

**ST. JOSEPH'S COLLEGE (AUTONOMOUS) DEVAGIRI,  
CALICUT**

(Affiliated to the University of Calicut)



**BBA International Business Honours  
PROGRAMME STRUCTURE AND SYLLABUS**

**2024-25 ADMISSION ONWARDS**

**(FYUGP Regulations 2024)**

**BBA HONOURS PROGRAMME**  
**COURSE STRUCTURE**

Semester	Course Code	Course Title	Total Hours/week			Credits	Marks		
			T	P	Total		I	E	Total
1	BIB1CJ101	Core Course 1 Principles of Accounting	4	0	4	4	30	70	100
	BIB1CJ102	Core Course 2 Introduction to Global Business	4	0	4	4	30	70	100
	BIB1CJ103	Core Course 3 Principles of Micro Economics	4	0	4	4	30	70	100
	BIB1FM101	MDC/MDE-1 Entrepreneurship & Startups	3	0	3	3	25	50	75
		Skill Enhancement Course 1 Spreadsheet for Business Analytics	3	0	3	3	25	50	75
		Ability Enhancement Course 1– English	2	2	4	3	25	50	75
		Ability Enhancement Course 2 – Additional Language	3	0	3	0	0	0	0
		<b>Total</b>			<b>25</b>	<b>21</b>			<b>525</b>
2	BIB2CJ104	Core Course 4 Principles of Macroeconomics	4	0	4	4	30	70	100
	BIB2CJ105	Core Course 5 Business Statistics	4	0	4	4	30	70	100

	BIB2CJ106	Core Course 6 International Marketing	4	0	4	4	30	70	100
		Skill Enhancement Course 2 Design Thinking	2	2	4	3	25	50	75
		Ability Enhancement Course 3– English	2	2	4	3	25	50	75
		Ability Enhancement Course 4 – Additional Language	3	0	3	0	0	0	0
		<b>Total</b>			<b>23</b>	<b>18</b>			<b>450</b>
3	BIB3CJ107	Core Course 7 Organizational Behavior	4	0	4	4	30	70	100
	BIB3CJ108	Core Course 8 Global financial markets	4	0	4	4	30	70	100
	BIB3CJ109	Core Course 9 Analytics for Business Decisions	4	0	4	4	30	70	100
	BIB3CJ110	Core Course 10 International Supply Chain Management	4	0	4	4	30	70	100
		Skill Enhancement Course 3 Fintech Tools	2	2	4	3	25	50	75
		MDC/MDE 2 – (E/AL) KS	3	0	3	3	25	50	75
		<b>Total</b>			<b>23</b>	<b>22</b>			<b>550</b>
4	BIB4CJ111	Core Course 11 Business Ethics and Sustainability	4	0	4	4	30	70	100
	BIB4CJ112	Core Course 12 Corporate Finance	3	2	5	4	30	70	100
	BIB4CJ113	Core Course 13 Cost and Management Accounting	3	2	5	4	30	70	100
	BIB4CJ114	Core Course 14 International Relations	4	0	4	4	30	70	100
		VAC1 Strategic Thinking with Indian Wisdom	3	0	3	3	25	50	75
		Value-Added Course 2 – English	3	0	3	3	25	50	75
		<b>Total</b>			<b>24</b>	<b>22</b>			<b>550</b>

5	BIB5CJ115	Core Course 15 Essentials of direct taxation	4	0	4	4	30	70	100
	BIB5CJ116	Core Course 16 Strategic Management	4	0	4	4	30	70	100
	BIB5CJ117	Core Course 17 International HRM	4	0	4	4	30	70	100
	BIB5CJ118	Core Course 18 OM in globalised world	4	0	4	4	30	70	100
	BIB5CJ119	Core Course 19 Business Research Methods for Management	4	0	4	4	30	70	100
		Skill Enhancement Course 4 – AI tools for Managers	3	0	3	3	25	50	75
		Skill Enhancement Course: - Summer Internship Report	0	0	0	4	100		100
		Audit Course- 1	0	0	0	0	0	0	0
		<b>Total</b>			<b>23</b>	<b>27</b>			<b>675</b>
6	BIB6CJ120	Core Course 20 Investment and Portfolio Management	3	2	5	4	30	70	100
	BIB6CJ121	Core Course 21 International Business Law	4	0	4	4	30	70	100
	BIB6CJ122	Core Course 22 International Trade and Negotiation	4	0	4	4	30	70	100
	BIB6CJ123	Core Course 23 Decision Science	4	0	4	4	30	70	100
		Value-Added Course 3 Environmental Studies	3	0	3	3	25	50	75
		Skill Enhancement Course: - Project-1	4	0	4	4	30	70	100
		Audit Course- 2	0	0	0	0	0	0	0
		<b>Total</b>			<b>24</b>	<b>23</b>			<b>575</b>
<b>Total Credits for Three Years</b>						<b>133</b>			<b>3325</b>

## PRINCIPLES OF ACCOUNTING

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB1CJ101				
Course Title	<b>Principles of Accounting</b>				
Type of Course	Major				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course intends to introduce basic accounting principles and practices. The students will have knowledge about the fundamental accounting processes such as journalizing, ledger posting, preparation of trial balance and final accounts in sole trading business. This course will be useful for all those who are desirous of having an understanding and application of financial dynamics of the business and become successful financial managers/entrepreneurs.				

### Course Outcomes (CO):

This course aims to equip the students with skills for preparing books of accounts of business organisation. It also aims to enrich the students to prepare the financial statements of proprietary organisations.

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Enable the learner to explain concepts of financial accounting, concept and conventions	U	C	Instructor-created exams / Quiz
CO2	Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business and partnership	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Prepare Final accounts for proprietary concerns	Ap	P	Seminar Presentation / Group Tutorial Work

CO4	To provide knowledge to the students in respect of accounting of issue of securities	U	C	Instructor-created exams / Home Assignments
CO5	Develop practical skills in the preparation of financial statements.	Ap	P	Seminar Presentation / Group Tutorial Work

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
<b>I</b>	<b>Introduction to Accounting</b>		<b>10</b>	<b>20</b>	<b>16</b>
	1	Nature, Scope, Objects Need for accounting, Internal and External users of accounting information and Limitations of Financial Accounting			
	2	Accounting Concepts and Conventions			
	3	An overview of accounting process (from recording of business transactions to preparation of Trial Balance).			
<b>II</b>	<b>Accounting systems &amp; process</b>		<b>12</b>		<b>18</b>
	4	Recording the Transactions - Journal Entries and Ledger Accounts			
	5	Preparations (Simple Problems)			
	6	Preparation of Trial Balance (Simple Problems)			
<b>III</b>	<b>Final Accounts</b>		<b>16</b>		<b>18</b>
	7	Preparation of final accounts of sole proprietor			
	8	Final accounts of Partnership with adjustments			
<b>IV</b>	<b>Issue of Shares and Debentures</b>		<b>10</b>		<b>18</b>
	9	Equity shares - Accounting for issue, forfeiture, and re-issue of forfeited shares			
	10	Accounting for issue of bonus shares and right shares			
	11	Accounting for issue of debentures			
<b>V</b>	<b>Open Ended Module</b>		<b>12</b>	<b>10</b>	
	<b>1. Case Analysis:</b> Present a real-world scenario (e.g., company news article) with financial implications and ask students to analyze the impact on specific accounts and financial statements. <b>2. Business Simulation:</b> Use accounting software or a simulation program to allow students to practice recording transactions, preparing financial statements, and making accounting decisions for a virtual company.				

	<b>3.Spreadsheet-Based Accounting System:</b> Have students create a simple accounting system using spreadsheet software like Excel. This could involve recording transactions, preparing reports, and maintaining a chart of accounts.			
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### **Text Books And Reference Books:**

1. Jain S.P., & Narang K L. (2020). *Basic Financial Accounting I*, New Delhi, Kalyani publishers.
2. Maheshwari, S.N., Maheshwari, S.K. (2020). *Advanced Accountancy1*, New Delhi: Jain Book Agency.
3. Gupta, A. (2020). *Financial Accounting for Management: An Analytical Perspective*, Noida, Pearson Education.
4. *Schaum's Financial Accounting* by Jae K Shim and Joel G Siegel, Mc Graw Hill Publications
5. Horngren, C., Harrison, W., Oliver, S., Best, P., Fraser, D., & Tan, R. (2012). *Financial accounting*. Pearson Higher Education AU
6. Chhabra, K. S., & Pattanayak, J. K. (2014). Financial Accounting Practices Among Small Enterprises: Issues and Challenges. *IUP Journal of Accounting Research & Audit Practices*, 13(3).
7. Narayanaswamy, R. (2022). *Financial accounting: a managerial perspective*. PHI Learning Pvt. Ltd.

## INTRODUCTION TO GLOBAL BUSINESS

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB1CJ102				
Course Title	<b>Introduction to Global business</b>				
Type of Course	Major				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	The course focuses imparting knowledge and skills on- a) History, evolution, growth & development of International Business. b) Reasons for Existence of MNC s and their strategies c) Government policies & procedures applicable for International Business. The Course is designed to impart sound knowledge about International Business operations through lectures, seminars, case studies & Group Discussions etc. to make learning challenging.				

### Course Outcomes (CO):

After completion of the Course students will be able to have an awareness about the foundations of basis of trade and gains from trade, opportunities and challenges involved, and support and strategy parameters of International Business from an Indian perspective

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Get an introduction of International Business	U	C	Case study
CO2	Various institutional framework in International Business	U	C	Group Discussions
CO3	Details about international trade and the policies	An	F	Case study
CO4	Multinational Enterprises	U	C	Case study

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
I	<b>Introduction to International Business</b>		10	20	16
	1	Concept of Globalisation, Need for International business, Nature of international business, drivers of cross-border business, routes of global business and active players in multinational business.			



	2	Concept of Internationalization. Managing diverse human resources, Concept of international monetary system		
	3	Mode of Entry- Export & Import, Contracting strategies, Foreign Direct Investment, Strategic Alliance and Network collaboration		
<b>II</b>	<b>Institutional framework for International Business and Economic Integrations</b>		<b>10</b>	<b>18</b>
	4	Importance of Institutional framework in international business, International Institutions in International Business: World Bank Group, IMF, UNCTAD, WIPO, UNIDO, ADB and UN-ESCAP, WTO and Regional Economic Integration, Overview of international economic integration and types.		
<b>III</b>	<b>International Trade: Policy framework, Procedures and documentation</b>			<b>18</b>
	5	Free Trade Agreements- Trade Diversion Vs Trade Creation, Introduction to Trade Policy, Tools for trade policy – Tariffs, Non-Tariff trade Barriers, Quotas, Overview of India's foreign trade policy, Purpose of protectionism, EXIM Policy, INCOTERMS.	<b>18</b>	
	6	Significance of documentation in international trade, commercial and regulatory documents in international trade.		
<b>IV</b>	<b>Concept of Multinational Enterprises</b>			<b>18</b>
	7	Different types of MNEs, Various techniques to measure MNE's internationalisation, assess emerging MNEs from rapidly developing economies	<b>10</b>	
	8	Conceptual framework of E Business, E Business Models, Global e marketing and e services		
<b>V</b>	<b>Open Module</b>			
	<b>Case studies</b>		<b>12</b>	<b>10</b>
	<p><b>1.Global Company Analysis:</b> Select a multinational company (MNC) headquartered in a different country. Students research the company's global operations, analyzing its entry strategy, marketing mix (product, price, place, promotion) in different regions, and how it adapts to cultural and legal environments.</p> <p><b>2.Case Study:</b> Provide a case study involving an international trade transaction. Students research and identify the most appropriate Incoterm (e.g., CIF, FOB) based on factors like risk allocation, transportation responsibilities, and cost considerations.</p> <p><b>3.Global Negotiation Role-Play:</b> Students role-play a business negotiation between representatives from different cultures. The scenario can involve a contract agreement, joint venture formation, or cross-cultural business etiquette challenges.</p> <p><b>4.Global Virtual Team Project:</b> Divide the class into virtual teams with members from different backgrounds. They collaborate online to develop a business plan for a product or service targeting a global market. This tests their communication, project management, and cultural sensitivity skills.</p>			

### Text Books and Reference Books:

1. Sumati Varma. (2013). International Business (1st edi), Pearson.
2. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, New Delhi.
3. Warren J. Keegan. (2010). Global Marketing Management (9th edi), Prentice Hall of India, NewDelhi. International Business by Daniel and Radebaugh –Pearson Education- 10th Edition

## Principles of Micro Economics

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB1CJ103				
Course Title	<b>Principles of Micro Economics</b>				
Type of Course	Major				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course explores fundamental principles in Microeconomics essential for business management students. It covers topics such as scarcity and choice, demand and supply dynamics, consumer theory, producer theory, cost and revenue analysis, and various market structures. By studying these concepts, students gain a comprehensive understanding of how economic theories and models can effectively analyze and address real-life economic challenges and opportunities in business environments.				

### Course Outcomes (CO):

The course aims to empower students with a robust understanding of microeconomic principles and their practical applications in business management.

