

"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 June, 2019

CBCS Structure- BBA-III (w. e. f. 2019-20)

| Sr. No. | | Course Name | Course Code | Credits | CA | CIE | Marks |
|---------------------|-------------|--|-------------|---------|----|-----|------------|
| Semester- V | | | | | | | |
| 1 | CGPA | Practice in Modern Management –I | CC1375E | 4 | 40 | 10 | 50 |
| 2 | | Recent Trends in Marketing-I | GEC1376E | 4 | 40 | 10 | 50 |
| 3 | | Financial Management-I | CC1377E | 4 | 40 | 10 | 50 |
| 4 | | Fundamentals of Business Laws & Tax Laws -I | GEC1378E | 4 | 40 | 10 | 50 |
| 5 | | Foundation of Human Skills-I | GEC1379E | 4 | 40 | 10 | 50 |
| 6 | | International Business-I | GEC1380E | 4 | 40 | 10 | 50 |
| | | Research Methodology | GEC1381E | 4 | 40 | 10 | 50 |
| Semester- VI | | | | | | | |
| 1 | CGPA | Practice in Modern Management –II | CC1375F | 4 | 40 | 10 | 50 |
| 2 | | Recent Trends in Marketing-II | GEC1376F | 4 | 40 | 10 | 50 |
| 3 | | Financial Management-II | CC1377F | 4 | 40 | 10 | 50 |
| 4 | | Fundamentals of Business Laws & Tax Laws -II | GEC1378F | 4 | 40 | 10 | 50 |
| 5 | | Foundation of Human Skills-II | GEC1379F | 4 | 40 | 10 | 50 |
| 6 | | International Business-II | GEC1380F | 4 | 40 | 10 | 50 |
| | | Project work | GEC1381F | 4 | 40 | 10 | 50 |
| Total | | | | | | | 700 |

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

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

| Course Outcome | |
|-----------------------|--|
| | At the end of this course learners will able to |
| CO 1 | To knowledge about various modern management thoughts. |
| CO 2 | To understand the application of management techniques to solve various Management problems. |
| CO 3 | To Interpret concept of internal and external organizational environment. |
| CO 4 | To Understand the concept of Future manager and its challenge |

Marks-50

Lectures-60

Credit-4

| 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. Prahalad- Core competency | 15 |
| MODULE III | Organizational Environment: Internal and External Environment, Environment Analysis- SWOT Analysis, Applicability of SWOT to individual and organization. Corporate Governance-concept and importance | 15 |
| MODULE IV | Management in future: management: Challenges and tasks, skills needed by manager in future, changes in managerial functions and evolving new managerial systems. | 15 |

Learning Recourses

| | | |
|---|-----------------|---|
| 1 | Reference Books | <ol style="list-style-type: none"> 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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|--|---|
| | <ol style="list-style-type: none">4) Business Environment and Policy – A book on Strategic Management/Corporate Planning by Francis Cherunilam Himalaya Publishing House 2001Edition5) Principles & practice of management - Dr. L. M. Parasad, Sultan Chand & Sons - New Delhi6) Principles and Practices of management by Shejwalkar7) Dr. C. B. Gupta Sultan Chand and sons Publication New Delhi |
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|--------------|--|----------------|------------------|
| Semester | VI | Total credit | 4 |
| Course code | CC-1375 F | Credit pattern | L-60 Hrs. |
| Course title | Practices in Modern Management-II | | |

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

| Course Outcome | |
|-----------------------|---|
| | At the end of this course learners will able to |
| CO 1 | Get knowledge about social responsibility and Ethical Issues. |
| CO 2 | Describe the concept of Time and event management. |
| CO 3 | Interpret concept Stress and Disaster management. |
| CO 4 | Understand the concept of Strategic management. |

| Marks-50 | | Lectures-60 | Credit-4 |
|-------------------|---|--------------------|-----------------------|
| Module | Content | | Teaching hours |
| MODULE I | Social Responsibilities and Business Ethics: Concept of Social Responsibility – Areas of Social Responsibility. Concept of Ethics, Ethical issues in business. | | 15 |
| MODULE II | Time and Event Management: Meaning, Importance and Techniques of Time Management, Concept and Importance of Event Management, Types of Events. (Case Study). | | 15 |
| MODULE III | Stress and Disaster Management: Definition, causes, types of Stress, Management of stress. Meaning of Disaster, Types of Disaster and managing Disaster. (Case Study). | | 15 |
| MODULE IV | Strategic Management: Introduction, Definition, Meaning Nature, Scope and Importance of Strategic Management, Levels of Strategies, Process of strategic management, Different phases of strategic management. | | 15 |

