



# Institute of Management Sciences University of Lucknow

## National Education Policy-2020

### Course Structure & Syllabus

## BBA (International Business)

(To be effective from the session 2024-2025)

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# 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) NEW NEP 2024-25

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	P3 Financial & Management Accounting - I	4	P5 Computer & IT Applications - I	2	CC1	2	20	Certificate
		P2 Business Organisations	4	P4 Business Communication	4						
	Sem-2	P6 Organizational Behaviour	4	P8 Financial & Management Accounting - II	4	P10 Quantitative Techniques - I	2	VC1	2	20	
		P7 Managerial Economics	4	P9 Business Environment	4						
2	Sem-3	P11 Financial Management	4	P13 Marketing Management	4	P15 Computer & IT Applications - II	2	CC2	2	20	Diploma
		P12 Operations Management	4	P14 Human Resource Management	4						
	Sem-4	P16 International Business Management	4	P18 Customer Relationship Management	4	P20 Quantitative Techniques - II	2	VC2	2	20	
		P17 International Business Logistics	4	P19 Export Import Procedure & Documentation	4						
3	Sem-5	P21 Business Policy & Strategic Management - I	4	P23 Business Ethics	4	INTERNSHIP/ MINOR PROJECT	4			20	BBA (IB) Degree
		P22 International Financial Institutions	4	P24 Business Laws	4						

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# Certificate

**BBA**

**(International Business)**

**Year 1 (Semester 1+2)**

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# SEMESTER I

## P1: PRINCIPLES OF MANAGEMENT

Total Session: 40

### Course Objective

- To outline the fundamental activities of managers.
- To explain the basic concepts, principles and theories of management.
- To examine the broad functions of management.
- To identify the contemporary issues and challenges in the 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 and significance of Planning, Objectives, Steps of Planning, Decision making as key step in planning. The Process and Techniques of Decision Making. Organization: Nature and significance, Approaches, Departmentation, Line and staff relationships, Delegation and Decentralization, 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.

### 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.

### References:

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

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**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

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**Course outcomes:**

The aim of the course is to build knowledge and understanding of Financial and Management accounting among the students. 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 I**

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.

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## References

1. Khan, M. Y., & Jain, P. K. (2006). Management Accounting, McGraw-Hill Education, 4<sup>th</sup> 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, 6<sup>th</sup> Edition.
5. Maheshwari, S.N., Maheshwari, S.K. & Maheshwari, S.K. (2018), Financial Accounting, Vikas Publishing, 6<sup>th</sup> Edition
6. Arora M.N. (2012) A textbook of Cost and Management Accounting, Vikas Publication , 10<sup>th</sup> edition

## P4: BUSINESS COMMUNICATION

Total Session: 40

### Course Objective

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.

### Course Outcome

This course provides students with a comprehensive understanding of performance management, encompassing the concept's application, various performance appraisal methods and their effectiveness, the significance of performance feedback and counselling, elements of executive compensation and how job roles are evaluated for appropriate

compensation levels, insight into incentive systems and non-monetary rewards, and an appreciation for the global dimensions of performance appraisal and compensation.

**References:**

1. Kamal, Y. (2024), Business Communication, NRBC.
2. M.K. Sehgal & V. Khetrapal - Business Communication (Excel Books).
3. Chaturvedi P.D. (2006) Business Communication, Pearson Education.
4. Lesikar RV & Pettit Jr. JD (2018), Basic Business Communication: Theory & Application, Tata Mc Grow Hill.  
Tayler Shinley (2016), Communication for Business, Pearson Education

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**Course Objective**

The objective of this course is to utilize computer technology and its application to enhance the efficiency, and effectiveness in various area of businesses.

**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, 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: Cache Memory, Secondary Memory/Storage, Magnetic Disk, Optical Disk, MO Disk, etc.

**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 Networks, Different Topologies, Introduction to Internet

**UNIT IV**


Text Processing: Introduction to Text Processing software, Creating, Saving, Printing and modification in document, Spreadsheet Software: Introduction to spreadsheet, formulas, function, Addressing, Graphics on spreadsheet, Report generation, Presentation Software: Creating a presentation. Introduction to MS-Access

**Course outcome**

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

**References:**

1. Sinha P. K., Sinha P. (2018), Computer Fundamentals, BPB Publication
2. Rajaraman V. (2012) Computer Fundamentals, PHI
3. Norton P. (2008), Introduction to computers, 9th reprint Edi. Tata Mcgraw Hill.