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	<b>Understanding Fundamental Principles of micro economics</b>	U	C	Case study
CO2	<b>Application Skills:</b> Students will develop the ability to apply microeconomic theories and models to analyze real-world economic situations faced by businesses	Ap	P	Case study
CO3	<b>Decision-Making Abilities:</b> Students will be equipped with analytical tools to make informed decisions regarding production, pricing, resource allocation, and market strategy.	An	P	Case study
CO4	<b>Problem-Solving:</b> Students will learn to identify and address economic challenges and opportunities in business environments using microeconomic principles	An	P	Case study
CO5	<b>Critical Thinking:</b> The course fosters critical thinking skills necessary for evaluating economic data, interpreting market trends, and forecasting outcomes based on microeconomic theories.	E	P	Case study

CO6	<b>Strategic Insight:</b> Students will gain insights into how businesses can optimize operations, respond to competitive pressures, and navigate market dynamics through microeconomic analysis.	An	P	Case study
CO7	<b>Communication:</b> Students will improve their ability to communicate economic concepts and analysis effectively to stakeholders within the business context.	Ap	P	Role Play

Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)

Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (45)	Internal (30)	External (70)
<b>I</b>	<b>Microeconomics and the Theory of Consumption</b>		<b>10</b>		
	1	Ten principles of economics: how people make decisions, how people interact and how the economy as a whole works;	<b>3</b>		
	2	role of observations and theory in economics, role of assumptions, role of economic models;	<b>3</b>		
	3	The economic problem: Scarcity and choice - production possibility curve – trade off, opportunity cost and decision making	<b>4</b>		
<b>II</b>	<b>Demand and Supply</b>		<b>15</b>		
	4	Law of demand; reasons for the downward; exceptions to the law; changes in demand; elasticity of demand:	<b>4</b>		
	5	Price, income, partial and advertisement elasticity - methods of measurement and factors determining price elasticity, laws of supply, changes in supply, Equilibrium and divergence;	<b>6</b>		
	6	Efficiency of the markets: consumers' surplus (Marshall), producers' surplus and market efficiency: externalities and market inefficiency; public goods and common resources.	<b>5</b>		
<b>III</b>	<b>Theory of Consumers' Choice</b>		<b>10</b>		
	7	Cardinal utility and ordinal utility-Law of equi-marginal utility; Axioms of rational choice the consumption decision;	<b>4</b>		
	8	indifference curves: properties, budget constraint, optimum and consumer's equilibrium, price effect, income effect and substitution effect	<b>4</b>		
	9	Hicksian Decomposition; derivation of demand curve	<b>2</b>		
	<b>Theory of Production and Cost</b>		<b>15</b>		
10	Production function: return to factor and returns to scale - isoquants and diminishing rate of factor substitution – Isocost - Least-Cost Factor Combination and Output Maximisation – Expansion path;	<b>4</b>			
11	Homogeneous production function- Examples of	<b>5</b>			

		technology: Cobb-Douglas Production function and basic properties, CES production Function (concept only);			
	12	Cost of production- Cost concepts, cost function, short run and long run cost analysis (traditional theory); Derivation of cost function from production function; Revenue analysis: TR, AR and MR.	<b>6</b>		
<b>V</b>	<b>Market structure and Pricing</b>		<b>10</b>		
	13	Perfect competition – Monopoly- pricing with market power, price discrimination – Monopolistic competition-	<b>5</b>		
	14	product differentiation and selling cost, excess capacity and its interpretation – Oligopoly and price rigidity- Kinked oligopoly model.	<b>5</b>		

#### Text books and references

1. Pindyck, Rubinfeld and Mehta: Microeconomics (Pearson Education Asia), 2017
2. Mankiw, N. G. (2020). *Principles of Microeconomics* (8th ed.). Cengage Learning.
3. Dominick Salvatore , Microeconomics: Theory and Applications, Oxford University Press; 2009
4. C. Snyder and W. Nicholson, Fundamentals of Microeconomics, Cengage Learning (India), 2010
5. Krugman, P., & Wells, R. (2018). *Microeconomics* (5th ed.). Worth Publishers
6. Joseph E. Stiglitz and Carl E. Walsh, Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th Edition, 2007
7. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education Inc., 8th Edition, 2007
8. Frank, R. H. (2020). *Microeconomics and Behavior* (10th ed.). McGraw-Hill Education.
9. Besanko, D., & Braeutigam, R. (2020). *Microeconomics* (6th ed.). Wiley.
10. Varian, H. R. (2014). *Intermediate Microeconomics: A Modern Approach* (9th ed.). W.W. Norton & Company.
11. Dominick Salvatore, Schaums Outlines Microeconomic Theory, 3rd edition, McGraw Hill, 2017

## Spreadsheet for business analytics

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB1FM101				
Course Title	<b>Spreadsheet for business analytics</b>				
Type of Course	SEC				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	3	3	-		45
Pre-requisites					
Course Summary	This course provides a comprehensive introduction to using spreadsheets for data analysis. Students will learn essential spreadsheet functionalities, data organization and manipulation techniques, and data analysis tools for extracting insights from datasets.				

### Course Outcomes (CO):

The course aims to enable the students to understand spreadsheets, how to create simple spreadsheets, use formula for various operations, what if analysis tools, functions and visualization tools.

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Clean and organize raw data for analysis	Ap	P	Case study
CO2	Apply formulas and functions to manipulate and analyze data	Ap	P	Practice exercises
CO3	Create informative charts and graphs to visualize trends and insights	An	P	Practice exercises
CO4	Build dashboards and reports to communicate findings effectively	An	P	Practice exercises
CO5	Use spreadsheet tools for what-if analysis and scenario planning	An	P	Practice exercises
CO6	Translate data insights into actionable recommendations for business decisions	An	P	Practice exercises

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)  
 Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (45)	Internal (30)	External (70)
<b>I</b>	<b>Introduction to excel</b>		<b>10</b>		
	1	Introduction to excel, creating simple worksheets, creating graph, Fill series			
	2	Working with formula in excel, Mathematical operations, Logical operations, Conditional formatting			
	3	Sorting, filtering, Data validation, circling invalid data, removing duplicates, subtotal.			
<b>II</b>	<b>Functions in excel</b>		<b>11</b>		
	4	Text functions, Date functions, logical functions			
	5	Math functions, statistical functions, financial function			
	6	sum,sumif, sumifs,count, countif, countifs,averageif, averageifs functions			
	7	Lookup, Vlookup and Hlookup functions			
<b>III</b>	<b>What if analysis</b>		<b>10</b>		
	8	What if analysis tools (Goal seek, scenario manager, single variable Data table, two variables data table),			
	9	Data summarisation, Pivot table for multidimensional analysis, index and match, Pivot chart, Slicers			
<b>IV</b>	<b>Visualisation using dashboards</b>		<b>7</b>		
	10	Creating simple dashboards in excel, Adding tables and charts to dashboard, adding dynamic contents to dashboard			
	11	Creating simple dashboards in excel, Adding tables and charts to dashboard, adding dynamic contents to dashboard			
	12	Macro What is VBA, Recordina a Macro, Running a macro			
		<b>Open ended module</b>			
<b>V</b>	13	<b>Practice Exercises</b>			

### Text books and Reference Books

- Walkenbach, J. (2023). *Excel 2023 Bible* (6th ed.). John Wiley & Sons.
- Lonergan, M., & Moskal, B. (2022). *Microsoft Excel 2021 step by step* (15th ed.). Microsoft Press.
- McComb, J., & Stranks, J. (Eds.). (2021). *Excel for dummies* (6th ed.). John Wiley & Sons.
- Alexander, M., & Kusleika, D. (2018). *Excel 2019 All-in-One For Dummies*. For Dummies.
- Winston, W. L. (2019). *Microsoft Excel 2019 Data Analysis and Business Modeling*. Microsoft Press.
- Jelen, B. (2018). *Excel 2019 in Depth*. Que Publishing.
- Alexander, M., & Walkenbach, J. (2016). *Excel Dashboards & Reports*. John Wiley & Sons.
- Albright, S. C., Winston, W. L., & Zappe, C. (2019). *Data Analysis and Decision Making with Microsoft Excel*. Cengage Learning.
- Gottung, T. (2018). *Excel 2019 Power Programming with VBA*. John Wiley & Sons.

## Principles of Macro Economics

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB2CJ104				
Course Title	<b>Principles of Macro Economics</b>				
Type of Course	Major				
Semester	2				
AcademicLevel	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course provides an introduction to the principles of macroeconomics, focusing on the analysis of the overall economy. It covers national income accounting, classical and Keynesian economics, the IS-LM framework, and the trade-off between inflation and unemployment. By the end of the course, students will be able to understand and analyze the fundamental concepts and issues in macroeconomics.				

### Course Outcomes (CO):

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the measurement and components of national income.	AN	M	Lecture and Discussion
CO2	Compare and contrast classical and Keynesian economic theories.	U	C	Lecture and Discussion
CO3	Analyze the IS-LM framework and its implications for economic policy.	AN	C, F	Discussions and Practical assignments
CO4	Examine the relationship between inflation and unemployment.	Ap	M	Case analysis and presentations
CO5	Apply macroeconomic theories to current economic issues.	Ap	M	Discussion



## Detailed Syllabus

Module	Unit	Content	Hours	Internal	External
1		<b>National Income Accounting</b>	15		
	1	Definition and importance of national income accounting--Circular flow of income and expenditure			
	2	GDP and its components (consumption, investment, government spending, net exports)-Real vs. nominal GDP- GDP deflator and chain-weighted GDP			
	3	CPI, calculation of CPI, GDP deflator versus the CPI			
2		<b>Classical System</b>	15		
	4	Introduction to the Classical System, Labor Market in the Classical System, Say's Law and Aggregate Supply, The Quantity Theory of Money			
	5	Classical Theory of Interest Rates, Price and Wage Flexibility, Criticisms of the Classical System, Application of the Classical System to Policy			
	6	Labor Market and Aggregate Supply: Introduction to Labor Markets and Aggregate Supply, Labor Market Equilibrium, Theories of Wage Determination, Unemployment, Labor Market Policies			
	7	Human Capital and Productivity, Aggregate Supply, Inflation and Aggregate Supply, Economic Policy and Labor Markets, Contemporary Issues in Labor Markets.			
3		<b>Keynesian Approach</b>	15		
	8	Introduction to keynesian economics, Aggregate demand and aggregate supply model- keynesian consumption function, investment function, Govt. Expenditure, investment multiplier			
	9	Keynesian model of income determination, Keynesian cross model and determination of equilibrium output			
	10	Multiplier effect- Income-expenditure model-Government intervention and fiscal policy, Role of Monetary and fiscal policy in AD, Keynesian Demand for Money, Liquidity Trap.			
4		<b>IS-LM Analysis</b>			
	11	Product Market Equilibrium- the IS Curve, slope of the IS curve, shifts and			

		derivation of IS curve, Money market and LM curve, slope of the LM curve, shifts and derivation of LM curve			
	12	Equilibrium in goods and money markets, factors affecting equilibrium income and rate of interest, impact of IS-LM in Monetary and fiscal policy, liquidity trap and crowding out.			
	13	The Philips curve, shifts in Philips curve: the role of expectations, the role of supply shocks; the cost of reducing inflation: rational expectations and the possibility of costless disinflation.			
5		<b>Practical Exercises and Case analysis</b>	5		
	14	Collect data on key macroeconomic indicators (GDP, inflation, unemployment, interest rates) for a specific country or region. Analyze trends, correlations, and potential policy implications.			
	15	Analyze the causes, consequences, and policy responses to the Great Recession of 2008			
	16	Evaluate the effectiveness of different economic recovery plans implemented in various countries following economic crises.			

## REFERENCES

1. Mankiw, N. G. (2020). Principles of Economics. 9th edition. Cengage Learning.
2. Blanchard, O., & Johnson, D. R. (2013). Macroeconomics. 6th edition. Pearson.
3. Froyen, R.T., Macroeconomics, Pearson Education Asia, 2nd edition, 2005
4. Dornbusch, R., Fischer, S. and Startz, R., Macroeconomics, McGraw Hill, 12th edition, 2014

## BUSINESS STATISTICS

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB2CJ105				
Course Title	<b>BUSINESS STATISTICS</b>				
Type of Course	Major				
Semester	2				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	Business Statistics is a core course designed to equip students with essential quantitative skills for effective decision-making in the business world. The course covers a wide range of statistical concepts and their applications in various business functions. Students will learn how to use statistical tools to analyze data, solve problems, and make informed decisions.				

### **Course Outcomes (CO):**

This course aims to equip students with the quantitative skills necessary to analyze and solve business problems. To develop a strong foundation in statistical concepts relevant to business. Apply quantitative tools to model and solve real-world business problems.

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Enable the learner to apply measures of central tendency to analyze business data.	U	C	Instructor-created exams / Problem solving sessions
CO2	Understand the concept time series and its components and to make accurate predictions about future trends.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Enable to identify potential relationships between business variables	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Enable to quantify uncertainty and make data-driven decisions and evaluate business risks and opportunities.	U	C	Instructor-created exams / Home Assignments

CO5	Develop practical skills in application of statistical tools.	Ap	P	Seminar Presentation / Group Tutorial Work
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\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
<b>I</b>	<b>Measures Of Central Tendency, Dispersion, Skewness And Kurtosis</b>		<b>10</b>	<b>20</b>	<b>16</b>
	1	Arithmetic mean – Weighted mean, – Median, – Mode, – Range.			
	2	Quartile deviation, – Mean Deviation– Standard deviation, – Coefficient of variation.			
	3	Meaning of Skewness, Karl Pearson’s and Bowley’s coefficients of Skewness, Meaning of Kurtosis			
<b>II</b>	<b>Time Series and Index Number</b>		<b>12</b>		<b>18</b>
	4	Meaning and Significance–Utility, Components of Time Series.			
	5	Measurement of Trend: Method of Least Squares, Parabolic Trend and Logarithmic Trend.			
	6	Index Numbers: Meaning and Significance, Problems in Construction of Index Numbers, Methods of Constructing Index Numbers – Weighted and Unweighted, Test of Adequacy of Index Numbers, Chain Index Numbers.			
<b>III</b>	<b>Linear Correlation And Regression</b>		<b>16</b>		<b>18</b>
	7	Scatter diagram, – Karl Pearson’s and Spearman’s methods, – Regression coefficients – Lines of regression.			
	8	Relation between correlation coefficient and regression coefficients.			
<b>IV</b>	<b>Probability</b>		<b>10</b>		<b>18</b>
	9	Concept of Probability—Meaning and Definition— Approaches to Probability Theorems of Probability—Addition Theorem— Multiplication Theorem			
	10	Conditional Probability—Inverse Probability—Bayes’ Theorem			
	11	Sets Theory: Meaning of Set - Set Operation – Venn Diagrams.			
<b>V</b>	<b>Open Ended Module</b>		<b>12</b>	<b>10</b>	
	Data analysis with statistics add-ins and Descriptive Statistics Using MS Excel- What is excel add-ins. How to install analysis tool pack using statistics add-ins. Measures of central tendency & Measures of dispersion Using MS Excel				
	Simple analysis using EXCEL Calculation of correlation coefficient				

	and it's interpretation & Calculation of regression coefficient and construction of regression lines using Excel			
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**Text Books And Reference Books:**

1. Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, latest edition.
2. S.P.Gupta, Statistical Methods, Sultan Chand.
3. Sanchetti and Kapoor, Statistics, Sultan Chand.
4. G.C.Beri, Statistics For Managemet, Tata McGraw Hill.
5. J.K. Sharma, Business Statstics: Pearson.
6. Anderson Sweeney Williams, Statistics for Business and Economics, Thomson.
7. Levine Krebiel & Bevenson, Business Statistics, Pearson edition, Delhi.

## INTERNATIONAL MARKETING

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB2CJ106				
Course Title	<b>International Marketing</b>				
Type of Course	Major				
Semester	2				
AcademicLevel	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course dives into international marketing, which is more important than ever in today's interconnected world. It explores the challenges of finding and building relationships in overseas markets, and examines how marketing works across borders.				