Learning Recourses

| | | |
|---|-----------------|---|
| 1 | Reference Books | <ol style="list-style-type: none">1) Management: Concept and Strategies by J. S. Chandan, Vikas Publishing2) Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition3) Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi4) Business Environment and Policy – A book on Strategic Management/Corporate Planning By Francis Cherunilam Himalaya Publishing House 2001 Edition5) Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi6) Principles and Practices of management by shejwalkar7) 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.

| 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-50

Lectures-60

Credit-4

| 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, Future Medium of Communication - WEBS & INTERNET. Direct Marketing - Meaning, Forms of DirectMarketing | 15 |
| MODULE III | Customer Relationship Management (CRM) - Meaning, Changing, Nature of Customer relationship, Customer relation, Customer dissatisfaction and delight, e-CRM, Customer strategy for buildingcustomer relationship. | 15 |
| MODULE IV | Rural Marketing - Meaning, Definition, Concept, Characteristics of Rural Market, Reasons for growth of Rural Market, Segmenting & Targeting Rural Markets, Problems inRuralMarketing. Agro Marketing – Objectives and challenges in agricultural marketing. | 15 |

Learning Recourses

| | | |
|---|-----------------|--|
| 1 | Reference Books | <ol style="list-style-type: none">1. Principles of Marketing - Philip Kotler Gavy Armstrong - Pearson-Prentice Hall Ltd., Delhi.2. Marketing Management (Text & cases in Indian context)-Dr. Karunakaran- Himalaya Publishing House, Mumbai3. 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.

| 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. |

Marks-50

Lectures-60

Credit-4

| Module | Content | Teaching hours |
|-------------------|---|-----------------------|
| MODULE I | Online Marketing - Meaning and Concepts, Merits of online marketing, Demerits of online marketing, Online Marketing Domains, Setting up an online marketing Presence. Digital Marketing- Mobile marketing | 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, online and other- advantages and disadvantages New trends in Marketing - Holistic Marketing, Emotional Marketing experiential marketing, Event Marketing, Consumerism, Marketing Ethics. | 15 |

Learning Recourses

| | | |
|---|-----------------|---|
| 1 | Reference Books | <ol style="list-style-type: none">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, Mumbai3. 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 help student learn and understand nature and Scope of Financial Management'

| Course Outcome | |
|-----------------------|--|
| | At the end of this course learners will be 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. |

| 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. | 15 |
| MODULE II | Financial Planning: Meaning, Objectives, Characteristics, Steps, And Types of financial plans, Capitalization: Concept, Theories of capitalization, Over - capitalization and under - capitalization. | 15 |
| MODULE III | 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) Operating and Financial 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, Specialty Funds, Index Funds, Exchange-Traded Funds Present position of Mutual Funds in India. | 15 |

Learning Recourses

| | | |
|---|--------------------|--|
| 1 | Reference Books | <ol style="list-style-type: none">1. Financial Management: Prasanna Chandra2. Financial Management: Text and Problems: M. Y. Khan and P. K. Jain3. Financial Management: I. M. Pandey4. Taxman's Financial Management: Ravi M. Kishore5. Financial Management: Principles and Practice: S. N. Maheshwari |
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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 help students learn and understand the nature and scope of Financial Management.

| Course Outcome | |
|-----------------------|---|
| | At the end of this course learners will be 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 of Corporate Restructuring. |

| 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 Miller approach. | 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 present 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 |

| 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 5. Financial Management: Principles and Practice: S. N. Maheshwari |

Nature of Question Paper for Sem-V & VI

Duration: 2Hours-

Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate full marks.

| Question | Nature of Question | Marks |
|---------------|--|-----------|
| Question No 1 | Problem OR problem | 10 |
| Question No 2 | Problem OR problem | 10 |
| Question No 3 | Essay type Question OR Essay type Question | 10 |
| Question No 4 | Short Notes (Any 2 out of 3) | 10 |
| Total | | 40 |