**(CC1: Personality Development & Grooming is run by IMS, other papers of CC1 are available on University of Lucknow website)**

**Course Objective**

The objective of the course is to help students develop skills to improve their employability so they may succeed and survive in the fiercely competitive corporate environment. The course will help to develop personality in relation to the various behavioural aspects by teaching students about the importance of personal growth, soft skills, life skills, and self-awareness. The goal of the course is to provide students the abilities, know-how, and self-assurance they need to carry oneself professionally and socially in a variety of contexts.

**UNIT I**

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

**UNIT II**

Communication Skills. Team Building. Leadership Skills. Body Language and interpersonal communication.

**UNIT III**

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

**UNIT IV**

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

**Course outcome**

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.

**References:**

1. Personality Development by Rajiv K. Mishra, Rupa & Co.
2. Sharma, P. (2019). Soft Skills: Personality Development for Life Success. BPB publications.
3. Vaughn, G. R., & Roth, C. B. (1947). Effective personality building. McGraw-Hill Book Company.

# SEMESTER II

## P6: ORGANIZATIONAL BEHAVIOR

Total Session: 40

### Course Objective

The students should be able to understand the concept and nature of management with conceptual foundation of Organizational Behaviour. Enumerate the theories of personality and learning, explain the perceptual process, decision making models and techniques Understand and identify how moods and emotions affect behaviour at workplace Explain the theories of motivation, leadership, Distinguish a team from a group, their types and characteristics, stages of development. Learn about various forms of organizations, dynamics of power and politics at workplace, culture and how it is created and be able to relate with them in practical environment while distinguishing between functional and dysfunctional conflicts, sources of conflict and explain the forces of organizational change. To identify the probable sources of stress, to minimize its any negative consequence and be able to manage it.

### 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.

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## Course Outcome

To provide knowledge about Organizational Behaviour, individual and group behavior and give an overview about change in organization and QWL.

## 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.

**Course Objective**

To familiarize students with the concept of economics, its application in the real business world with the matrix of demand and supply. The knowledge of the economic theories with decision making techniques. The application of economic models to identify their relationships and formulate them into a managerial model to which decision-making tools can be applied. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives. Simple geometry and basic concepts of mathematics like time value of money will be used in the course of teaching.

**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.

**Course outcome**

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

**References:**

1. Thomas & Maurice (2015), Managerial Economics, Tata McGraw Hill
2. Koutsoyiannis, A. (2013) Modern Microeconomics. Mc Millan
3. Peterson H.C & Lewis (2003) Managerial economics, Tata McGraw Hill

**Course Objective** The aim of the course is to extend and enhance the knowledge and understanding of Financial and Management accounting among the students. 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 labor, Introduction to Responsibility accounting: meaning and types of responsibility centers

**References**

1. Khan, M. Y., & Jain, P. K. (2006). Management Accounting, McGraw-Hill Education, 4<sup>th</sup> 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, 6<sup>th</sup> Edition.
5. Maheshwari, S.N., Maheshwari, S.K. & Maheshwari, S.K. (2018), Financial Accounting, Vikas Publishing, 6<sup>th</sup> Edition
6. Arora M.N. (2012) A textbook of Cost and Management Accounting, Vikas Publication, 10<sup>th</sup> edition

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**Course Objective**

After studying this paper student will be able to:

- Understand the concept of Business, its types and scope.
- Relate the dynamics and components of business environment.
- Appraise and analyse the Micro and Macro Environment of business
- Elaborate SWOT Analysis and get an overview of its factors.
- Understand the Political and Legal Framework and its role in India.
- Evaluate the dynamics of Economic Environment – with reference to systems and policies.
- Understand the concept of Capitalism, Socialism and Mixed Economy
- Review the Sunrise Sectors of Indian Economy and discuss its Challenges, Competitive Environment and different strategies.

**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; 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; WTO- Objectives and role in international trade.

**Course outcome**

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

**References:**

1. Cherunilam, Francis (2019), Business Environment Text & Cases, Himalaya Publishing House, 27<sup>th</sup> Revised Edition
2. Saleem, Shaikh (2020), Business Environment, Pearson Education, 4<sup>th</sup> Edition
3. Aswathapa, K. (2014), Essentials of Business Environment: Text, Cases and Exercise, Himalaya Publishing House Pvt. Ltd, 12<sup>th</sup> Revised Edition

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**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, 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.