### Course Outcomes (CO):

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Apply theoretical frameworks to analyze and understand consumer behavior in a global context.	AN	M	Lecture and Discussion
CO2	Identify the impact of cultural dimensions on consumer preferences and buying habits.	U	C	Lecture and Discussion
CO3	Analyze the influence of social and environmental factors on global consumer behavior.	AN	C, F	Discussions and Practical assignments
CO4	Evaluate the role of psychological factors in consumer decision-making across cultures.	Ap	M	Case analysis and presentations
CO5	Develop effective marketing strategies targeting international consumers.	Ap	M	Discussion

## Detailed Syllabus

Module	Unit	Content	Hours	Internal	External
1		<b>Foundations of International Marketing</b>	15		
	1	Introduction to International Marketing: Definition, scope, importance, and evolution of international marketing.			
	2	International Marketing Environment: Global economic environment, cultural differences, political and legal systems, and technological advancements, External factors influencing international marketing decisions (PESTEL analysis)			
	3	International Trade Theories: Absolute and comparative advantage, mercantilism, and free trade, Alternative forms of international trade-Countertrade and Barter			
	4	International Market Entry Strategies: Evaluating foreign markets, market entry modes (exporting, licensing, franchising, joint ventures, foreign direct investment),			
2		<b>Product Decisions in International Marketing</b>	15		
	1	International Market segmentation, Assessing Market potential and choosing Target Markets, Targeting and Target Market strategy options, Positioning.			
	2	Product decisions Standardization or adaptation of products,			
	3	International service strategies PLC and IPLC Product communication alternatives,			
	4	Branding decisions (sensory branding) Environmental strategies 'Long tail' strategies			
3		<b>Pricing and Distribution Decisions in International Market</b>	15		
	1	International Pricing Objectives and Strategies- Price escalation, Experience-curve pricing, Transfer pricing, Price quotations, Terms of Payment, Factors influencing international pricing			
	2	Managing and controlling distribution channels- Structure of the channel (intensive, selective and exclusive)-			

		Managing logistics - Most common export documents - Transportation			
	3	Internationalization of retailing, Grey markets			
4		<b>International Marketing Communications Decisions</b>	10		
	1	International Advertising, Advertising Agencies: Organizations and Brands, Creating International Advertising,			
	2	International Media Decisions, Public Relations and Publicity			
	3	Sales Promotion, Personal Selling, and Special Forms of Marketing Communications			
5		<b>Practice Exercises</b>	5		
	1	Analyse case studies of MNCs			
	2	Create a product idea and generate proper marketing strategies for the same in global market.			
	3	Product/Brand pitching exercise for international market			

## REFERENCES

1. Albaum, G., Strandskov, J., Duerr, E., Dowd, L. (2006). *International Marketing*, Pearson Education.
2. Caterora. P, Gilly .M & Graham. J (2011). *15th Edition, International Marketing*, Tata-McGraw-Hill Publications
3. Czinkota M.R., Ronkanen, I.A. M.H (2013). *10th Edition, International Marketing*.Cengage Learning.
4. Hollensen, Svend (2017). *7th Edition, International Marketing*, Pearson Education.
5. Warren J. Keegan & Mark C.Green (2018). *9th Edition, International Marketing*, Pearson Education



## DESIGN THINKING

Programme	BBA INTERNATIONAL BUSINESS				
Course Code					
Course Title	<b>Design Thinking</b>				
Type of Course	SEC				
Semester	2				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	3	3	-		45
Pre-requisites					
Course Summary	This course will equip students with the design thinking framework and skills to solve complex problems creatively and user-centrally.				

### Course Outcomes (CO):

This course will help students to understand the core principles and phases of design thinking  
 This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the core principles and phases of design thinking	U	P	Case study
CO2	Develop empathy for users and identify human-centered problems	Ap	C	Practice exercises
CO3	Generate creative ideas through brainstorming and ideation techniques	C	P	Practice exercises
CO4	Prototype and test solutions to validate their effectiveness	Ap	P	Practice exercises
CO5	Communicate design solutions effectively	Ap	P	Practice exercises

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)  
 Metacognitive Knowledge (M)

Module	Unit	Content	Hrs (45)	Internal (30)	External (70)
<b>I</b>	<b>Introduction to Design Thinking</b>		<b>10</b>		
	1	Introduction to design thinking: definition, history, and benefits, Understanding the human-centered approach, the design thinking process, and its benefits. Design thinking process: empathize, define, ideate, prototype, test.			
	2	<b>Empathize:</b> User Research Methods: Techniques for user research including interviews, surveys, observations, and ethnography, Understanding User Needs: Analyzing qualitative and quantitative data to identify user needs, pain points, and aspirations.			
	3	Persona Development: Creating user personas to represent your target audience.			
<b>II</b>	<b>Defining the problem</b>		<b>10</b>		
	4	Problem Framing: Defining the core problem statement based on user research insights.			
	5	Brainstorming Techniques: Learning and practicing divergent thinking methods to generate a wide range of ideas.			
	6	Idea Evaluation & Selection: Techniques for filtering and prioritizing ideas based on feasibility, desirability, and viability.			
	7	User Journey Mapping: Creating a visual representation of the user's experience to identify opportunities for improvement			
<b>III</b>	<b>Prototyping</b>		<b>10</b>		
	8	Low-Fidelity Prototyping: Creating quick and inexpensive prototypes to test ideas and gather feedback.			
	9	Prototyping Tools & Techniques: Exploring sketching, wireframing, and prototyping tools to bring ideas to life			
	10	Usability Testing: Conducting user testing sessions to observe how users interact with prototypes and identify areas for improvement			
	11	Iterative Design: Refining prototypes based on user feedback and conducting further testing.			
	<b>IV</b>	<b>Testing &amp; Implementation</b>		<b>10</b>	
12		High-Fidelity Prototyping: Creating polished prototypes for final presentations or user testing.			
13		Storytelling & Communication: Effectively communicating design solutions to stakeholders and users.			
14		Implementation Planning: Creating a plan for implementing the chosen design solution			
15		Design Thinking for the Future: Exploring how to integrate design thinking into your workflow and organization culture			
<b>V</b>		<b>Open ended module</b>		<b>5</b>	
	16	Role-playing user interviews, practicing observation skills. Prioritizing user needs, developing a problem statement. Applying ideation techniques to generate solutions. Building quick and low-cost prototypes using various			

		materials. Testing refined prototypes: Conducting user testing with improved solutions.			
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**Text books and Reference Books**

Brown, T. (2009). *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*. Harper Business.

Lockwood, T. (2010). *Design Thinking: Integrating Innovation, Customer Experience, and Brand Value*. Allworth Press.

Lewrick, M., Link, P., & Leifer, L. (2018). *The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems*. Wiley.

Knapp, J., Zeratsky, J., & Kowitz, B. (2016). *Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days*. Simon & Schuster.

Kelley, T., & Kelley, D. (2013). *Creative Confidence: Unleashing the Creative Potential Within Us All*. Crown Business.

Stickdorn, M., Hormess, M. E., Lawrence, A., & Schneider, J. (2018). *This is Service Design Doing: Applying Service Design Thinking in the Real World*. O'Reilly Media.

## ORGANIZATIONAL BEHAVIOR

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB3CJ107				
Course Title	<b>Organizational Behavior</b>				
Type of Course	Major				
Semester	2				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course deals with the basics of organization behaviour. It also deals with individual, group and organization behaviours. The course also deals with change management and organization development				

### Course Outcomes (CO):

This course aims to equip students with the basic knowledge of organizational behavior and also the three levels of behavior.

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the fundamental concepts of organizational behavior	U	C	Discussions
CO2	To understand the factors affecting the behavior of an individual in an organization and its effects	U	P	Case study
CO3	To understand group behavior, motivation theories and leadership styles	Ap	C	Seminar Presentation / Case study
CO4	To understand about organization development and change	U	C	Role Play

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
<b>I</b>	<b>Introduction to OB</b>		<b>8</b>		
	1	Definitions, concepts in Organizational Behavior, foundations of OB, contributing disciplines to the OB field, Role of Managers in Organizational Behaviour			
	2	challenges and opportunities for OB, Introduction to International Organizational Behavior			
<b>II</b>	<b>Understanding Individual Behavior in Organizations</b>		<b>12</b>		
	3	Individual behavior, Attitudes and values;			
	4	Meaning of Perception, Factors Influencing Perception, Perception process			
	5	Personality-Meaning, Types and Determinants, Personality Traits Influencing OB, Personality traits Theories - Big Five Model, The Myers Briggs Type Indicator			
	6	Learning style, Bloom's taxonomy			
	<b>Group behavior, motivation and conflict management</b>				
<b>III</b>	7	Motivation – concept, theories of motivation, Designing motivational strategies for diverse workforces	<b>18</b>		
	8	Group behavior – concept, types of group, group development, group dynamics; Teams – types, creating effective teams, Challenges in multicultural teams, Building and leading effective multicultural teams			
	9	Conflict- concept, sources, types, management;			
	10	Meaning and importance of leadership, theories of leadership, Organizational power and politics			
	<b>Organization development and change</b>				
<b>IV</b>	11	organizational development and change, resistance to change, managing resistance to change, Lewin's three step model of change,	<b>12</b>		
	12	Stress – sources, consequences and management. Organizational climate – Factors affecting organizational climate Effect of organization culture on OB			
	13	Organizational structure, Effect of organization structure on OB			
<b>V</b>	<b>Open Ended Module</b>		<b>10</b>	<b>10</b>	
	<ol style="list-style-type: none"> <li>1. Case studies on motivation, leadership theories and stress management</li> <li>2. Role play on conflict management</li> </ol>				

### Text Books And Reference Books:

1. Stephen P. Robbins, Timothy A. Judge & Seema Sanghi, *Organization Behavior* – Pearson Publication, 13th Edition
2. Udai Pareek, *Understanding Organizational Behavior*, Second Edition, Oxford University Press.2010
3. Margie Parikh and Rajan Gupta, *Organizational Behavior*, Tata McGraw Hill Education Private Limited, 2010

**GLOBAL FINANCIAL MARKETS**

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB3CJ108				
Course Title	<b>Global Financial Markets</b>				
Type of Course	Major				
Semester	3				
AcademicLevel	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course provides a comprehensive understanding of the global financial system, including its structure, institutions, and instruments. Students will explore the interconnections between various financial markets and analyze the factors influencing their dynamics. The course emphasizes the application of theoretical concepts through case studies, and real-world examples. Students will develop critical thinking and analytical skills to assess global financial trends, risks, and opportunities.				

**Course Outcomes (CO):**

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop understanding of the underlying principles and dynamics of global financial markets.	U	C	Lecture and Discussion
CO2	Acquire knowledge of the institutional structure and regulatory framework of global financial markets.	U	C	Lecture and Discussion
CO3	Ability to analyze and interpret financial market data and trends.	AN	C, F	Discussions and Practical assignments
CO4	Ability to evaluate various financial instruments available in global markets and understand its pros and cons.	Ap	M	Case analysis and presentations
CO5	Ability to deal with foreign exchange transactions and knowledge to manage risk associated with it.	Ap	M	Discussion

## Detailed Syllabus

Module	Unit	Content	Hours	Internal	External
1		<b>Introduction to Financial system</b>	15		
	1	Financial System- Meaning-Structure-Functions- Constituents			
	2	Financial markets-Meaning-Structure-Functions, Domestic Market-Global market- Primary and secondary markets,			
	3	Capital Markets functions, organisation, and instruments. Debt market; Equity market			
	4	Money market: functions, organisation, and instruments. Role of central bank in money market			
2		<b>Global Financial System</b>	15		
	1	Introduction to International Financial System - Brettonwood conference and afterwards			
	2	European monetary system, Fixed vs Floating Rate regimes, Creation of Euro Currency Markets - Creation of Euro Dollar			
	3	Emergence of Global Currency Markets – Size and Structure of Europe and Asian Markets, Transaction – Regulatory systems – Major instruments			
	4	International economic institutions – IMF, World Bank and WTO			
3		<b>International Financial Markets and Instruments</b>	15		
	1	International Financial Markets and Instruments, Integration of financial markets and approach; Arbitrage opportunities; Role of financial intermediaries.			
	2	International Money Market Instruments and Institutions - GDRs, ADRs, IDRs, Euro Bonds, Euro Loans, Repos, CPs, derivatives, floating rate instruments, loan syndication and Euro deposits.			
	3	Interconnection of global financial markets, Contagion effect of global crisis			

4		<b>Forex Market</b>		
	1	The Foreign Exchange Market - Organisation – Spot Vs Forward Markets – Bid and Ask rates – FEDAI Regulations – Role of RBI		
	2	Exchange Rates - Exchange rate systems – Gold Standard –Fixed Vs Floating Exchange Rate systems – Determinants of Exchange Rates – Exchange Controls.		
	3	Foreign Exchange Transactions – Purchase and Sale transactions – Spot Vs Forward transactions - Arbitrage Operations – Different types of Foreign exchange exposers		
5		<b>Practical Exercises and Case analysis</b>	5	
	1	Case study: Analyze significant global financial events (e.g., the 2008 financial crisis, the Eurozone crisis) and their implications for different market participants.		
	2	Group discussions on the role of international financial institutions like the World Bank, IMF, and ADB in global financial stability.		
	3	Analyse the real data on forex rates over the years for different countries and generate inferences		

## REFERENCES

1. Geert Bekaert and Robert Hodrick, *International Financial Management*, Pearson Prentice Hall, 2nd Edition, 2012.
2. Joseph Anbarasu, *Global Financial Management*, Ane, Delhi, 2010
3. Jeff Madura, *International Financial Management*, Cengage learning, Delhi, 2008
4. Kevin S, *Fundamentals of International Financial Management*, PHI, Delhi, 2010



## **Analytics for Business Decisions**

Programme	BBA International Business Honours				
Course code	BIB3CJ109				
Course Title	Analytics for Business Decisions				
Types of Course	Major				
Semester	3				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Prerequisites	Prior knowledge on database concepts and also spreadsheets will be advantageous.				
Course Summary	The objective of this course is to equip students with an introduction to business analytics. Students will learn how to make data-driven decision in solving business problems. The students will be familiarised with tools like MS Excel to interpret data, Power BI to visualise information and Weka for data mining.				

### **Course Outcomes (CO):**

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the importance of data and also the importance of recording data efficiently	U	M	To understand and analyse given data set and tabularise them for demonstrating consumer preferences
CO2	To have an awareness regarding the applications of business analytics and also the tools used in data analytics	U	M	Practical Assignment, Lecture and Discussion
CO4	To get introduced to machine learning and its relevance	AN	M	Case studies
CO5	To understand classification and clustering	An	M	Observing and learning the prepared data and identify whether classification or clustering will be appropriate and also identify the dependent and independent variables
CO6	Explore the possibilities of applying data analytics in various functional domains of business	Ap	M	Case studies
CO7	To get introduced to text analytics	AN	M	Case studies , Presentations
CO8	To learn how to visualise data and create dynamic	Ap	M	Practical assignments

	dashboards supporting decision making			
CO9	Learn to create models using Weka, a data mining tool	AP	M	Practical assignments

### ANALYTICS FOR BUSINESS DECISIONS

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
<b>I</b>	<b>Introduction to data analytics</b>		<b>10</b>	<b>20</b>	<b>16</b>
	1	Introduction to business analytics, Importance of business analytics			
	2	Importance of data, Types of data - Structured, Unstructured, Semi structured, DIKW Pyramid			
	3	Types of business analytics, Applications of business analytics, Tools used for business analytics (Python, R, PowerBi, Tableau)			
<b>II</b>	<b>Machine learning</b>				<b>18</b>
	4	Machine learning for analytics, Machine learning process,	<b>18</b>		
	5	Types of machine learning-supervised, Unsupervised and reinforcement, CRISP DM Model			
	6	Classification and Clustering, Examples of classification and clustering algorithms			
<b>III</b>	<b>Analytics for functional domains</b>				<b>18</b>
	7	Business analytics in functional domains (Human Resources, Marketing, Operations, Finance)	<b>10</b>		
	8	What is text analytics, Application of text analytics, Sentimental analysis			
<b>IV</b>	<b>Business Intelligence and Visualisation</b>		<b>12</b>	<b>10</b>	
	<b>9</b>	Business intelligence, OLAP, Visualization using PowerBi , Creating dashboards using PowerBI, Dashboards using Excel			
<b>v</b>	<b>10</b>	Hands on Session			
		Classification/ Clustering using Weka Demonstration the working of of an algorithm for classification/ clustering			

#### Text Books and Reference Books:

1. Sumati Varma. (2013). International Business (1st edi), Pearson.
2. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, New Delhi.
3. Warren J. Keegan. (2010). Global Marketing Management (9th edi), Prentice Hall of India, NewDelhi. International Business by Daniel and Radebaugh –Pearson Education- 10th Edition

## International Supply Chain Management

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB3CJ110				
Course Title	<b>International Supply Chain Management</b>				
Type of Course	Major				
Semester	3				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	International Supply Chain Management is a course aimed at familiarizing students with the basic knowledge of interconnectivity between various stakeholders in business and how products/raw materials move from one end of the cycle to the other end. In addition to that, students will be exposed to the major changes in supply chain operations in both the domestic and the international context.				