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

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

| Course Outcome | |
|-----------------------|---|
| | At the end of this course learners will able to |
| CO 1 | Understand the Philosophy of Law. |
| CO 2 | Understand Sale of goods. |
| CO 3 | Analyze Tax Laws. |
| CO 4 | Describe Classification of Taxes. |

| Marks-50 | Lectures-60 | Credit-4 |
|-------------------|---|----------------|
| Module | Content | Teaching hours |
| MODULE I | Introduction to Business Law - Meaning and Philosophy of Law - Object 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 1872 - 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 contact | 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 of Contract of Sale - Unpaid Seller and his rights. | 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

| | | |
|---|--------------------|--|
| 1 | Reference Books | 1.Elements of Mercantile Law - By N. D. Kapoor – Sultanchand & Sons 2 Indian Contract Act - By Avtar Singh - Eastern Book Company 3. Business Law for Managers - Prof. (cmde) P. K. Goel, Biztantra 4. 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 help student learn and understand Fundamentals of Business Laws

| Course Outcome | |
|-----------------------|--|
| | At the end of this course learners will be able to |
| CO 1 | Understand the Tax Laws. |
| CO 2 | Understand Negotiable Instrument Act. |
| CO 3 | Describe Intellectual Property Rights. |
| CO 4 | Study Consumer Protection Act. |

| Marks-50 | Lectures-60 | Credit-4 |
|-------------------|---|-----------------------|
| Module | Content | Teaching hours |
| MODULE I | Indian Companies Act 1956 - Definition and Characteristics of Company - Classification of Company - 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 - Dishonour and Discharge of Negotiable Instruments. | 15 |
| MODULE III | The Consumer Protection Act 1986 - Definitions - Consumer - Service - Complaint - Complainant - Fair and Unfair Trade - Practices - Consumer dispute - Consumer's dispute redressal agencies. | 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 |

Learning Recourses

| | | |
|---|-----------------|---|
| 1 | Reference Books | 1.Elements of Mercantile Law - By N. D. Kapoor – Sultan chand & Sons 2 Indian Contract Act - By Avtar Singh - Eastern Book Company 3. Business Law for Managers - Prof. (cmde) P. K. Goel, Biztantra 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

| 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 |
|------------|---|----------------|----------|
| Module | Content | Teaching hours | |
| MODULE I | Basics of Human Skills Introduction to Human skills, Types of human skills – Reading, Writing, Listening, Speaking. Basic abilities – Muscular, sensor, mental, social and conceptual. Use of basic abilities in organizational life. | 15 | |
| MODULE II | Understanding Self and Others 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. | 15 | |
| MODULE III | Human Attitudes and Values Attitudes – concept, components of attitudes. The attitude formation process. Values- Importance of values, sources of values, five universal values (Truth, Righteous conducts, Peace, Love, Non-violence) & sub values. | 15 | |

| | | |
|---------------------|--|----|
| MODULE IV | <p>Communication</p> <p>Meaning- Four functions of communication-control, Motivation, Emotional expression, Information, Characteristics of communication. Written communication- preparation of Resume. Oral communication- Facing an Interview.</p> | 15 |
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Learning Resources

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

| 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

| 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, factors affecting career choices, career opportunities in management. | 15 |

Learning Resources

| | | |
|---|-----------------|---|
| 1 | Reference Books | Basic Managerial Skills for All- E.H. McGrath (Prentice Hall of India Ltd.) Human Values for Managers- Chakraborty 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 | 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

| Module | Content | Teaching hours |
|-------------------|--|-----------------------|
| MODULE I | International Business 1.1 Meaning and Nature 1.2 Importance of International Business 1.3 Types of International Business 1.4 International Business Approaches | 15 |
| MODULE II | International Business Environment 2.1 Globalization - Meaning, Diverse and Stages in Globalization 2.2 Ricardian Comparative Costs Theory. 2.3 Product life cycle theory 2.3 Role of International Business in Economic Development | 15 |
| MODULE III | International Business Decision 3.1 Modes of Entry, 3.2 Factors Affecting Decision for International Business, 3.3 Tariff and non-tariff barriers - Trade Blocks. 3.4 Role of International Institutions (WTO, IMF, IBRD, BRICS) in International Business. | 15 |

| | | |
|----------------------|--|-----------|
| MODULE IV | Trends in International Trade and Documentation: 4.1 Multi - national Corporations - Types, Merits and Demerits. | 15 |
| | 4.2 Import - Export procedure 4.3 EXIM Documents India's Export and Import Policy | |

Learning Recourses

| | | |
|---|--------------------|---|
| 1 | Reference Books | <ol style="list-style-type: none"> 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.