**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).

**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.

**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, 8<sup>th</sup> Edition, N.Delhi.
4. Bhardwaj, R.S. (2009) Business Statistics, Excel Books, 2<sup>nd</sup> edition.
5. Gupta, S.C. & Kapoor VK, (2002) Fundamentals of Mathematical Statistics, Sultan Chand & Sons Reprint Edition.

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## VC1: RESUME WRITING & CORPORATE COMMUNICATION Total Session: 20

(VC1: Resume Writing & Corporate Communication is run by IMS, other papers of VC1 are available on University of Lucknow website)

### Course Objective

This course aims to equip students with the essential skills and knowledge required to craft effective resumes and excel in corporate communication settings. Through a combination of theoretical insights, practical exercises, and real-world applications, students will learn how to create compelling resumes, cover letters, and professional correspondence.

### UNIT I

Resume Writing: Methods, Formats, Online Tools to design Resume. Business letters: Meaning, Importance & Forms. Business Report: purpose, kinds and objectives.

### UNIT II

Communication: Meaning, Definition, And Model, Forms: Verbal & Non-Verbal, Significance and Effectiveness. 7 Cs of Communication. Communication Barriers.

### UNIT III

Listening Skills: Process, Importance and types. Effective Listening: Principles and Barriers. Enhancing Listening Skills.

### UNIT IV

Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation types of visual aid.

### Course outcome

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.

### 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)**

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# SEMESTER III

## P11: FINANCIAL MANAGEMENT

Total Session: 40

### Course Objective

The objective of this course is to introduce students to the methodologies of financial management and their practical applications in business decision-making.

### 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.

### 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.

### 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.

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**Course Objective**

The course objective of operations management is multifaceted, encompassing the understanding and application of basic fundamentals essential for overseeing the operation processes that produce goods and services. Through this course, students cultivate analytical prowess, honing their ability to diagnose and resolve operational challenges across design, planning, control, and quality management.

**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, man flow 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.

**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.

**References:**

1. Bedi, Kanishka (2015), Production and Operation management, OUP.
2. Heizer and Render, (2010) Operations Management, 10th edition, Prentice Hall.
3. Ashwathappa K & Bhat K. Shridhara (2019) - Production & operation Management, 2<sup>nd</sup> Edition, Himalaya Publication.

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**Course Objectives:**

- To provide students with a comprehensive understanding of fundamental marketing concepts and their application in real-world scenarios.
- To develop insights into consumer behaviour, including the psychological and sociological factors influencing purchasing decisions.
- To equip students with knowledge about product management, including product life cycles, branding, packaging, and pricing strategies.

**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.

**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.

**References:**

1. Kamal Y. (2024), Marketing Management, NRBC.
2. Kotler, Keller, Koshi & Jha (2015) Marketing Management South Asian Perspective. Pearson Publication.
3. Ramaswamy & Namakumari (2009) Marketing Management- Concepts and Cases. Macmillan.

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**Course Objective**

The course aims to transform students into management graduates who are socially conscious and professionally skilled; prepared to face the demands of the business world. The curriculum delves into the essential aspects of modern-day human resource management techniques while providing a thorough grasp of the fundamental role of human resource in business and management.

**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.

**UNIT II**

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 III**

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 IV**

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.

**Course outcome**

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

**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-

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**Course Objective**

To learn office automation system, To learn advance formula, functions and calculation techniques. To learn database management system.

**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 note, password protecting of documents. 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, creating charts and graphs, protection of worksheet.

**Performing calculations using Formulas and Functions:** Analysing alternate data sets, Printing worksheets and charts, 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.

**Course outcomes**

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

**References:**

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

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## CC2: INTERVIEW PREPARATION & PLANNING

Total Sessions: 20

(CC2: Interview Preparation & Planning is run by IMS, other papers of CC2 are available on University of Lucknow website)

### Course Objective

To offer a foundational grasp of crafting a CV and underscore the significance of general knowledge. Additionally, it motivates students to cultivate various soft skills and equips them for real-world interviews through simulated interview sessions.

### UNIT I

CV writing skill and session on how to avoid Typos, Howlers, Boast and Bravado. Making of Resume/C.V.: Dos & Don'ts of working document.