### Course Outcomes (CO):

The course aims to empower students with a comprehensive knowledge on the supply chain activities from both domestic and global perspective.

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To equip students with the concept and practices of Supply Chain Management	U	C	Case study
CO2	To blend and bring forth the practices of SCM from various industries like e-commerce, logistics, FMCG, retail, manufacturing etc	Ap	P	Presentation
CO3	To enable students to understand and relate the operational and functional aspects of Supply Chain from both operations and marketing point of view in a global context	An	P	Designing a supply chain system

Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
<b>I</b>	<b>Introduction To Supply Chain and Global Strategy</b>		<b>11</b>		
	1	Introduction to supply chain management	3		
	2	Insight into global trade and global supply chains, Emerging markets and global supply chains	3		
	3	Integration of global supply chain functions, Strategic benefits of global supply chains	3		
	4	International commerce terms	2		
<b>II</b>	<b>Implications of Industry Globalization Drivers for Supply Chains</b>		<b>11</b>		
	5	Types of drivers in global supply chain, Knowledge of how market globalization drivers influence supply chains	4		
	6	How competitive globalization drivers better facilitate global supply chains	4		
	7	Increased “Born global companies”, characteristics and the growth of global networks	3		
<b>III</b>	<b>Evaluating Global Supply Chain Infrastructure and Leveraging Logistics</b>		<b>15</b>		
	8	Analysis of transportation, communication, utilities and technology infrastructure, Supply chain security, risks and value, Managing global inventory,	5		
	9	Global packaging and materials handling, understanding of global distribution centers, Ocean, air, land and intermodal transportation, strategic make or buy decisions in global supply chains, total cost analysis in global supply chains,	5		
	10	comprehension of the Supply Chain Operations Reference Model, Using a first-party logistics (1PL), 2PL, 3PL, 4PL	5		
<b>IV</b>	<b>Purchasing and Market Channels in Global Supply Chains</b>		<b>15</b>		
	11	Key elements of a global purchasing strategy, moving from international to global purchasing, types of global purchasing strategies, strategies for outsourcing and off-shoring, ,	5		
	12	selecting suppliers and designing global supplier networks , Creating a global market channels strategy, International market entry modes, expertise in international wholesaling, retailing and franchising	5		
	13	introduction to global EDGE diagnostic tools for global market channel partners, E-Business –Framework and Role of Supply Chain in e-business and b2b practices.	5		
<b>V</b>	<b>Open Module</b>		<b>8</b>		
	14	Design a supply chain system for a product of choice	4		
	15	Case study discussion on organizations having an efficient supply chain system	4		

**Text books and references**

- Long, D. (2003). *International logistics: global supply chain management*, Dordrecht, The Netherlands: Kluwer Academic Publishers.
- Sanders, N. R., & Sanders, N. R. (2012). *Supply chain management: A global perspective*, J. Wiley & Sons.
- Branch, A. E. (2008). *Global supply chain management and international logistics*. Routledge.
- Buurman, J. (2002). *Supply chain logistics management*. McGraw-Hill.
- Mangan, J., Lalwani, C., & Lalwani, C. L. (2016). *Global logistics and supply chain management*. John Wiley & Sons.

## FINTECH TOOLS

Programme	BBA INTERNATIONAL BUSINESS				
Course Code					
Course Title	<b>Fintech tools</b>				
Type of Course	SEC				
Semester	3				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	3	3	-		45
Pre-requisites	This course assumes that students have the basics about everyday finance				
Course Summary	It covers core concepts, hands-on exercises, and explores how these tools can be used in everyday finance				

### Course Outcomes (CO):

This course equips undergraduate students with practical knowledge of Fintech tools and their applications

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand what is fintech	U	C	Presentation
CO2	To know the difference between traditional and digital lending	U	C	Case study
CO3	Understand fintech tools	Ap	P	Practical application
CO4	To understand security threats in Fintech	Ap	P	Case study

<p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)            # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)            Metacognitive Knowledge (M)</p>
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### Detailed Syllabus:

Module	Unit	Content	Hrs (45)	Internal (30)	External (70)
<b>I</b>	<b>Introduction to Fintech</b>		<b>9</b>		
	1	<b>Demystifying Fintech: Why it Matters:</b> Introduction to Fintech - definition, scope, and evolution, Understanding the impact of Fintech on traditional finance, Exploring the benefits and challenges of adopting Fintech tools.	3		
	2	<b>The Fintech Ecosystem Explained:</b> Unveiling the different categories of Fintech tools (Payments, Lending, Investments etc.), Key players in the Fintech landscape (Startups, Banks, Regulators),	2		
	3	<b>Making Payments Seamlessly in the Digital Age:</b> Exploring digital wallets, mobile payments, and UPI for transactions, Understanding online payment gateways and their functionalities	2		
	4	<b>Blockchain Technology: Powering Innovation:</b> Grasping the core concepts of Blockchain technology, Demystifying Blockchain applications in Fintech (Cryptocurrency, Smart contracts), Discussing security and regulatory considerations surrounding Blockchain.	2		
<b>II</b>	<b>Managing Money with Fintech Tools</b>		<b>11</b>		
	5	<b>Traditional vs. Digital Lending: A Comparison:</b> Understanding the loan application process in traditional banks, Exploring Fintech-based lending models (P2P lending, Marketplace lending), Evaluating the advantages and limitations of digital lending.	2		
	6	<b>Creditworthiness Assessment: Traditional vs. Modern Methods:</b> Understanding traditional credit scoring methods, Exploring alternative data and new-age credit scoring in Fintech, Discussing risk management practices in digital lending.	3		
	7	<b>Crowdfunding and Peer-to-Peer Lending Platforms:</b> Unveiling different types of crowdfunding platforms (Equity, Debt), Understanding the regulatory framework for crowdfunding	2		
	8	<b>Budgeting and Expense Management Apps:</b> Exploring popular budgeting and expense management applications, Hands-on session on using these apps for financial planning.	2		
	9	<b>Exploring Fintech Tools for Savings and Goal Setting:</b> Understanding how Fintech tools can aid savings and goal achievement	2		
<b>III</b>	<b>Investing in the Digital Age</b>		<b>12</b>		
	10	<b>Wealth Management in the Digital Era:</b> Comparing traditional wealth management with Robo-advisors, Exploring features and functionalities of digital investment platforms, Understanding goals-based financial planning with Fintech tools.	3		
	11	<b>Investment Strategies and Portfolio Management:</b>	3		

		Learning about asset allocation and diversification for risk management, Utilizing Fintech tools for investment research and analysis (hands-on session), Exploring algorithmic trading and automated investment strategies.			
	12	<b>Alternative Investments and Fintech Platforms:</b> Understanding crowdfunding for startups and alternative investments, Exploring Peer-to-peer lending platforms for alternative investments, Discussing security considerations and risk assessment for alternative investments.	3		
	13	<b>Financial Literacy and Making Informed Decisions</b> (2 sessions): Emphasizing the importance of financial literacy in the digital age, Exploring how Fintech can promote financial literacy and investor education.	3		
<b>IV</b>	<b>Using Fintech Securely</b>		<b>6</b>		
	14	<b>Cybersecurity Threats in Fintech:</b> Identifying common cyber threats faced by Fintech users, learning strategies to safeguard yourself from online fraud and scams.	3		
	15	<b>Data Privacy and Security in Fintech Apps:</b> Understanding data privacy concerns in Fintech applications, Learning best practices for protecting your personal information online, Regulatory Landscape	3		
<b>V</b>	<b>Open ended module</b>		<b>7</b>		
	16	Real-world case studies of successful Fintech companies. Hands-on experience using popular payment apps Case studies analyzing the success stories and challenges of P2P lending platforms. Hands-on session on using Fintech tools for setting financial goals. Analyzing case studies of Fintech platforms for financial education.			

### **Text books and Reference Books**

1. Kaplan, M., & Lenoir, N. (2021). *FinTech for Dummies*.
2. Chishti, S., & Khanna, J. (2016). *The Fintech Book: The Financial Technology Revolution*.
3. Tapscott, D., & Tapscott, A. (2021). *Blockchain Revolution: How the Technology Behind Bitcoin is Changing Money, Business, and the World*.
4. Mougayar, W. (2016). *The Business Blockchain: Proven Strategies for Using Blockchain in Your Business*.



## Business Ethics and Sustainability

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB4CJ111				
Course Title	<b>Business Ethics and Sustainability</b>				
Type of Course	Major				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course provides a comprehensive exploration of business ethics, sustainability, and corporate social responsibility (CSR) with a specific focus on their application in business landscape.				

### Course Outcomes (CO):

This course equips future international business leaders with a strong foundation in ethical decision-making and sustainable practices within the Indian and global context. Through lectures, interactive discussions, case studies, guest speakers, and simulations, students will explore ethical frameworks, analyze contemporary business issues, and develop strategies for integrating sustainability into international business operations, aligned with the UN Sustainable Development Goals (SDGs).

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Analyze ethical dilemmas faced by Indian businesses in the international arena.	An	C	Case study
CO2	Apply ethical frameworks to decision-making with a focus on Indian regulations and cultural sensitivities.	Ap	P	Role play
CO3	Evaluate the environmental and social impact of international business practices	E	P	Presentation
CO4	Develop strategies for integrating sustainable practices into international business activities, contributing to the SDGs.	C	M	Assignment

Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
<b>I</b>	<b>Foundational Business Ethics for Indian Businesses</b>		<b>12.5</b>		
	1	Defining Business Ethics and its Importance in International Operations	3		
	2	Ethical Decision-Making: (Utilitarianism, Deontology, Virtue Ethics) with emphasis on their application in the Indian context (e.g., considering societal values)	3		
	3	<b>Benefits from Managing Ethics in the Workplace:</b> Emphasize the positive impact on employee morale, brand reputation, and long-term success.	3		
	4	Common challenges faced by Indian businesses (e.g., corruption, lack of transparency), ethical leadership and corporate governance within the Indian context.	2 1.5		
<b>II</b>	<b>Ethical Conduct in Finance and Investments</b>		<b>12.5</b>		
	5	Ethical issues in Finance: like insider trading, hostile takeovers, financial markets, financial statements	4		
	6	<b>Ethics in Investment Decisions:</b> Explore topics like socially responsible investing (SRI) and microfinance, highlighting their role in promoting sustainability and development in India.	4		
	7	<b>Role of ethics in HRM, Marketing</b>	4.5		
<b>III</b>	<b>Sustainability and Corporate Social Responsibility (CSR)</b>		<b>12.5</b>		
	8	<b>Sustainability Meaning and Scope:</b> Explore the concept of sustainability and its three pillars: economic, social, and environmental. Discuss its increasing importance for Indian businesses operating globally.	4		
	9	<b>Corporate Social Responsibility (CSR):</b> Define CSR and its evolution in the Indian context (e.g., mandatory CSR spending). Analyze different CSR frameworks and best practices for Indian companies	3		
	10	<b>Why is Sustainability an Imperative?</b> Highlight the business case for sustainability, including cost reduction, brand reputation enhancement, and attracting responsible investors.	3		
		<b>Corporate Sustainability Reporting Frameworks:</b> Explore global frameworks like GRI (Global Reporting Initiative) and their applicability to Indian companies.	2.5		
<b>IV</b>	<b>Sustainable development goals</b>		<b>12.5</b>		
	11	<b>Millennium Development Goals (MDGs) to Sustainable Development Goals (SDGs)</b>  <b>Legal Framework, Conventions, and Treaties on Environmental and Social Aspects:</b> Discuss relevant Indian regulations and international agreements on environmental protection, labor practices, and human rights. (e.g., The National Green Tribunal Act, UN Global Compact, UN Convention on climate change)	5		

<b>V</b>		<b>Open module</b>	<b>10</b>		
	14	<p>Interactive discussions on ethical dilemmas faced by Indian companies in international business scenarios.</p> <p>Group Project Brainstorming Session: Identifying potential ethical challenges and developing strategies to address them for a chosen Indian company operating internationally.</p> <p>Group Project: Develop a sustainability plan for a chosen Indian company operating internationally, aligning it with relevant SDGs.</p>			

### Text books and references

1. **Crane, A., Matten, D., Glozer, S., & Spence, L. J. (2019).** *Business ethics: Managing corporate citizenship and sustainability in the age of globalization* (5th ed.). Oxford University Press.
2. **Fernando, A. C. (2019).** *Business ethics: An Indian perspective* (3rd ed.). Pearson India.
3. **Hartman, L. P., DesJardins, J. R., & MacDonald, C. (2020).** *Business ethics: Decision making for personal integrity and social responsibility* (5th ed.). McGraw-Hill Education.
4. **Werther, W. B., & Chandler, D. (2011).** *Strategic corporate social responsibility: Stakeholders in a global environment* (2nd ed.). SAGE Publications.
5. **Aras, G., & Crowther, D. (2010).** *A handbook of corporate governance and social responsibility*. Gower Publishing, Ltd.
6. **Jennings, M., McDonnell, P., & Carroll, A. B. (2023).** *Business ethics: Ethical decision making for modern business leaders* (9th ed.). Publisher.

### Suggested Readings

1. **Bansal, P., & DesJardine, M. R. (2014).** *Business sustainability: It is about time*. *Strategic Organization*, 12(1), 70-78. <https://doi.org/10.1177/1476127013520265>
2. **Chakrabarty, S. (2012).** *Corporate social responsibility in India: A case study*. *International Journal of Indian Culture and Business Management*, 5(3), 273-287. <https://doi.org/10.1504/IJICBM.2012.046968>
3. **Jamali, D., Lund-Thomsen, P., & Jeppesen, S. (2017).** *SMEs and CSR in developing countries*. *Business & Society*, 56(1), 11-22. <https://doi.org/10.1177/0007650315571258>
4. **Sen, S., & Bhattacharya, C. B. (2001).** *Does doing good always lead to doing better? Consumer reactions to corporate social responsibility*. *Journal of Marketing Research*, 38(2), 225-243. <https://doi.org/10.1509/jmkr.38.2.225.18838>
5. **Visser, W., & Tolhurst, N. (2010).** *The world guide to CSR: A country-by-country analysis of corporate sustainability and responsibility*. Greenleaf Publishing.

## CORPORATE FINANCE

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB4CJ112				
Course Title	<b>Corporate Finance</b>				
Type of Course	Major				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course equips students with the knowledge and skills necessary to make sound financial decisions for an organization. It covers the essential concepts and tools used in managing a company's finances, including financial planning, investment decisions, financing decisions, and working capital management.				

### Course Outcomes (CO):

This course aims to develop a strong foundation in financial management principles and concepts and to enhance problem-solving and decision-making abilities in financial contexts.

