
| **MODULE**IV | **Utilizations of skills**Career Management – Career stages model, basic career – Anchors – Security, Autonomy, creativity, Functional competence, Managerial Competence, factorsaffecting career choices, career opportunities in management. | 15 |

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| Learning Resources |
| 1 | Reference Books | Basic Managerial Skills for All- E.H. McGrath (Prentice Hall of India Ltd.) Human Values for Managers- ChakraborthyOrganizational Behavior Through - M.N. Mishra (Himalaya Publishing House) Indian Philosophy- S.D. Bagade (Himalaya Publishing House)Total Quality Management - Luthans Fred Organizational Behavior- Tilak Raj Bhardwaj (A Mittal Publication)Education to Human Values - Edwin Flipp |

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| Semester | **V** | Total credit | **4** |
| Course code | **GEC-1380E** | Credit pattern | **L-60 Hrs.** |
| Course title | **International Business-I** |

**Course Objective:** To understand some basic and important concepts of International Business.

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|  | **Course Outcome**At the end of this course learners will able to |
| **CO 1** | Identify types of International Business and its approaches. |
| **CO 2** | Elaborate different theories of International Business. |
| **CO 3** | Explain role of International Institutions. |
| **CO 4** | Describe India’s Export and Import Policy. |

**Marks-50 Lectures-60 Credit-4**

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| **Module** | **Content** | **Teaching hours** |
| **MODULE**I | **International Business*** 1. Meaning and Nature
	2. Importance of International Business
	3. Types of International Business
	4. International Business Approaches
 | **15** |
| **MODULE**II | **International Business Environment**2.1Globalization - Meaning, Diverse and Stages in Globalization 2.2Ricardian Comparative Costs Theory.2.3Product life cycle theory2.3 Role of International Business in Economic Development | **15** |
| **MODULE**III | **International Business Decision*** 1. Modes of Entry,
	2. Factors Affecting Decision for International Business, 3.3Tariff and non-tariff barriers - Trade Blocks.

3.4Role of International Institutions (WTO, IMF, IBRD, BRICS) inInternational Business. | **15** |

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| **MODULE**IV | **Trends in International Trade and Documentation:**4.1Multi - national Corporations - Types, Merits and Demerits. | **15** |
|  | * 1. Import - Export procedure
	2. EXIM Documents

India's Export and Import Policy |  |

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| Learning Recourses |
| 1 | Reference Books | 1. International Business - Governance Structure: Ramu S Shiva
2. International Finance: P. G. Apte
3. International Marketing Management: Varshney and Bhattacharya
4. International Business: Francis Cherulinam Himalaya Publishing House, Mumbai
5. International Business: Rao and Rangachari
6. Economic Environment of Business: Mishra, Puri. Himalaya Publishing House, Mumbai
7. International Business: P. Subba Rao, Himalaya Publishing House, Mumbai
8. International Economics: M. L. Jhingan, Vrinda Publications, Delhi
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| Semester | **VI** | Total credit | **4** |
| Course code | **GEC-1380F** | Credit pattern | **L-60 Hrs.** |
| Course title | International Business-II |

**Course Objective:** To understand some basic concepts of International Business.

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|  | **Course Outcome**At the end of this course learners will able to |
| **CO 1** | Describe role of FEMA and ECGC. |
| **CO 2** | Explain importance of Trade Blocks. |
| **CO 3** | Understand the competitive advantages in different industries. |
| **CO 4** | Describe Strategies in product life cycle. |

**Marks-50 Lectures-60 Credit-4**

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| **Module** | **Content** | **Teaching hours** |
| **MODULE**I | **Finance Aspects of International Business**:1.1 International Capital Movement* 1. Risk in International Operations,
	2. Introduction to FEMA, Role of ECGC.

1.4 Objectives of Export Promotion Council | **15** |
| **MODULE**II | **Trade Blocks and Business Centers*** 1. Regional Economic Groupings
	2. European Union
	3. SAARC & ASEAN
	4. Implication of trade blocks for business
 | **15** |
| **MODULE**III | **International Business in India*** 1. Volume, Direction and Composition
	2. India's competitive advantage in industries like IT, Textiles, Gem &Jewellery.
	3. Balance of Trade and Balance of Payment
	4. Disequilibrium in Balance of Payment
 | **15** |
| **MODULE**IV | **International Marketing*** 1. Marketing Mix
	2. Strategies in product life cycle
	3. Market Intelligence
	4. International marketing Information system
 | **15** |

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| Learning Recourses |
| 1 | Reference Books | 1. International Business - Governance Structure: Ramu S Shiva
2. International Finance: P. G. Apte
3. International Marketing Management: Varshney and Bhattacharya
4. International Business: Francis Cherulinam Himalaya Publishing House, Mumbai
5. International Business: Rao and Rangachari
6. Economic Environment of Business: Mishra, Puri. Himalaya Publishing House, Mumbai
7. International Business: P. Subba Rao, Himalaya Publishing House, Mumbai
8. International Economics: M. L. Jhingan, Vrinda Publications, Delhi
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| Semester | **VI** | Total credit | **4** |
| Course code | **GEC-1381F** | Credit pattern |  |
| Course title | Project Work |

**Objective:** To expose the BBA students to practical application of theoretical concepts, which they have learnt during the BBA course.