### UNIT II

Role and Significance of General knowledge and General Awareness. Mock Interviews Session & Feedback.

### UNIT III

Dressing up, grooming, Time management, Stress management.

### UNIT IV

Corporate etiquettes, Cross Cultural Communications, Netiquettes, Group Discussion sessions.

### 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.

### References:

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

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# SEMESTER IV

## P 16: 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. UDHPublications.
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, 4<sup>th</sup> 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, 12<sup>th</sup> Edition.





**P 17: 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

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**Course Objectives**

- To comprehensively understand the foundational concepts and significance of Customer Relationship Management (CRM).
- To explore the dimensions of customer satisfaction and loyalty, including various models and methods for measurement.
- To examine the role of information technology in CRM, focusing on the implementation and benefits of eCRM systems and software.

**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 e-CRM. 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.

**Course outcome**

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.

**References:**

1. Jagdish N Sheth, Parvatiyar Atul, G Shainesh; (2013), Customer Relationship Management: Emerging Concepts, Tools and Applications Paper back ; 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 PrenticeHall India.

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**P 19: 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 Incoterms. 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 & Documenation: 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).

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**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.

**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).

**UNIT III**

Probability – Definition - objective and subjective, addition and multiplication theorem of probability, conditional probability, probability distribution.

**UNIT IV**

Sampling Distribution- Sampling Process, Sampling Techniques-Probability and Non-Probability Sampling, Sample Size Decision. Hypothesis: Null Hypothesis & Alternative Hypothesis; 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.

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(VC2: Role Play & Simulation is run by IMS, other papers of VC2 are available on University of Lucknow website)

**Course Objective**

To introduce students to the concepts and principles of role play and simulation as effective learning and training tools in business education. It aims to introduce students the concepts and principles of role play and simulation as effective learning and training tools in business education. It provides a comprehensive understanding of how these methods can mimic real-world business scenarios and decision-making processes.

**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**

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.

**UNIT IV**

Simulation games: Future, Issues and Challenges. Coping change management, coping with emerging and instant situations,

**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.

**References:**

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 Education, 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)

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# SEMESTER V

**P21: BUSINESS POLICY & STRATEGIC MANAGEMENT - I** Total Sessions: 40

## Course Objective

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 for Under-graduates. This 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 situations.

## 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.

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## Course outcome

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.

## References:

1. Wheelen, Thomas L, Hunger, J David & Rangarajan, Krish (2001) Concepts in Strategic Management & Business Policy, Pearson Education.
2. David, Fred R (2005), Strategic Management Concepts & Cases, PHI.
3. Kazmi, A. (2000); Business Policy, McGraw Hill.
4. Pearce, John A , Robinson, Richard B , Mital, Amita (2005) , 10th Edition., Strategic Management – Formulation, Implementation & Control, McGraw Hill.

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**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.

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**Course Objective**

The course targets to make students understand the significance of ethics and values in their personal and professional life to exercise their rights and responsibilities. It aims to teach students the philosophy of life; personal, social and cultural values; professional ethics, code of conduct etc. to make them behave ethically and morally

**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 II**

**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 III**

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 IV**

**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





### **Course outcome**

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.

### **References:**

1. Boatright (2011) Ethics and the Conduct of Business, Pearson Education.
2. Chakraborty, S. K. (2015) Values and Ethics for Organizations. Oxford India Press.
3. Crane, A., & Matten, D. (2003) Business Ethics. Oxford University Press.
4. Petrick, J., & Quinn, J. (2015) Management Ethics: Integrity at Work. Response Books.
5. Praveen B Malla. (2003) Corporate Governance: History, Evolution and India Story, Routledge.

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**Course Objective**

This course aims to provide students with a comprehensive understanding of business law, focusing on the legal principles governing business transactions and corporate entities. It covers various acts related to contracts, sales, partnerships, negotiable instruments, and companies, preparing students to navigate and apply legal frameworks effectively in business contexts.

**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

**Course outcome**

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.