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamentals of financial management, the role of finance in organizations, the goals of financial management (profit maximization vs. wealth maximization)	U	C	Instructor-created exams / Quiz
CO2	Understand the concept of time value of money and its applications in financial decisions.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Evaluate investment opportunities using various capital budgeting techniques	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	To analyze the capital structure of a firm and its impact on financial performance.	U	C	Instructor-created exams / Home Assignments
CO5	Develop practical skills in the preparation of financial statements.	Ap	P	Seminar Presentation / Group Tutorial

				Work
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\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
<b>I</b>	<b>Introduction to Financial Management</b>		<b>10</b>	<b>20</b>	<b>16</b>
	1	Financial Management: Meaning – Objectives – Scope			
	2	Business Finance–Finance Function Organization Structure of Finance - Financial Functions			
	3	Role of financial Manager – Financial Planning-Strategies to improve the wealth of the owners.			
<b>II</b>	<b>Time Value of Money and Working capital management</b>		<b>12</b>		<b>18</b>
	4	Introduction, Time Lines, Future Value, Present Value, Effective Interest Rates			
	5	Rule 72, Calculating, Interest Rate, Calculating the time required, and Loan Amortization.			
	6	Meaning, Types of Working Capital, Operating Cycle, Estimation of Working Capital Requirements.			
<b>III</b>	<b>Capital Budgeting</b>		<b>16</b>		<b>18</b>
	7	Meaning – Nature of Investment Decisions – Evaluation Criteria			
	8	Pay-Back Period – Accounting Rate of Return, Net Present Value – Profitability Index – Internal rate of return method.			
<b>IV</b>	<b>Cost of Capital</b>		<b>10</b>		<b>18</b>
	9	Meaning – Components – Calculation of Cost of Debt – Cost of Preference Shares			
	10	Cost of Equity Capital, Different Approaches to Cost of Equity, Cost of Retained Earnings. Economic Value Addition.			
	11	Computation of Weighted Average Cost of Capital Using Excel			
<b>V</b>	<b>Open Ended Module</b>		<b>12</b>	<b>10</b>	
	<b>1. Time value of money with excel functions</b>				
	<b>2. Approaches in Working Capital With Excel Functions</b>				
	<b>3. Advantages and Disadvantages of Techniques of Capital Budgeting. With Excel Functions</b>				
	<b>4. Computation of Weighted Average Cost of Capital Using Excel</b>				
	<b>5. Risk Analysis in Capital Budgeting with Excel Functions</b>				

### Text Books And Reference Books:

1. Richard A. Brealey, Stewart C. Myers, and Mohanthy, Principles of Corporate Finance, TataMcGraw Hill, 11th Edition, 2014

2. I.M.Pandey, Financial Management, Vikas Publishing House Pvt., Ltd., 11th Edition, 2008.m
3. Prasanna Chandra, Financial Management, Tata McGraw Hill, 9th Edition, 2017
4. Stephen A. Ross, Randolph W. Westerfield, and Bradford D. Jordan, Essentials of Corporate Finance, 2013,8th Edition, McGraw-Hill Irwin (with Connect access).
5. Brigham and Ehrhardt, Corporate Finance - A Focused Approach, Cengage Learning, 1 st Edition, 2008.
6. M.Y Khan, Indian Financial System, Tata McGraw Hill, 5th Edition, 2008
7. Smart, Megginson, and Gitman, Corporate Finance, 1st Edition, 2008.
8. Krishnamurthy and Viswanathan, Advanced Corporate Finance, PHI Learning, 2008.

## Cost and Management Accounting

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB4CJ113				
Course Title	<b>Cost and Management Accounting</b>				
Type of Course	Major				
Semester	4				
AcademicLevel	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course provides essential financial information for imparting understanding on internal decision-making of businesses. It covers topics like cost concepts, costing methods, budgeting, and financial statement analysis. This knowledge helps students to know and practice how businesses make informed decisions about pricing, production, and resource allocation.				

### Course Outcomes (CO):

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate a deep understanding of cost concepts and terminology	AN	M	Lecture and Discussion
CO2	Students will be able to use different costing methods effectively to determine the cost of products or services, and analyze the cost structure of a business.	U	C	Lecture and Discussion
CO3	Students will be able to apply measures like break even analysis and marginal costing to make business decisions	Ap	C, F	Discussions and Practical assignments
CO4	Enable students to analyse the information derived from applying cost and management accounting tools and methods to evaluate businesses	Ap	M	Case analysis and presentations
CO5	Ability to analyse the financial statements of an enterprise and come up with suggestions	AN	M	Case analysis and presentations

## Detailed Syllabus

Module	Unit	Content	Hours	Internal	External
1		<b>Introduction to Cost Accounting</b>	15		
	1	Cost Accounting -Meaning & Definition, Scope and use of Cost accounting, Relationship between Financial Accounting and Cost Accounting , Role of Cost accounting in Decision-Making			
	2	Cost concepts, Element of cost, classification of costs, Preparation of cost sheet.			
	3	Methods and Techniques of Costing, Activity Based Costing			
2		<b>Accounting for Material, Labour and Overheads</b>	15		
	1	Material Control, Pricing of material issues			
	2	Labour: labour turnover, methods of wage payment and incentive plans			
	3	Classification, Allocation, Apportionment, and absorption of Overhead; under and over absorption of Overhead.			
3		<b>Introduction to Management Accounting</b>	15		
	1	Management Accounting- Meaning, nature, scope and limitations, Relationship of financial, cost and management accounting			
	2	Budgetary control: Meaning, objectives, Types of budgets			
	3	Marginal Costing as a Tool for Decision Making; CVP Analysis; P/V ratio, break even point, margin of safety, Make or Buy Decision, Change in product Mix, Pricing Decisions, Exploring a New Market, Shut-down Decisions			
4		<b>Analysis of financial statements</b>	10		
	1	Financial analysis- Meaning and Importance, Tools, Comparative statements, common size statements and trend analysis.			
	2	Cash Flow analysis : Cash from operating, investing & financing activities, preparation of cash flow statement.			
	3	Ratio Analysis: liquidity ratios, activity ratios, solvency ratios and profitability ratios			



5		<b>Practical exercises and case analysis</b>	5		
	1	Analyze cost structure of a company in your locality and identify potential areas for cost reduction.			
	2	Create a comprehensive budget for a hypothetical company, including sales, production, and operating expenses.			
	3	Using an annual report of a joint stock company of your choice, apply various financial analysis tools and come up with meaningful inferences and suggestions			

## REFERENCES

1. Miller-Nobles, Tracie L., Mattison, Brenda L., and Matsumura, Ella Mae (2016). *Hornngren's Financial and Managerial Accounting: The Financial Chapters* (Block 1 , 2 and 5)
2. Atrill, Peter and McLaney, Eddie (2013). *Financial Accounting for Decision Makers*.(seventh edition). Pearson. (Block 3,4 and 5)
3. Shukla, M. C., Grewal, T. S.: *Advanced Accounts*, New Delhi: S. Chand & Company Ltd. (All Blocks)
4. Jain, S. P. & Narang, K. L. *Advanced Accountancy*, New Delhi: Kalyani Publishers. (All Blocks)
5. Gupta, R. L., Radhaswamy M.: *Advanced Accountancy*, New Delhi: Sultan Chand & Sons. (All Blocks)

## INTERNATIONAL RELATIONS

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB4CJ114				
Course Title	<b>International Relations</b>				
Type of Course	Major				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course offers a comprehensive overview of international relations (IR), focusing on the historical evolution, theoretical approaches, and key issues that shape global interactions among nations. Students will explore the foundational principles, significant treaties, and the role of international organizations in maintaining peace and fostering economic cooperation.				

### Course Outcomes (CO):

This course helps students to gain a deep understanding of the historical evolution and theoretical frameworks of international relations, enabling them to analyze global political dynamics and the roles of nations, states, and international organizations. Additionally, students will acquire knowledge about key economic and peacekeeping organizations, preparing them for informed engagement in global affairs.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand international relations	U	C	Case study
CO2	To analyse nation, power, diplomacy & International organizations	Ap	P	Presentation
CO3	To analyse working of International organizations for peace & security	An	P	Designing a supply chain system

Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
<b>I</b>	<b>International relations &amp; history</b>		<b>10</b>		
	1	Introduction of International Relations: Meaning & Definition – Objectives -Approaches of IR: Realism, Idealism – Three levels of analysis: System level of Analysis, State level of analysis, Individual level of analysis.	<b>5</b>		
	2	The evolution of world politics: Westphalia Treaty, The	<b>5</b>		

		Treaty of Utrecht, World War 1: Causes & Consequences, Treaty of Versailles, Paris peace Conference, League of nations, World War 2: Origin, Causes & Consequences – Cold war			
<b>II</b>	<b>Nation, Power, Diplomacy &amp; International organizations</b>		<b>14</b>		
	3	Nation, states and the International Environment: Nation & States, Nation and Nationality: Differences, elements of nationality –	<b>4</b>		
	4	State: Elements, Characteristics & classification of states – National power & its elements – Imperialism & Colonialism – Diplomacy: Functions, Types & limitations	<b>5</b>		
	5	Balance of Power: Methods and objectives – International Organizations: Benefits & Limitations – Important IO (IGO, NGO, MNC), Role of international organizations – Nationalism & Transnationalism and its types	<b>5</b>		
<b>III</b>	<b>International organizations for peace &amp; security</b>		<b>14</b>		
	8	Important international agreements for economic cooperation: ASEAN, EU, BRICS, NATO – Important economic organizations: UN, WTO, WHO, World bank, IMF, ILO – Funds and programmes: UNICEF, UNDP, UNEP	<b>8</b>		
	9	UN in peacekeeping and security: Role of UN Peace keepers, Structure, Finance and Formation, India's role, Methods of peace keeping	<b>6</b>		
<b>IV</b>	<b>The Four Little Dragons</b>		<b>8</b>		
	11	Taiwan, South Korea, Hong Kong & Singapore	<b>8</b>		
<b>V</b>	<b>Open Module</b>		<b>14</b>		
	14	Role play by students on improving international relations between countries. Case study on The East China Sea Dispute			

### Text books and references

Baylis, J., Smith, S., & Owens, P. (2020). The globalization of world politics: An introduction to international relations (8th ed.). Oxford University Press.

Goldstein, J. S., & Pevehouse, J. C. (2019). International relations (12th ed.). Pearson.

Mingst, K. A., & Arreguín-Toft, I. M. (2016). Essentials of international relations (7th ed.). W.W. Norton & Company.

Nye, J. S., & Welch, D. A. (2017). Understanding global conflict and cooperation: An introduction to theory and history (10th ed.). Pearson.

Jackson, R., & Sørensen, G. (2019). Introduction to international relations: Theories and approaches (7th ed.). Oxford University Press.

Bull, H. (2012). The anarchical society: A study of order in world politics (4th ed.). Columbia University Press.

## Strategic Thinking with Indian Wisdom

Programme	BBA INTERNATIONAL BUSINESS				
Course Code					
Course Title	<b>Strategic Thinking with Indian Wisdom</b>				
Type of Course	Value Added Course				
Semester	4				
AcademicLevel	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	3	3	-		45
Pre-requisites					
Course Summary	This five-module course is designed to equip students with the tools and frameworks for strategic thinking, drawing inspiration from the rich wisdom of the Indian Knowledge System (IKS). By integrating Western strategic frameworks with the timeless wisdom of the Indian knowledge System, this course will equip you to think holistically, make ethical decisions, and lead with long-term vision.				

### Course Outcomes (CO):

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop ability to apply Indian wisdom principles to strategic decision-making.	Ap	M	Lecture and Discussion
CO2	Gained proficiency in understanding and analyzing complex strategic challenges.	AN	F	Lecture and Discussion
CO3	Enhance capacity for critical thinking and problem-solving following Indian cultural knowledge.	AN	C, F	Discussions and Practical assignments
CO4	Acquire knowledge of traditional Indian leadership and management philosophies.	Ap	M	Case analysis and presentations
CO5	Cultivate a holistic and long-term perspective on strategic planning and apply it in life.	Ap	M	Discussion

## Detailed Syllabus

Module	Unit	Content	Hours	Internal	External
1		<b>Foundations of Strategic Thinking</b>	8		
	1	Strategic thinking, its importance in today's world, the decision-making process.			
	2	Understanding the Environment-Competitor analysis, industry analysis, and environmental scanning - SWOT analysis, Porter's Five Forces, and PESTLE analysis			
	3	Indian value framework for setting long-term goals - "Purusharthas" (Dharma, Artha, Kama, Moksha) - righteous action, material success, desire, and liberation			
2		<b>Competitive Dynamics</b>	12		
	1	Understanding stakeholder relationships and competitive dynamics, The concept of "Mitra" (friend), "Ari" (enemy), "Udaasin" (neutral) from Kautilya's Arthashastra			
	2	Competitive Positioning- Generic Strategies, Determining Competitive Scope, Value Chain Analysis			
	3	Business Strategy, Corporate Strategy, and International Strategy			
3		<b>Crafting Winning Strategies</b>	10		
	1	Develop strategic options, Blue Ocean Strategy framework, Scenario Planning, and Strategic Objectives.			
	2	Ethical and Sustainable strategic decisions in line with concept of "Niti" (ethical policy) and "Neeti" (immoral policy) from the Mahabharata			
	3	Strategy into actionable plans, allocate resources, and manage change- "Karmayoga" (path of action) from the Bhagavad Gita - emphasizing focused action			
4		<b>Strategic Evaluation</b>	10		
	1	Track progress, measure success, and adapt strategies based on results.			

	2	Performance measurement frameworks, scenario planning updates, and feedback mechanisms.			
	3	Continuous learning and adaptation from the Upanishads- Explore "Atma Gyan" (self-knowledge)			
5		<b>Application of strategic thinking and Case Studies</b>	5		
	1	Case Study: Analyze a historical example where an Indian leader utilized strategic thinking (e.g., Chanakya's strategies for Chandragupta Maurya).			
	2	Conduct a stakeholder analysis using the Mitra-Ari-Udaasin framework.			
	3	Case Study: Analyze a successful Indian company's strategic approach (e.g., Tata Group's diversification strategy).			
	4	Case Study: Analyze how an Indian company successfully monitored and adapted its strategy (e.g., Infosys's global expansion).			

## REFERENCES

1. B. Mahadevan , Nagendra Pavana , Vinayak Rajat Bhat, *Introduction to Indian knowledge system : concepts and applications*, PHI publications
2. S. Radhakrishnan, *Indian Philosophy*, Volume 1 and 2, Oxford university press.
3. Kazmi, A. (2014). *Strategic Management and Business Policy*, McGraw Hill Companies
4. Nag, A. (2011). *Strategic Management – Analysis, Implementation and Control*, Vikas Publishing House
5. Kachru, U. (2005). *Strategic Management – Excel*

## Essentials of Direct Taxation

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB5CJ115				
Course Title	<b>Essentials of Direct Taxation</b>				
Type of Course	Major				
Semester	5				
AcademicLevel	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course provides a comprehensive understanding of Indian Income Tax Law. It covers the fundamental concepts, computation of income from various sources, deductions, exemptions, and tax planning strategies. The course also emphasizes the importance of tax compliance and the implications of the Income Tax Act on individuals and businesses.				