| 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

| Module | Content | Teaching hours |
|-------------------|---|-----------------------|
| MODULE I | Finance Aspects of International Business: 1.1 International Capital Movement 1.1 Risk in International Operations, 1.2 Introduction to FEMA, Role of ECGC. 1.4 Objectives of Export Promotion Council | 15 |
| MODULE II | Trade Blocks and Business Centers 2.1 Regional Economic Groupings 2.2 European Union 2.3 SAARC & ASEAN 2.4 Implication of trade blocks for business | 15 |
| MODULE III | International Business in India 3.1 Volume, Direction and Composition 3.2 India's competitive advantage in industries like IT, Textiles, Gem & Jewellery. 3.3 Balance of Trade and Balance of Payment 3.4 Disequilibrium in Balance of Payment | 15 |
| MODULE IV | International Marketing 4.1 Marketing Mix 4.2 Strategies in product life cycle 4.3 Market Intelligence 4.4 International marketing Information system | 15 |

Learning Recourses

| | | |
|---|-----------------|--|
| 1 | Reference Books | <ol style="list-style-type: none">1. International Business - Governance Structure: Ramu S Shiva2. International Finance: P. G. Apte3. International Marketing Management: Varshney and Bhattacharya4. International Business: Francis Cherulinam Himalaya Publishing House, Mumbai5. International Business: Rao and Rangachari6. Economic Environment of Business: Mishra, Puri. Himalaya Publishing House, Mumbai7. International Business: P. Subba Rao, Himalaya Publishing House, Mumbai8. International Economics: M. L. Jhingan, Vrinda Publications, Delhi |
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|--------------|-----------------------------|----------------|-----------|
| Semester | V | Total credit | 4 |
| Course code | GEC-1381E | Credit pattern | L-60 Hrs. |
| Course title | Research Methodology | | |

Course Objective: To understand some basic concepts of research and its methodologies. Prepare a project proposal (to undertake a project)

| Course Outcome | |
|-----------------------|---|
| | At the end of this course learners will able to |
| CO 1 | Understand the basic idea of research. |
| CO 2 | Choose proper sample design. |
| CO 3 | Analyze data. |
| CO 4 | Write research report. |

Marks-50

Lectures-60

Credit-4

| Module | Content | Teaching hours |
|-------------------|---|-----------------------|
| MODULE I | Introduction to Research Methodology - Meaning, definition, objective and types of research, significance of research, selection of research problem. Research Design: Meaning, steps in research design, characteristics of good research design. | 15 |
| MODULE II | Sampling Design and Data Collection - Meaning of sampling, characteristics of good sample design, Types of sample design. Data collection-Meaning, types, of data, methods of collecting primary data- observation, interview questionnaire and schedules, Sources of secondary data. | 15 |
| MODULE III | Processing and Analysis of data - Classification of data, types of classification, Tabulation, parts of table, types of tables, Graphical presentation of data- Bar –diagram, pie-chart and curves. Analysis and Interpretation of data-meaning, methods of data analysis, techniques of interpretation. Practical- preparing questionnaire, collection of data, use of MS-excel and introduction to SPSS | 15 |
| MODULE IV | Report Writing Meaning, significance, steps in writing report, logout of the research report, Types of report, mechanics of writing a research report, Precautions for writing research report, Uses of computer in research. Practical- writing a research paper | 15 |

Learning Recourses

| | | |
|---|--------------------|---|
| 1 | Reference Books | <ul style="list-style-type: none">a. C.R. Kothari- Research Methodology, New age, international (I) Ltd. New Delhi Reprint-2010b. Dr. V. P. Michael, Research Methodology in Management, Himalaya Publishing House, Mumbai, Ed,2010c. Saranwalla- Research Methodologyd. Bajpai-Methods of social survey researche. S. P. Gupta-Statistical Mehods. |
|---|--------------------|---|

| | | | |
|--------------|------------------|----------------|----------|
| 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:

- (a) Field Work,
- (b) Library Work,
- (c) 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.

| | | | |
|--------------|--------------------------------------|----------------|-----------|
| 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-resources Citations 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 Form Spreadsheet 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 resume Practical- Resume Creation | | 15 |
| MODULE II | Presentation Skills Structure of presentations Types of presentations Use of aids like PPT Body language during presentation | | 15 |

INTERNAL MARKS DISTRIBUTION

FOR ALL SUBJECTS

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