**References:**

1. Gulsan & Kapoor (2005) Business Law including Company Law, Excel Book.
2. Singh, Avtar (2019) Principles of Mercantile Law, Eastern Book Company.
3. Kapoor N.D (2009) Elements of Mercantile Law, Sultan Chand & Sons.
4. Bare Acts: Indian Contract Act, 1872. Sale of Goods Act, 1930 Partnership Act, 1932. The Negotiable Instruments Act, 1881

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## INTERNSHIP / MINOR PROJECT REPORT (04 CREDIT)

### Guidelines for Minor Project Report

Every student under supervision of regular college /university faculty will work on minor project as guided by the assigned supervisor, for a duration of eight weeks. A certificate issued by Dean / Principal / HOD will be attached with the project report as an authentication of project title, project standards carried out by the student. Minor project shall be from field/subjects as mentioned as courses. The minor project report should be minimum 60 pages on A4, 1.5 line spacing, times roman / Kruti dev12 font with one inch margin all four sides. Printing shall be on both pages along with page number and index/table of content. APA referencing style bibliography must be at the end of the minor project report. A soft copy shall be procured and preserve by the faculty/department/college, which among the request of examination department, University of Lucknow must be supplying. Evaluation of minor project shall be by external expert and internal expert. Internal expert will be nominated by the department /college, and the external expert will be nominated by the controller of examination, university of Lucknow

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## SEMESTER-VI

### **P25: BUSINESS POLICY & STRATEGIC MANAGEMENT - II Total Sessions: 40**

#### **Course Objective**

This course aims to equip BBA students with a comprehensive understanding of business policy and strategic management, enabling them to analyze, formulate, and implement effective business strategies in dynamic organizational environments, while integrating theoretical concepts with practical applications to navigate contemporary business challenges successfully.

#### **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 Bottom line, 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.

#### **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 for Under-graduates.

#### **References:**

1. Wheelen, Thomas L, Hunger, J David & Rangarajan, Krish (2009) Concepts in Strategic Management & Business Policy, 9th Ed, Pearson Education,
2. David, Fred R (2001), 12th Ed, Strategic Management – Concepts & Cases, PHI,
3. Kazmi, Azhar (2003) Business Policy, McGraw Hill,
4. Thompson, Strickland, Gamble and Jain (2010), Strategic Management, McGraw Hill.



**Course Objective**

- Help the students to become independent and channel their creativity into creating something of their own.
- Develop one's analytical and logical skills that enable one to solve any problem.
- Provide instructions in the basic principles of entrepreneurship including the role of the entrepreneur, entrepreneurship as a career, ethics in business, and the principles of marketing, financing, and managing a business.
- Promotes the entrepreneurial spirit and encouraging the generation of ideas and their corresponding implementation.

**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; Entrepreneurship as a Career Option. Types of New Ventures, Procedures for setting up a Business in India. Creativity and Innovation. Bottlenecks to Creativity and 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. Segmentation, Targeting and Positioning in Marketing. Sources of Innovation in Business.

**UNIT-III**

Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Understanding Women Entrepreneurship: Concept, Evaluation, Importance and functions of women entrepreneurship, Topologies and categories of women entrepreneur. Family Business: Concept, structure and kinds of family firms, Culture and evolution of family firm.

**UNIT-IV**

Family genogram. Developing Business family's genogram, Using the Genogram to identify family scripts and themes. Circumplex Model of Marriage and Family Systems, Application of Circumplex Model, Clinical Rating Scale and Developing Circumplex Model. Vries's Five Critical Phases of Change (concern, crisis, confrontation, crystallization, and change).





## Course Outcome

This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, intellectual property rights, 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.

## References:

1. Burns, P. (2016). Entrepreneurship and small business. New Jersey: Palgrave, 5<sup>th</sup> Edition.
2. Drucker, P.F. (2018). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Poornima M.C. (2012); Entrepreneurship Development: Small Business Enterprises; Pearson, 3<sup>rd</sup> Edition.
4. Gersick, K. E., Davis, J. A., Hampton, M. M., and Lansberg, I. (2015), Generation to generation: Lifecycles of the family business. Boston: Harvard Business School Press. Kumar
5. S.C. Poornima, M.K. Abraham, K. Jayashree (2018); Entrepreneurship Development; NewAge International Publishers, 4<sup>th</sup> Edition.
6. A.Sahay, M. S. Chhikara (2017); New Vistas of Entrepreneurship: Challenges & Opportunities; Excel Books, 2<sup>nd</sup> Edition.