### Course Outcomes (CO):

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Ability to define key terms and concepts related to income tax and demonstrate understanding of the structure and provisions of the Income Tax Act	U	C	Lecture and Discussion
CO2	Ability to compute taxable income for individuals and businesses under different income heads.	Ap	C, F	Lecture and practical problems
CO3	Knowledge to calculate tax liabilities using tax slabs, deductions, and exemptions.	Ap	C, F	Lecture and practical problems
CO4	Analyze the impact of tax laws on business decisions	AN	M	Case analysis and presentations

CO5	Critically evaluate different tax planning strategies and recommend the most suitable option.	AN	M	Discussion
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## Detailed Syllabus

Module	Unit	Content	Hours	Internal	External
1		<b>Income Tax Basics</b>	12		
	1	Introduction to Income Tax: Concept, history, and importance of taxation, Objectives of Taxation – Canons of Taxation			
	2	Tax System in India- Income Tax Act, 1961: Structure and salient features			
	3	Basic Definitions under Income Tax Act-Assessment Year- Previous Year - Person – Assessee- Income- Gross Total Income- Total Income - Residential status- Agricultural Income- Income exempted from tax - Different Heads of Incomes.			
2		<b>Income from Salary and House property</b>	15		
	1	Salary Income: Meaning and definition- Allowances- Perquisites- Profits-in-lieu of Salary- Deductions from Salary			
	2	Computation of Income from Salaries (Problems, excluding Retirement Benefits)			
	3	Income from House property – Annual value – Deductions from Annual Value- Unrealized rent – Exemptions			
	4	Computation of house property income. (Problems)			
3		<b>Income from Business and other sources</b>	15		
	1	Meaning of business income- Accounting profits, Deductions expressly allowed - Disallowances under the Act- Method of Computation of Business Income (Simple problems)			
	2	Capital Gains: Computation of short-term and long-term capital gains			
	3	Income from Other Sources: Interest income, dividends, lottery winnings, etc.			
4		<b>Computation of Total income and tax liability of Individuals</b>	10		
	1	Gross Total Income- Deductions from Gross Total Income, Clubbing of Income, Set off and Carry forward of losses			

	2	Computation of Total Income and Tax Liability, tax slabs, cess and surcharge, TDS and Advance tax			
	3	Tax evasion, Tax avoidance, Tax Planning: Strategies for tax minimization within legal framework			
5		<b>Practical aspects of Tax</b>	8		
	1	Income Tax Return Filing: Understanding different forms of income tax returns, filing procedures, and verification.			
	2	Assessment Procedures: Types of assessments, reopening of assessment, appeals and revisions			
	3	Case Studies and Practical Problems: Application of theoretical concepts to real-life scenarios.			

## REFERENCES

1. H.C.Mehrotra, *Income Tax Law and Practice*, Agra, Sahitya Bhawan Publications
2. Singhania, V. K., & Singhania, M. (2019). *Corporate tax planning business tax procedures* 23rd ed. Taxmann
3. T.S.Reddy & Hari Prasad Reddy, *Income Tax Theory, Law & Practice*, Chennai, Margham Publications.
4. V.P.Gaur & Narang, *Income tax law and Practice*, New Delhi, Kalyani Publisher.

# STRATEGIC MANAGEMENT

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB5CJ116				
Course Title	<b>Strategic Management</b>				
Type of Course	Major				
Semester	5				
Academic Level	300 – 399				
Course Details	Cre dit	Lecture per week	Tutori al per week	Practic um per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course equips students with the knowledge and skills necessary to make sound financial decisions for an organization. It covers the essential concepts and tools used in managing a company's finances, including financial planning, investment decisions, financing decisions, and working capital management.				

## Course Outcomes (CO):

This course aims to develop a strong foundation in financial management principles and concepts and to enhance problem-solving and decision-making abilities in financial contexts.

**This course will enable the students to achieve the following outcomes.**

C O	CO Statement	Cogniti ve Level *	Knowled ge Categor y#	Evaluati on Tools used
C O1	Understand the fundamentals of financial management, the role of finance in organizations, the goals of financial management (profit maximization vs. wealth	U	C	Instructor-created exams / Quiz

	maximization)			
C O2	Understand the concept of time value of money and its applications in financial decisions.	A p	P	Practical Assignment / Observation of Practical Skills
C O3	Evaluate investment opportunities using various capital budgeting techniques	A p	P	Seminar Presentation / Group Tutorial Work
C O4	To analyze the capital structure of a firm and its impact on financial performance.	U	C	Instructor-created exams / Home Assignments
C O5	Develop practical skills in the preparation of financial statements.	A p	P	Seminar Presentation / Group Tutorial Work

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge (F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
<b>I</b>	<b>Overview of Strategic Management</b>		<b>10</b>	<b>20</b>	<b>16</b>
	1	Concept and Process of Strategic Management			
	2	Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy			
	3	Levels of Strategies: Corporate, Business and Operational Level Strategy Management: Meaning – Objectives – Scope			
<b>II</b>	<b>Strategy Formulation</b>		<b>12</b>		<b>18</b>
	4	Strategic Formulation - Strategic Choice, Stages, and Importance of Strategic Formulation			

	5	Formulation of Alternative Strategies: Mergers, Acquisitions, Joint Ventures, Diversification, Turnaround, Divestment, Liquidation			
	6	Corporate Portfolio Analysis - SWOT Analysis, PESTE Michael Porter's Five Force Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix, McKinsey 7 -S Model			
<b>III</b>	<b>Strategy Implementation, Evaluation and Control</b>				<b>18</b>
	7	Concept of Strategy Implementation-Nature of Strategy Implementation-Behavioral, Structural, Functional and Procedural Implementations	<b>1 6</b>		
	8	Criteria of Strategy Evaluation-Strategy Surveillance-Mechanism for Controlling Strategy-Du Pont's Control Model-Concept of Value Chain-Strategy Audit			
<b>IV</b>	<b>Corporate Restructuring</b>				<b>18</b>
	9	Concept, Need of Corporate Restructuring-Factors of Corporate Restructuring - Internal and External	<b>1 0</b>		
	10	Forms of Corporate Restructuring-Indian Strategic Alliances and International Businesses - Importance, Types			
	11	Governing Strategies of PPP Model			
<b>V</b>	<b>Open Ended Module</b> 1 Expert Guest Lectures and Workshops: Invite industry experts to share insights on strategic challenges they have faced and the strategies they have employed to overcome them.  2 Debate on Strategic Decisions: Organize debates on strategic decisions taken by real-world companies, whether successful or not. Topics can include mergers and acquisitions, market entry strategies, diversification, or strategic alliances		<b>1 2</b>	<b>10</b>	

**Text Books And Reference Books:**

1. Thomas, J. (Year of Publication). Strategic Management - Text and Cases. Pearson.
2. Hill, C. W. L., Schilling, M. A., & Jones, G. R. (Year of Publication). Strategic Management. Cengage Learning.
3. Werther, Jr, W. B., & Chandler, D. (Year of Publication). Strategic Management and CSR Strategic Corporate Social Responsibility: Stakeholders in a Global Environment. Sage.
4. Srinivasan, R. (Year of Publication). Strategic Management: The Indian Context. Prentice Hall of India.
5. Kazmi, A. (Year of Publication). Strategic Management. Tata McGraw Hill.
6. Glueck, W. F., & Lavch, L. R. (Year of Publication). Business Policy and Strategic Management. McGraw Hill.

# INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB5CJ117				
Course Title	<b>International HRM</b>				
Type of Course	Major				
Semester	5				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	International Human Resource Management (IHRM) is about the worldwide management of human resources. IHRM can be traced back to the growth of international business operations and the development of multinational firms with their formal and informal approaches to personnel administration and management. The purpose of this course is to provide the students with knowledge and understanding of IHRM as well as the ability and skills to analyse IHRM in contemporary firms.				

## Course Outcomes (CO):

The purpose of this course is to provide the students with knowledge and understanding of IHRM as well as the ability and skills to analyse IHRM in contemporary firms.

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concepts related to Human Resource Management	U	C	
CO2	Critically analyse theories, perspectives, and practical problems facing contemporary firms by making use of in-depth understanding of IHRM	An	C	
CO3	Systematically illustrate, define, categorise, and analyse a broad range of issues and problems facing MNCs in their IHRM activities	Ap	P	Practical Assignment / Observation of Practical Skills

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

**Detailed Syllabus:**

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
<b>I</b>	<b>Introduction to HRM</b>		<b>12</b>		
	1	HRM- functions and objectives, organization of HR department, Functions of HRM-HRP, job analysis, recruitment, selection, T&D, compensation, Performance appraisal, grievance handling, employee engagement, work life balance, diversity, SHRM, HRIS, e-HR.			
	2	T&D, compensation, Performance appraisal, grievance handling,			
	3	employee engagement, work life balance, diversity, SHRM, HRIS, e-HR.			
<b>II</b>	<b>Introduction to IHRM</b>		<b>12</b>		
	4	Meaning Of Internationalization, stages of internationalization, Defining International HRM, Differences between Domestic and International HRM and moderating factors.			
	5	IHRM Strategic framework. The cultural context of IHRM, Hofstede, GLOBE and other culture models. Organizational Context - Standardization and localization,			
	6	Factors driving standardization or localization, IHRM in cross border mergers and acquisitions - due diligence, retention of key talent, competitive advantage in the global economy.			
<b>III</b>	<b>Resourcing and training for Global Markets</b>		<b>15</b>		
	7	Approaches to staffing – EPRG Theory. Types of International assignments (long term, short term, commuter, rotational, contractual, virtual), Roles of expatriates and non-expatriates, Recruitment and selection of expats, Expat failure and success, Dual career couples			
	8	<b>Training and Development</b>  Expatriate training – pre-departure training. Developing staff through international assignments, Trends in International training and development, Re-entry and career issues, Repatriation process, designing a repatriation program.  Multinational performance management, Managing performance of international employees, Performance appraisal of international employees.			
<b>IV</b>	<b>International compensation</b>		<b>11</b>		
	9	Components of international compensation for expatriates, Approaches to international compensation of expatriates, Complexity and challenges.			
	10	Managing workforce diversity in the global context			
<b>V</b>	<b>Open Ended Module</b> Case study on problems that can happen without pre training. Role play by students regarding adaptability in host countries. Study and student presentation on trend and challenges in IHRM.		<b>10</b>		

### **Text Books and Reference Books:**

Dowling, P J., Festing, M. & Engle, A D (2013, 6e). International Human Resource Management. Cengage Learning.

**International Human Resource Management** by Pawan Budhwar, Randall Schuler, and Paul Sparrow (8th Edition)

**Managing Human Resources in the Global Workplace** by Nancy J. Shapiro, Paolo Grisafi, and David A. Brewster (7th Edition)

### **Essential Reading / Recommended Reading**

1. Adler, N.(2010). International Dimensions of Organizational Behavior. South-Western College Publishing
2. Armstrong, M.(2013). Armstrong's Handbook of Human Resource Management. 11th edition, Practice, Kogan page.
3. Briscoe, D.R. (2012). International Human Resource Management. Prentice Hall.
4. Hill, C.W.L., (2013). International Business. McGraw – Hill Publications



## Operations Management in globalised world

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB5CJ118				
Course Title	<b>Operations Management in globalised world</b>				
Type of Course	MAJOR				
Semester	5				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course on Global Operations Management provides a comprehensive overview of managing operations in a global context, covering key topics such as the fundamentals of operations management, global supply chain integration, and the role of technology and innovation. Students will explore strategic sourcing, quality management, and emerging trends in global operations, with an emphasis on sustainability and risk management. By engaging with real-world case studies and discussions, students will develop the skills needed to effectively manage and innovate within the complex landscape of global operations.				

### Course Outcomes (CO):

The course aims to teach students concepts like fundamentals of operations management, global supply chain integration, and the role of technology and innovation. Students will explore strategic sourcing, quality management, and emerging trends in global operations, with an emphasis on sustainability and risk management

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the Fundamentals of Global Operations Management	U		
CO2	Analyze and Manage Global Supply Chain	An		
CO3	Apply technological Innovations and Strategic Thinking in Global Operations	Ap		

Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)

Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (45)	Internal (30)	External (70)
<b>I</b>	<b>Introduction to Global Operations Management</b>		<b>12</b>		
	1	Introduction to Operations Management			
	2	Globalization and Operations Management			
	3	Supply Chain Fundamentals			
	4	Operations Strategy in a Global Context			
<b>II</b>	<b>Global Supply Chain Management</b>		<b>14</b>		
	5	Supply Chain Integration and Coordination			
	6	Logistics and Transportation Management			
	7	Inventory Management in Global Supply Chains			
	8	Risk Management in Global Supply Chains			
<b>III</b>	<b>Technology and Innovation in Global Operation</b>		<b>12</b>		
	9	Role of Technology in Operations			
	10	E-commerce and Global Operations			
	11	Innovation in Operations Management			
	12	Sustainability and Green Operations			
<b>IV</b>	<b>Strategic Issues and Future Trends in Global Operations</b>		<b>12</b>		
	12	Strategic Sourcing and Outsourcing			
	13	Quality Management in Global Operations			
	14	Future Trends in Global Operations			
<b>V</b>	<b>Open Module</b>		<b>10</b>		
	15	Organize group discussions on the impact of globalization on local businesses. Students can share insights on how operations management strategies differ across countries and cultures.	<b>5</b>		
	16	Students can select a product and map its global supply chain, identifying key suppliers, logistics paths, and potential risks. They can present their findings and suggest improvements.	<b>5</b>		

Text books and references

1. Chopra, S., & Meindl, P. (2020). *Supply Chain Management: Strategy, Planning, and Operation* (8th ed.). Pearson.
2. Heizer, J., Render, B., & Munson, C. (2020). *Operations Management: Sustainability and Supply Chain Management* (13th ed.). Pearson.
3. Krajewski, L. J., Malhotra, M. K., & Ritzman, L. P. (2021). *Operations Management: Processes and Supply Chains* (13th ed.). Pearson.
4. Harrison, A., & Van Hoek, R. (2017). *Logistics Management and Strategy: Competing Through the Supply Chain* (5th ed.). Pearson.
5. Jacobs, F. R., & Chase, R. B. (2018). *Operations and Supply Chain Management* (15th ed.). McGraw-Hill Education.

## BUSINESS RESEARCH METHODS FOR MANAGEMENT

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB5CJ119				
Course Title	<b>Business Research Methods for Management</b>				
Type of Course	Major				
Semester	5				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course helps to understand the process of doing research in business and other social sciences. It also equips students with the required skills to undertake research projects as part of the curriculum. It also enables to acquire required skills to undertake research projects for the business and commerce.				

### Course Outcomes (CO):

The course aims to teach students what is research and also the methods of doing research. At the end of this course students should be able to carry out social science research studies.