Student should decide the topic for the project under the guidance of a teacher in the first month of the academic year of B.B.A.-III. The student will have the following options for selecting the project:

* 1. Field Work,
	2. Library Work,
	3. Placement with an Organization.

Student can carry out the project work after college hours, holidays/Diwali vacation. The student should take regular guidance from the teacher while carrying out project work. The project should be ready in the month of January.

The guidelines for the project report are as follows”

* Declaration from the student that his research work is not copied from any other existing reports.
* Certificate of the guide: The guide should certify that the research work is original and completed satisfactorily under his guidance.
* The Chapter Scheme for the Project Report will be as follows:

Chapter-1: Introduction to the Study

Introduction Purpose of the study

Objectives of the study Hypothesis of the study Research Methodology Scope of the study Significance of the study Limitations

Chapter scheme.

Chapter-2: Introduction to the Organization

Introduction to the Industry Brief History of the Organization

Subsidiaries, Associates of the Company Organization Structure Departments/Manufacturing Process Important Statistical Information

Future Prospects

If the student is completing a project in an organization, the above Chapter scheme can be used in case of other students. The detailed information relating to the topic may be included under this Chapter. **This Chapter should not be more than 5 pages.**

Chapter-3: Theoretical Background

Basic Concepts

Necessary theoretical inputs may be added to support the research work.

Chapter-4: Data Analysis and Interpretation Chapter-5: Findings and Observations Chapter-6: Conclusions and Suggestions Bibliography

# Appendix

The above guidelines are not a prescription for writing the project report but can be used as a milestone, while writing the project report. The guide has every discretion to change the Chapter as per requirements.

Notes:

1. There should be a proper linkage between objectives, data and interpretation, findings and suggestions.
2. Header and Footer on project report pages shall consist of university name and Institute/College name, respectively. No other information should be included in the Header and Footer.
3. Colour ink should not be used for text.
4. Page numbers are compulsory.

Project Report will be assessed by the internal teacher out of 25 marks and there will be a viva-voce examination carrying 25 marks. College will appoint a viva-voce committee, consisting of 3 members, 2 members being external and 1 member being internal. External members will be from out of the district of the College, one external member will be the chairman of the committee. The viva-voce will be conducted before the annual examination. The Chairman has to submit viva-voce marks to the College immediately after the viva-voce.

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| --- | --- | --- | --- |
| Semester | **V** | Total credit | **2** |
| Course code | **SEC-III** | Credit pattern | **L-30 Hrs.** |
| Course title | **E-methods of Data Collections** |

**Marks-50 Lectures-30 Credit-2**

|  |  |  |
| --- | --- | --- |
| **Module** | **Content** | **Teaching hours** |
| **MODULE**I | **E-Sources for Secondary Data** Shodhganga & Shodhgangotri Governments reports and websites Referencing styles of e-resourcesCitations and Bibliography styles | 15 |
| **MODULE**II | **E-Sources for Primary Data**Introduction and Importance of e-questionnaire Preparation of questionnaire through Google Form Preparation of questionnaire through Microsoft FormSpreadsheet and Analysis | 15 |

|  |  |  |  |
| --- | --- | --- | --- |
| Semester | **VI** | Total credit | **2** |
| Course code | **SEC-VI** | Credit pattern | **L-30 HRS** |
| Course title | **Interview & Presentation Skills** |

**Marks-50 Lectures-30 Credit-2**

|  |  |  |
| --- | --- | --- |
| **Module** | **Content** | **Teaching hours** |
| **MODULE**I | **Interview Skills** Introduction to interviewing Important interview skills Write an effective resumePractical- Resume Creation | 15 |
| **MODULE**II | **Presentation Skills** Structure of presentations Types of presentations Use of aids like PPTBody language during presentation | 15 |

**INTERNAL MARKS DISTRIBUTION**

**FOR ALL SUBJECTS**

|  |  |
| --- | --- |
| Home assignments | 05 marks |
| Seminars | 05 marks |
| **Total** | **10 marks** |