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**Course Objective**

This course offers students a comprehensive understanding of Corporate Governance (CG) and Corporate Social Responsibility (CSR) in modern business settings. By utilizing theoretical frameworks, case studies, and practical applications, students will delve into the relationship between ethical decision-making, organizational accountability, and sustainable business practices. Students will be able to unravel the essence of CG and CSR by gaining insight into their pivotal roles in shaping the conduct and impact of modern organizations. Through an exploration of diverse theoretical frameworks, they will discern how CG structures and CSR initiatives intertwine to influence ethical decision-making, foster organizational accountability, and foster sustainable business practices.

**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.

**UNIT II**

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 III**

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 IV**

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.

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### Course outcome

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.

### References:

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

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**Course Objective**

The paper aims to equip students with the knowledge and skills necessary to effectively design, implement, and manage information systems that support business operations and decision-making. The paper includes fundamental principles and concepts and about the role of information systems in organizations and how they support business processes and decision-making. Students will gain a comprehensive understanding of information technology (IT) components, including hardware, software, databases, and networks and learning the methodologies and tools used in the analysis, design, and development of information systems.

**UNIT I**

Information Systems: Concept & Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global E Businesses and Collaborations, Strategic roles of Information Systems. Behavioural, Technical and Socio-technical approaches. Enhancing Business Processes through Information Systems. Types of Business Information Systems. TPS, MIS, DSS and EIS. Organising the Information Systems function in Business. Ethical and Social issues of Information Systems.

**UNIT II**

Using Information Systems to Achieve Competitive Advantage: Porter's Competitive Forces Model and The Business Value Chain Model. Aligning Information Systems with Business. Decision Making and Information Systems: Types of Decisions and the Decision-Making Process, Business Value of Improved Decision Making. Decision Support for Operational, Middle and Senior Management. Concepts of Database and Database Management System.

**UNIT III**

Functional Information Systems: Marketing, Human Resource, Financial and Operational Information Systems. Cross Functional Information Systems, Enterprise Systems. SupplyChain Management Systems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing.

**UNIT IV**

Implementing Information Systems as Planned Organisational Change: Business Process Reengineering. Systems Analysis and Systems Design. Modeling and Designing Systems: Structured and Object- Oriented Methodologies, Traditional Systems Life Cycle, Prototyping, End-User Development, Application Software Packages and Outsourcing. Implementing Information Systems. Introduction to Change Management.

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**Course outcomes:** Students will be able to understand and articulate fundamental concepts of information systems management. Apply IT to solve common business problems. Plan and implement effective IT solutions to business problems. Apply the ethical aspects of information technology use in the organization.

**References:**

1. Laudon Kenneth C. and Laudon Jane P (2018), Management Information Systems Managing the Digital Firm; Pearson Publication.
2. Jawadekar Waman S. (2013), Management Information Systems A Global Digital Enterprise Perspective; McGraw Hill.
3. R. Priyadharshini, Dr. S. Shajahan (2004), Management Information Systems, New Age International Publishers.





## P 29: INTERNATIONAL MARKETING

Total Session: 40

**Course Outcomes-** Students will understand 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. Southwestern College Pub.
4. Srinivasan, R. International Marketing, PHI. 3 rd Edition

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# BBA(IB) Research

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(International Business)

Year 4 (Semester 7+8)

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# SEMESTER VII

## P30: OPERATIONS RESEARCH

Total Session: 40

### Course Objectives:

- To understand the significance and application of operations research in decision making
- To understand the concept of LPP and its solution through graphical and simplex methods.
- To understand game theory and its application in formulating business strategies.
- To understand transportation and assignment models, and its application in business decision making.

### 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, Northwest 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.

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

### 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, 8<sup>th</sup> 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

**Course Objective**

- Study organisations, their management and the changing external context in which they operate.
- Develop the ability to apply knowledge and understanding of business and management to complex or difficult to improve business and management practice.
- Develop practical foundation in project management (PM) concepts, methods and techniques.
- Develop leadership and management skills of handling the projects.
- Develop lifelong learning skills, including learning of social cost benefit analysis of the projects and its proper implementation in this competitive world.

**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.

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### **Course outcome**

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.

### **References:**

1. Marwah, Sanjiv (2011), Project Management, Dreamtech Press, 1<sup>st</sup> Edition
2. Chandra, Prasanna (2019), Projects: Planning, Analysis, Selection, Financing, Implementation and Review, McGraw-Hill, 9<sup>th</sup> Edition.
3. Gopalan, M.R. (2014), Project Management Core Textbook, Wiley, 2<sup>nd</sup> Indian Edition.
4. Shukla, M. B. (2007), Entrepreneurship and Small Business Management, KitabMahal, 1<sup>st</sup> Edition

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**Course Objectives:**

To provide students with a comprehensive understanding of Business Analytics and its differentiation from Business Intelligence and Data Mining, and to introduce practical applications of Big Data, descriptive, predictive, and prescriptive analytics techniques.