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand and Apply Fundamental Research Concepts	U, Ap	F,P	Presentations
CO2	Develop Skills in Research Design and Data Analysis	C, Ap	P	Research formulation and data collection
CO3	Formulate Hypotheses and Prepare Comprehensive Research Reports	C	P	Do analysis and create report

Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

**Detailed Syllabus:**

Module	Unit	Content	Hrs (45)	Internal (30)	External (70)
<b>I</b>	<b>Introduction to research methodology</b>		<b>15</b>		
	1	Research – Meaning, Definition			
	2	Types of research – Descriptive, Analytical, Applied, Fundamental, Quantitative, Qualitative, Exploratory, Historical			
	3	Research process :- Steps involved in research process			
	4	Identification of variables - Independent and dependent variables			
<b>II</b>	<b>Research Design</b>		<b>15</b>		
	5	Research Design – Meaning, Types of Research Design			
	6	Sampling – meaning, Types, Determination of sample size			
	7	Types of Data and methods of collecting data, Scales of measurement			
	8	Quantitative and Qualitative data analysis, Statistical tools and software (SPSS & EXCEL)			
<b>III</b>	<b>Formulation of Hypothesis</b>		<b>8</b>		
	9	Hypothesis – meaning, Definition, Characteristics			
	10	Procedures for formulation of hypothesis			
	11	Testing of hypothesis (Theory)			
<b>IV</b>	<b>Data Analysis and Report Writing</b>		<b>12</b>		
	12	Data Analysis			
	13	Report Writing –Contents of a research report, footnotes and bibliography			
<b>V</b>	<b>Open Module</b>		<b>10</b>		
	14	Students can identify a research problem, develop questionnaire and collect data	<b>5</b>		
	15	An analysis using percentage method can be conducted	<b>5</b>		

## Text books and references

1. **Kothari, C. R., & Garg, G. (2019).** *Research methodology: Methods and techniques* (4th ed.). New Age International Publishers.
2. **Saunders, M., Lewis, P., & Thornhill, A. (2019).** *Research methods for business students* (8th ed.). Pearson Education.
3. **Booth, W. C., Colomb, G. G., Williams, J. M., Bizup, J., & Fitzgerald, W. T. (2016).** *The craft of research* (4th ed.). University of Chicago Press.
4. **Creswell, J. W., & Poth, C. N. (2018).** *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). SAGE Publications.
5. **Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2012).** *Business research methods* (9th ed.). Cengage Learning.

## Suggested Readings

6. **Creswell, J. W., & Creswell, J. D. (2017).** *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
7. **Salkind, N. J. (2021).** *Statistics for people who (think they) hate statistics* (7th ed.). SAGE Publications.

8. **Pallant, J. (2020).** *SPSS survival manual* (7th ed.). Routledge.
9. **Meschede, N. (2019).** *Applied statistics using Excel and SPSS*. SAGE Publications.
10. **Creswell, J. W., & Plano Clark, V. L. (2018).** *Designing and conducting mixed methods research* (3rd ed.). SAGE Publications.

## AI TOOLS FOR MANAGERS

Programme	BBA INTERNATIONAL BUSINESS				
Course Code					
Course Title	<b>AI Tools for managers</b>				
Type of Course	SEC				
Semester	5				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	3	3	-		45
Pre-requisites					
Course Summary	It covers core concepts, hands-on exercises, and explores how AI tools can be used in functional areas of business				

### Course Outcomes (CO):

This course equips undergraduate students with practical knowledge of using AI tools and their applications

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the Fundamental Concepts and Applications of AI in Management	U	C	Presentation
CO2	Develop Practical Skills in Using AI Tools for Managerial Functions	C	P	Case study
CO3	Analyze the Ethical and Strategic Implications of AI in Business	An	P	Practical application

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)

Metacognitive Knowledge (M)

**Detailed Syllabus:**

<b>Module</b>	<b>Unit</b>	<b>Content</b>	<b>Hrs (45)</b>	<b>Internal (30)</b>	<b>External (70)</b>
<b>I</b>	<b>Introduction to AI and Its Applications in Management</b>		<b>10</b>		
	1	<b>Overview of AI in Management:</b> Definition and significance of AI, Historical development of AI, Key applications of AI in management.	2		
	2	<b>Fundamental AI Tools and Technologies:</b> Natural Language Processing (NLP), Machine Learning (ML), Deep Learning (DL), Robotics Process Automation (RPA)	4		
	3	<b>Introduction to Key AI Tools:</b> ChatGPT, Claude, Gemini, Overview of other relevant AI tools (e.g., IBM Watson, Microsoft Azure AI)	4		
<b>II</b>	<b>AI Tools for Managers</b>		<b>10</b>		
	5	<b>ChatGPT for Managerial Tasks:</b> Introduction to ChatGPT, Practical uses: Customer service, internal communications, report generation, Hands-on exercises: Creating and using prompts for different scenarios	3		
	6	<b>Claude and Its Applications:</b> Overview of Claude, Practical uses: Decision support, strategic planning, data analysis, Hands-on exercises: Using Claude for business strategy formulation	3		
	7	<b>Gemini and Its Use Cases:</b> Introduction to Gemini, Practical uses: Market Analysis, trend prediction, performance tracking, Hands-on exercises: Implementing Gemini in market research projects	4		
<b>III</b>	<b>Integration of AI Tools in Business Processes</b>		<b>12</b>		
	10	<b>Integrating AI in Customer Relationship Management (CRM):</b> Role of AI in CRM, Tools and techniques for enhancing CRM with AI, Case studies of successful AI-CRM integrations.	3		
	11	<b>AI in Supply Chain Management (SCM):</b> Impact of AI on SCM, Tools for optimizing supply chains, Real-world examples of AI in SCM.	3		
	12	<b>Enhancing Decision-Making with AI:</b> Data-driven decision-making, Predictive analytics and AI Tools for AI-driven decision support systems.	3		
	13	<b>Ethical and Legal Considerations in AI (3 hours):</b> Ethical issues in AI use. Legal frameworks and compliance, Case studies on ethical dilemmas in AI deployment.	3		
<b>IV</b>	<b>Advanced Applications and Future Trends in AI for Managers</b>		<b>8</b>		
	14	<b>Advanced NLP Techniques for Business :</b> Advanced NLP methods, Applications in sentiment analysis and trend detection, Tools and platforms for advanced NLP.	3		

	15	<b>AI for Financial Management:</b> AI applications in financial forecasting and risk management, Case studies on AI in financial decision-making, Tools for AI-driven financial analysis.	3		
		<b>Future Trends in AI and Management:</b> Emerging trends and technologies, The future impact of AI on management practices, Preparing for AI-driven future workplaces	2		
V	<b>Open ended module</b>		<b>5</b>		
	16	Case study on AI application in a managerial context. Short essay on the evolution of AI technologies. Practical project using ChatGPT for a simulated business task. Comparative analysis of Claude and ChatGPT for a specific managerial function. Group project on AI integration in a business process. Research paper on ethical considerations in AI for management. Comprehensive project integrating all learned tools and concepts. Presentation and evaluation of projects.			

### Text books and Reference Books

1. Russell, S., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach* (4th ed.). Pearson.
2. Davenport, T. H., & Kirby, J. (2016). *Only Humans Need Apply: Winners and Losers in the Age of Smart Machines*. Harper Business.
3. Kelleher, J. D., & Tierney, B. (2018). *Data Science*. MIT Press.
4. Daugherty, P. R., & Wilson, H. J. (2018). *Human + Machine: Reimagining Work in the Age of AI*. Harvard Business Review Press.
5. Goodfellow, I., Bengio, Y., & Courville, A. (2016). *Deep Learning*. MIT Press



# INVESTMENT AND PORTFOLIO MANAGEMENT

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB6CJ120				
Course Title	<b>Investment and Portfolio Management</b>				
Type of Course	Major				
Semester	6				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course introduces students to the fundamental concepts of investment and portfolio management in an international context. Students will gain knowledge of various asset classes, investment strategies, risk management techniques, and the global financial markets. Throughout the course, students will develop analytical skills to evaluate investment opportunities and make sound investment decisions				

## Course Outcomes (CO):

This course will help students to develop analytical skills to evaluate investment opportunities and make sound investment decisions

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the basic concepts of investment and portfolio management and identify different types of investment vehicles and asset classes (stocks, bonds, derivatives, real estate, etc.)	U, An	C	
CO2	Analyze the risk-return relationship of various investments.	An	P	
CO3	Apply valuation techniques to assess the worth of investment opportunities	Ap	C	
CO4	Evaluate the impact of international factors (currency exchange rates, political risk, etc.) on investment decisions	E	C	

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
 # - Factual Knowledge (F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

## Detailed Syllabus

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
I	<b>Introduction to Investment and Portfolio Management</b>		10	20	18
	1	Definition of investment and portfolio management			
	2	Importance of investment planning for individuals and businesses			
	3	The investment process			
	4	Types of financial markets and institutions			
	5	Risk and return concepts			
II	<b>Investment Alternatives</b>		10		20
	6	Investment Options & Attributes Characteristics features of financial instruments, Types of financial assets & Instruments			
	7	Various investments - Company Shares, Debentures, Bonds, Mutual funds, fixed deposits, gilt- edged securities, Futures & Options, post office schemes, company & PPF, UTI, LIC, Real Estate, bullion			
	8	Finance Vs Investments- interactive decision elements.			
III	<b>Investment Valuation</b>		16		16
	9	Time value of money concepts (Present value, Future value, Internal rate of return)			
	10	Stock valuation techniques (Discounted cash flow analysis, Price-to-earnings ratio)			
	11	Bond valuation concepts (Yield to maturity, Duration)			
	12	Fixed Income Securities: Types of bonds (Government bonds, Corporate bonds, Municipal bonds)-Bond market terminology (Yield curve, Credit rating)-Interest rate risk and duration analysis-Bond portfolio management strategies			
IV	<b>Asset Allocation and Portfolio Diversification</b>		16		16
	13	Portfolio Management; Meaning, Return on portfolio, risk on portfolio, portfolio managers, SEBI guidelines for portfolio managers, portfolio management services.			
	14	Single index model, capital asset pricing modal and arbitrage pricing theory			
	15	Portfolio diversification techniques to reduce risk			
	16	Portfolio risk management strategiesHedging techniques in international investments			
V	<b>Open Ended Module</b>		8	10	
		<ul style="list-style-type: none"> <li>Seminar on Investment alternatives by studying the current market scenario</li> <li>Developing investment plans with the help of different investment and portfolio tools and techniques</li> </ul>			

**Text Books and Reference Books:**

1. **Ronald Fisher & Jordan (2009).** Investment Management. New Delhi. Tata Mc Grawl Publication.
2. **Prasanna Chandra,** Investment Analysis And Portfolio Management, 4th Edition, Tata McGraw Hill
3. **Investment Analysis and Portfolio Management''** by Richard Brealey, Stewart Myers, and Francis Fachler
4. **Bodie, Z., Kane, A., & Marcus, A. J. (2021).** *Investments* (12th ed.). McGraw-Hill Education.
5. **Elton, E. J., Gruber, M. J., Brown, S. J., & Goetzmann, W. N. (2014).** *Modern portfolio theory and investment analysis* (9th ed.). Wiley.
6. **Reilly, F. K., & Brown, K. C. (2012).** *Investment analysis and portfolio management* (10th ed.). Cengage Learning.
7. **Fabozzi, F. J. (2020).** *Bond markets, analysis, and strategies* (9th ed.). Pearson Education.
8. **Mayo, H. B. (2016).** *Basic finance: An introduction to financial institutions, investments, and management* (11th ed.). Cengage Learning.
6. **Sharpe, W. F., Alexander, G. J., & Bailey, J. V. (1999).** *Investments* (6th ed.). Prentice Hall.
7. **Damodaran, A. (2012).** *Investment valuation: Tools and techniques for determining the value of any asset* (3rd ed.). Wiley.
8. **Markowitz, H. M. (1991).** *Portfolio selection: Efficient diversification of investments* (2nd ed.). Yale University Press.
9. **Luenberger, D. G. (2014).** *Investment science* (2nd ed.). Oxford University Press.
10. **Fabozzi, F. J., Gupta, F., & Markowitz, H. M. (2002).** *The theory and practice of investment management* (2nd ed.). Wiley.

#### **Suggested Reading**

11. **Malkiel, B. G. (2020).** *A random walk down Wall Street: The time-tested strategy for successful investing* (12th ed.). W. W. Norton & Company.
12. **Bernstein, P. L. (1996).** *Against the gods: The remarkable story of risk.* Wiley.
13. **Graham, B. (2006).** *The intelligent investor: The definitive book on value investing* (Rev. ed.). Harper Business.
14. **Sharpe, W. F. (1970).** *Portfolio theory and capital markets.* McGraw-Hill.

## INTERNATIONAL BUSINESS LAW

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB6CJ121				
Course Title	<b>International Business Law</b>				
Type of Course	Major				
Semester	6				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	<p>This course provides a thorough exploration of international business and commercial law, covering essential topics such as contract law, the Sale of Goods Act, and comparisons with international conventions like CISG. It delves into the development and scope of international business law, including INCOTERMS, trade agreements, competition laws, and intellectual property rights. Students will examine sea and air carriage laws under various international rules and conventions, and learn about international payment mechanisms, focusing on letters of credit. The course also addresses dispute resolution mechanisms, including arbitration and alternative dispute resolution, with practical activities like case studies, debates, and simulations to apply theoretical concepts to real-world scenarios.</p>				

### Course Outcomes (CO):

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand Core Principles of International Business Law	U	F	Presentation
CO2	Analyze and Compare International Legal Frameworks	An	P	Group Discussion
CO3	Develop Skills in International Payment and Dispute Resolution	C	M	Role play
CO4	Apply Theoretical Knowledge to Practical Scenarios	Ap	M	Role play

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
 # - Factual Knowledge (F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

### Detailed Syllabus

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
I	<b>Introduction to Legal aspects of Business</b>		10		
	1	Introduction to Contract Law, Types of Contract, Essentials of Contract – offer, acceptance, consideration, capacity of parties, free consent, legality of object and consideration, various modes of discharge of a contract, remedies for breach of contract			
	2	<b>Law of Sale of Goods and Anti Dumping Rules</b> An overview of the legal scope of Indian law governing the sale of goods. Analysis of the provisions of the Sale of Goods Act, 1930 and compares them with CISG and English common law position wherever relevant. Formation of contract, the duties of the parties, transfer of property, legal remedies that the parties are covered under the Unit. Anti Dumping Duty			
II	<b>Introduction to International Business Law</b>		12		
	3	History and development of International Business Law, Meaning, Definition of International Business Law, Types- International Private and Public law, An overview regarding the nature and scope of law relating to international commercial transactions, Need for regulation, types of contract prevalent in international commercial transactions. Introduction to INCOTERMS. International Trade Agreements			
	4	Competition/Anti Trust Laws, Intellectual Property Rights Laws, Types of IPRs, Development of IPRs in light of WTO, TRIPS, WIPO (Berne Convention & Rome Convention), WIPO Copyright Treaty (WCT), WIPO Performance and Phonograms Treaty (WPPT), Compulsory License (Case study: Novartis Patent dispute in India, CSIR-WIPO case), Patent Co-operation Treaty (PCT), Madrid System, Internet Corporation for Assigned Names and Numbers (ICANN).			
III	<b>Introduction to Sea Carriage &amp; Carriage of Goods by Sea: The Liability Regime</b>		15		16
	5	Concept of Sea Carriage, Four aspects of the law of the carriage of goods by sea. Two broad types of contracts of carriage- the bill of lading and the charter party. function of a bill as a receipt of the goods shipped, as evidence of the contract of carriage and as a document of title capable of conveying constructive possession of the goods. various types of charter parties. relationship between bill of lading and charter parties, by considering the law of incorporation of charter party clauses into a bill of lading. The Hague (the Rules)' and 'The Hague- Visby Rules'.			
		Comparison between 'Hague Rules' with 'Hamburg Rules' and 'Rotterdam Rules'.			
	10	<b>CARRIAGE BY AIR</b> Introduction to the liability regime under the Warsaw Convention of 1929, the amended Warsaw			