**Unit I**

Introduction to Business Analytics: Definition of Business Analytics, Difference between Business Analytics, Business Intelligence and Data Mining, Business Analytics in practice, Big Data - Overview of using Data, Types of Data.

**Unit II**

Descriptive Analytics: Overview of Description Statistics, Data Visualization, Visualization Techniques – Tables, Cross Tabulations, Advanced Charts, Data Dashboards using Advanced MS- Excel.

**Unit III**

Predictive Analytics: Trend Lines, Regression Analysis, forecasting Techniques, Data Mining – Definition and approaches, Data mining for business, Classification, Association, Clustering.

**Unit IV**

Prescriptive Analytics: Overview of Linear Optimization, Decision Analysis – decision analysis with and without outcome probabilities. Introduction to simulation, Contemporary Analytics.

**Course Outcomes**

Students will understand key concepts in Business Analytics, perform descriptive analytics using MS-Excel, apply predictive analytics techniques, and utilize prescriptive analytics for decision- making, including linear optimization, decision analysis, and contemporary analytics methods.

**References:**

1. Sharda, Delen & Turban, Business Intelligence, Analytics and Data Science, Pearson.
2. Jefferey D. Camm, Business Analytics, Cengage.
3. James Evans, Business Analytics, Pearson.
4. Albright & Winston, Business Analytics, Cengage.

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## P 33: GLOBAL OUTSOURCING & MANAGEMENT

TOTAL SESSION: 40

**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

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**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

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# SEMESTER-VIII

## **P35: RESEARCH METHODOLOGY**

**Total Sessions: 40**

### **Course Objective**

- To understand fundamentals of research, its types and design.
- To understand the objectives and practical application of research.
- To understand the research process, data collection, sampling, measurement and scaling, and data analysis techniques.

### **UNIT I**

**Introduction:** Meaning, Definition and Characteristic Features of Research, Objectives and Types of Research, Research Process; Research Design – Features of a Good Research Design, Exploratory and Descriptive/Diagnostic/Causal Research Designs. Defining and Formulating Research Problem, Review of Literature, Research Gap and Formulation of Research Objectives.

### **UNIT II**

**Data Collection:** Sources of Data – Primary & Secondary Data, Methods of Data Collection, Questionnaire Design. Measurement and Scaling: Levels of Measurement – Nominal, Ordinal, Interval and Ratio Scale, Comparative and Non-Comparative Rating Scales, Attitude Measurement, Consensus Approach – Thurstone Scale, and Item Analysis Approach – Likert Type Scale.

### **UNIT III**

**Sampling:** Census and Sample, Significance of Sampling, Sample Design, Sampling Techniques – Probability and Non-Probability Sampling, Errors in Sampling – Sampling and Non-Sampling Errors.

**Data Analysis and Interpretation:** Data Preparation, Classification of Data, Tabular & Graphical Representation of Data. Introduction to Hypothesis Testing. Data Analysis – Introduction to Descriptive and Inferential Techniques, Statistical Software for Data Analysis.

### **UNIT IV**

**Research Report:** Importance, Types, Layout of Research Report, Steps in Report Writing. In-Text Citations, References and Bibliography, Appendices and Annexures. Ethical Issues in Research and Plagiarism. Emerging Trends in Business Research.





### Course Outcome

After completion of the course students will develop understanding on various research and its types, objectives of doing research, research process, research designs, data collection, sampling, measurement and scaling techniques. The course is designed to develop basic understanding of quantitative data analysis.

### References:

1. Kothari, C. R. and Garg, G. (2023). Research Methodology: Methods and Techniques. New Age International Publishers,
2. Satyabhushan, D. and Malhotra, N. K. (2015) Marketing Research: An Applied Orientation. Pearson.
3. Bajpai, N. (2011) Business Research Methods. Pearson.
4. Cooper, D. R., and Schindler, P. S. (2015). Business Research Methods. Mcgraw-Hill Education.

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**P36: TERM PAPER (04 CREDIT)**

**MAJOR**

**RESEARCH PROJECT / DISSERTATION**

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