		Convention (the Hague Protocol) of 1955 and the Montreal Convention of 1999. Special attention is given to the provisions of the Indian Carriage by Air Act, 1972, which has incorporated the above mentioned international conventions		
IV	13	<p><b>INTERNATIONAL PAYMENT MECHANISM</b></p> <p>Focuses on the centrality of effecting the payment of sale price by the importer to the exporter through letters of credit transaction. The concept and meaning of letter of credit (L/C) are touched upon. Attention is then devoted to _The Uniform Customs and Practice for Documentary Credits (UCP), in particular the use of UCP 600. Apart from discussing few important definitional provisions, much attention is paid to two fundamental doctrines, the doctrine of autonomy of letter of credit and the doctrine of strict compliance, and incidental legal issues such as complying presentation and rights and liabilities of the parties involved in a letter of credit transaction</p>	13	16
	14	<p><b>SETTLEMENT OF INTERNATIONAL COMMERCIAL DISPUTES</b> Concept, International commercial arbitration, advantages of the arbitration set in the international/transnational context, basic subjects - arbitration agreement, appointment of arbitrator/s, conduct of the arbitral proceedings, definition of international commercial arbitration, and review of arbitral awards. Choice of law and providing interim measures, The recognition and enforcement of foreign arbitral awards in the Indian domestic sphere is evaluated with the help of prominent decisions rendered by the various High Courts and the Supreme Court of India. Finally, the role of international conciliation is briefly discussed. Concept of Alternative Dispute Resolution (ADR), UNCITRAL, Dispute settlement process of WTO. Canada v Australia –Salmon Trade dispute case. Rare Earth Trade dispute- China. USA &amp; Ors.</p>		
V	<b>Open Module</b>		10	
		<p>Provide students with real-life case studies of contract disputes. Students work in groups to analyze the cases, identify the elements of the contract (offer, acceptance, consideration, etc.), and discuss possible outcomes and legal remedies.</p> <p>Organize a debate on the importance of regulating international business transactions. Topics can include the role of INCOTERMS, the impact of international trade agreements, or the necessity of international business law. Students are divided into groups representing shipowners and cargo owners. They negotiate a contract of carriage, deciding on the terms of the bill of lading, liability under different rules (Hague, Hague-Visby, Hamburg, Rotterdam), and the choice of charter parties.</p>		

## **Text Books and Reference Books:**

1. Don Mayer, Michael B. Bixby, Ray August, International Business Law: Texts, Cases and Readings, Pearson Higher Education, 2012.
2. Trevor C. Hartley, International Commercial Litigation Text, Cases and Materials on Private International Law, Cambridge University Press, 2009.
3. S.R Myneni, International Trade Law, Allahabad Law Agency, 2010.
4. Simone Schnitzer, Understanding International Trade Law, Universal Law Publishing, New Delhi, 2010.
5. GATT/WTO legal Texts and publications. [www.wto.org](http://www.wto.org).
6. International Chamber of Commerce, publications (guidelines, model laws), ICC, Paris, [www.icc.org](http://www.icc.org).
7. ICC, WIPO ILO, UNCISG, UNCITRAL, UNDRIT, AAA, LAA, ICC-AA. CITES, UN on TNCs etc.

## **Essential Reading / Recommended Reading**

- Murray, Carole et al., Schmittoff's Export Trade: The Law and Practice of International Trade (Sweet & Maxwell), South Asian Edition, 11th Edn, 2007.
- Chuah, Jason C.'E, Law of International Trade: Cross-Border Commercial Transactions (Sweet & Maxwell) 4th edn. 2009.
- Kronke, Goode and Wool Mckendrick, Transnational Commercial Law: Text, Cases and Materials (Oxford University Press) N.Y, 2007
- Bachawat R S., Law of Arbitration & Conciliation. (Lexis Nexis Butterworths Wadhwa Nagpur, 5th edn. (Revised), Part II, Volume 2) 2010.

## International Trade and Negotiations

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB6CJ122				
Course Title	<b>International Trade and Negotiations</b>				
Type of Course	Major				
Semester	6				
AcademicLevel	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	This course help students to explore the complex world of global commerce and the strategies used to conduct business across borders. It also familiarises students with the ins and outs of international business negotiations. It covers cultural differences, communication styles, and effective strategies for striking successful deals across borders. Students gain practical skills for navigating complex situations, resolving conflicts, and achieving mutually beneficial outcomes. The program also dives into the legal, economic, and political factors that influence international negotiations.				

### Course Outcomes (CO):

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Enable the learner to understand the international business contexts to study the dynamics and complexities of negotiating in diverse global business environments	U	C	Lecture and Discussion
CO2	Understanding cultural differences in negotiation to comprehend how cultural nuances impact negotiation styles and strategies in international business settings	U	C	Practical Assignment, Lecture and Discussion
CO3	Developing negotiation skills and techniques to equip students with effective negotiation skills, such as communication, persuasion, and conflict resolution, crucial for successful international business deals.	Ap	C, F	Discussions and Group assignments
CO4	Create knowledge on strategic planning and decision making to learn how to develop strategic	AN	C	Lecture and Discussion



	negotiation plans and make informed decisions in international business negotiations			
CO5	Develop skills in cross-cultural communication and understanding to facilitate smoother negotiations across borders.	Ap	M	Case analysis and presentations

### Detailed Syllabus

Module	Unit	Content	Hours	Internal	External
1		<b>Introduction to International Trade</b>	10		
	1	Concept of globalization, factors influencing globalization, global business expansion strategy for emerging market companies, concept of international business, motives for international business expansion			
	2	Implications of trade theories on international business, theories of international trade, international trade patterns and balance of payments.			
	3	The significance of foreign trade policy in international business, instruments of trade policy: Tariff & Non-tariff barriers, Overview of India's foreign trade policy, India's trade promotion measures in context of the WTO.			
2		<b>International Business Negotiations</b>	15		
	1	Introduction to Business Negotiations- The motivations and objectives for the future actors of the negotiation, Global Business Environments and Negotiation Dynamics			
	2	Cross-Cultural communication strategies in negotiations- Intercultural communication theories			
	3	Negotiating behaviour in various cultural contexts - How to manage the cultural factors during the negotiation, Challenges in International Negotiations			
3		<b>Legal and Ethical Considerations in International Negotiations</b>	20		
	1	Ethics and Negotiation - The			

		relationship in the negotiations			
	2	Concept of conflict and trust in negotiation- Solutions to conflicts			
	3	Legal framework for business negotiations			
4		<b>Negotiation Skills and Techniques in International Contexts</b>	15		
	1	Linking international Negotiation skills with local Social conflict resolution			
	2	Leadership and negotiations dynamics			
	3	Technics and Tactics of Negotiation - How to manage the negotiation on an efficient way- The Harvard Method of Negotiation: Interests & Options - Solutions to conflicts in the negotiation: “Getting to Yes”			
	4	Negotiating styles per Geographic areas -Europe (Northern & Central Europe, Southern Europe & Eastern Europe)- North America- Latin America – Asia - Arabic countries - Africa - Particularities of some countries			
5		<b>Practical work and Case Studies in International Business Negotiations</b>	10		
	1	Negotiation Simulation - Teamwork			
	2	Debate: Free movement vs Immigration Bans			
	3	Setting up of Negotiation Teams and presentation based on actual cases			
	4	Case Study: The Impact of the Indo-Pacific Economic Framework (IPEF)			

## REFERENCES

- Hills, C. (2018). *International Business: Competing in the global Marketplace (12th Ed.)*, USA: New York: Mc Graw Hill.
- Hofstede, G., Minkov, M. (2010) *Cultures and Organizations: Software of the Mind. 3rd. Ed.* USA: New York: Mc Graw Hill.
- Lewicky, R., Saunders, D., Minton, J. (2010). *Essentials of Negotiation (5th Ed)*, USA, New York: Mc Graw Hill.
- Lewicky, R., Saunders, D., Minton, J. (2002). *Negotiation: Readings, exercises & cases (4th Ed.)*, USA, And New York: McGraw Hill.
- Thompson, L. (2014). *The Mind & Heart of the Negotiator (6th Edition)*, USA, New York: Pearson.
- Perwez Ghauri, J. (2003). *International Business Negotiation: International Business Management (2nd Ed.)*, USA, New York:

7. Pergamon. Fisher, R., Ury, W. (2011). *Getting to Yes: Negotiating agreement without giving in. (3rd Ed.)*, USA, New York: Penguin Books.

## DECISION SCIENCE

Programme	BBA INTERNATIONAL BUSINESS				
Course Code	BIB6CJ123				
Course Title	<b>Decision Science</b>				
Type of Course	Major				
Semester	6				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	4	4	-		60
Pre-requisites					
Course Summary	Management Science focuses on applying mathematical models, statistical methods, and analytical approaches to make better managerial decisions. The course will cover various techniques in decision-making, optimization, and simulation, and integrate a practical component to provide hands-on experience				

### Course Outcomes (CO):

This course will help students to develop mathematical models and statistical methods for decision making in business.

This course will enable the students to achieve the following outcomes.

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop ability to apply quantitative techniques to improve decision-making processes	U, An	C	
CO2	Capability to integrate management science concepts with business strategies.	An	P	
CO3	Demonstrate practical knowledge of implementing management science models in industries	Ap	C	

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
 # - Factual Knowledge (F)  
 Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

### Detailed Syllabus

Module	Unit	Content	Hrs (60)	Internal (30)	External (70)
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<b>I</b>	<b>Introduction to Management Science</b>				
	1	Decision making through OR – Nature & Significance of OR -Application and scope of OR –Basic OR models.			
	2	Overview of Management Science-Decision-Making Processes- - Role of Quantitative Methods in Management-Sensitivity Analysis			
<b>II</b>	<b>Optimization Techniques</b>				<b>20</b>
	3	Programming techniques – Linear programming and applications– problem formulation; assumptions and limitations linear programming graphical methods – Simplex methods maximization problems			
	4	Network Analysis – PERT & CPM, time estimation, critical path, Basic concepts of crashing			
	5	Resource leveling, Resources Smoothing, Familiarization of Project Management Software Packages.			
<b>III</b>	<b>Decision theory</b>		<b>16</b>		<b>16</b>
	6	Framework; payoff tables; regret tables; decision under uncertainty and risk; methods of incorporating risk; value of perfect information; Decision tree and its uses;			
	7	Simulation- concepts and applications: Monte Carlo simulation; limitations of simulation			
<b>IV</b>	<b>Transportation and Assignment Problems</b>		<b>16</b>		<b>16</b>
	8	Transportation problem –Transportation model and its applications in business- Transportation algorithms – North West Corner Method (NWCM) – Least Cost Method (LCM) – Vogel’s Approximation Method (VAM) – MODI method – Degeneracy in transportation problem-			
	9	Assignment problem – Solution to assignment problem Hungarian method, Impossible Assignment.			
<b>V</b>	<b>Open Ended Module</b>		<b>8</b>	<b>10</b>	
	10	A project-based assignment or case study related to the chosen topic, requiring students to apply management science techniques in a practical setting, Case study analysis on decision-making processes using linear programming, Software package for OR- simulation through computer software such as STROM, QSB, LINDO and EXCEL SOLVER.			

### Text Books and Reference Books:

1. Hillier, F. S., & Lieberman, G. J. (2014). \*Introduction to Operations Research\* (10th Edition). McGraw-Hill.
2. Winston, W. L. (2003). \*Operations Research: Applications and Algorithms\* (4th Edition). Duxbury.
3. Taha, H. A. (2011). \*Operations Research: An Introduction\* (9th Edition). Pearson.
4. Research, Tata McGraw Hill, New Delhi 2003.
5. Narang A.S., Linear Programming and Decision making, Sultan Chand, New Delhi 1995.
6. Taha, H.A., Operations Research –An Introduction, McMillan, New York 1989.

## Environmental Studies

Programme	BBA INTERNATIONAL BUSINESS				
Course Code					
Course Title	<b>Environmental Studies</b>				
Type of Course	VAC				
Semester	6				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practicum per week	Total Hours
	3	3	-		45
Pre-requisites					
Course Summary	<p>This course provides an in-depth exploration of environmental studies with a focus on the Indian context, covering fundamental concepts such as ecosystems, sustainability, and the components of the environment. Students will examine the use and over-exploitation of natural resources—forests, water, minerals, food, energy, and land—along with their environmental impacts through case studies. The course also investigates the structure and function of various ecosystems, including forests, grasslands, deserts, and aquatic systems. Emphasizing biodiversity, students will study its conservation, the threats it faces, and the importance of protecting endangered species. Additionally, the course addresses environmental pollution, including causes, effects, and control measures for different types of pollution, and explores the role of individuals in conservation and pollution prevention.</p>				

### Course Outcomes (CO):

The course aims to enable the students to understand about environment, different types of pollution and regarding over exploitation of natural resources. This will enable them to protect environment against such activities.

**This course will enable the students to achieve the following outcomes.**

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand and Analyze Environmental Components and Resources	U,An	F, P	Presentation
CO2	Explore Ecosystem Structure and Function	An	F, P	Field visit and report writing
CO3	Address Biodiversity and Pollution Issues	Ap	F, C	Presentations for society to create awareness

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)  
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)  
 Metacognitive Knowledge (M)

### Detailed Syllabus:

Module	Unit	Content	Hrs (45)	Internal (30)	External (70)
<b>I</b>	<b>Introduction</b>		<b>10</b>		
	1	Introduction – Environment in the Indian context: Concept of an ecosystem, Multidisciplinary nature of environmental studies.			
	2	Components of environment- Atmosphere, hydrosphere, lithosphere and biosphere. Definition, scope and importance. Concept of sustainability and sustainable development			
<b>II</b>	<b>Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.</b>		<b>15</b>		
	3	Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts overwater, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.			
	4	Role of an individual in conservation of natural resources. Carbon footprint Water conservation, rain water harvesting, watershed management			
	<b>Structure and function of an ecosystem.</b>				
<b>III</b>	5	Producers, consumers and decomposers. • Energy flow in the ecosystem. • Ecological succession. • Food chains, food webs and ecological pyramids. • Introduction, types, characteristic features, structure and function of the following ecosystem :- a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	<b>5</b>		
	<b>Biodiversity and Environment Pollution</b>				
<b>IV</b>	14	Biodiversity and its conservation • Introduction – Definition: genetic, species and ecosystem diversity. • Bio geographical classification of India • Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values • Biodiversity at global, National and local levels. • Hot-spots of	<b>5</b>		

		biodiversity. • Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. • Endangered and endemic species of India • Conservation of biodiversity :			
	15	Environmental Pollution Definition • Cause, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards • Solid waste Management: Causes, effects and control measures of urban and industrial wastes. • Role of an individual in prevention of pollution.			
<b>V</b>		<b>Open ended module</b> <b>Group Discussion on environmental pollution</b> <b>Caselet on natural resources</b> <b>Presentations to increase awareness in society regarding over exploitation of natural resources</b>	<b>10</b>		

- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R) c)
2. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
  3. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
  4. Gadgil, M., & Guha, R.1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
  5. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge. 4. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
  6. Singh, J. S., Singh, S. P. and Gupta, S. R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
  7. Sodhi, N. S., Gibson, L. & Raven, P. H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
  8. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders



