



PERIYAR UNIVERSITY

PERIYAR PALKALAI NAGAR

SALEM – 636011

DEGREE OF BACHELOR OF MANAGEMENT
CHOICE BASED CREDIT SYSTEM

Syllabus for

B.B.A.

(INTERNATIONAL BUSINESS)

(SEMESTER PATTERN)

**(For Candidates admitted in the Colleges affiliated to
Periyar University from 2017-2018 onwards)**

REGULATIONS

1. ELIGIBILITY

Refer this office circular No: PU/R/AD-1/UG/PG/Programmes Eligibility/2019 Dated: 16-04-2019.

2. ELIGIBILITY FOR AWARD OF DEGREE

A candidate shall be eligible for the award of the degree only if he / she has undergone the prescribed courses of study in a college affiliated to the university for a period of not less than three academic years comprising six semesters and passed the examinations prescribed and fulfilled such conditions as have been prescribed there for.

3. COURSE OF STUDY

a). Objectives of the Programme :

- i. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization ;
- ii. To impact certain basic skills and aptitude which will be useful in taking up any particular activity in a business ;
- iii. To furnish global view of the several industries and other organizations and their functions which support the business system ;
- iv. To develop the personality so as to become responsible citizen with greater awareness about the Indian society and its culture.

b). The programme of study shall consist of Foundation courses, Core courses, Allied courses Skill Based Elective Courses (SBEC) and Non Major Elective Courses (NMEC).

Note: Modern or classical languages:

- i. Indian - Telugu, Kannada, Malayalam, Urdu and Hindi
- ii. Foreign - French
- iii. Classical - Sanskrit, Arabic & Persian

4. OTHER REQUIREMENTS

- i. As a part of BBA curriculum a minimum of 2 factory visits per year must be arranged for the students.
- ii. Industrial training report: For Industrial training. The students are expected to have a practical training in any business unit or undertaking to enable them to acquaint himself / herself with the procedure, practice and working of companies.

- iii. Each student should undergo industrial training for a minimum period of two weeks during the third semester vacation.

5. REQUIREMENTS FOR PROCEEDING TO NEXT SEMESTER

Candidates shall be eligible to go to next semester, only if they satisfy the conditions prescribed by the syndicate from time to time.

6. PASSING MINIMUM

A candidate shall be declared to have passed in each courses if he / she secures not less than 40% prescribed for the examination. He / She shall be declared to have passed the whole examination if he / she passed in all the course as per the scheme of examination.

7. CLASSIFICATION OF SUCCESSFUL CANDIDATE

Successful candidate passing all the examinations securing the credits in the aggregate of the marks prescribed for core allied SBEC & NMEC courses together shall be declared to have passed the examination in first and second class respectively. All other successful candidates shall be declared to have passed in the examination to the third class. Candidates who obtained 75% of marks and above any course shall be deemed to have passed that course with distinction provided they passed the examination at the first appearance.

8. RANKING

Candidates who pass all the examinations prescribed for the course in the **first appearance** only are eligible for ranking.

9. MAXIMUM DURATION FOR THE COMPLETED OF THE UG PROGRAMME

The maximum duration for completion of the UG programme shall not exceed twelve Semesters.

10. COMMENCEMENT OF THIS REGULATION

The regulations shall take effect from the academic year 2017-2018 i.e., for students who are admitted to the first year of the programme during the academic year 2017-2018 and thereafter.

11. TRANSITORY PROVISION

Candidates who were admitted to the UG programme of study before 2017-2018 shall be permitted to appear for the examinations under those regulations for a period of three years i.e., up to and inclusive of the examination of April / May 2018. Thereafter, they will be permitted to appear for the examination only under the regulations there in force.

COURSE OF STUDY AND SCHEME OF EXAMINATION

SEMESTER – I

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - I	Languages	Tamil or anyone of the modern (Indian or foreign) or classical Languages - I	6	3
Part - II	Languages	English - I	6	3
Part - III	Core I	Principles of Management	5	4
	Core II	Business Communication	5	4
	Allied Course-I	Business Mathematics and Statistics	6	4
Part -IV	Non major -I			
	Value Education	Yoga	2	2
		Total	30	20

SEMESTER – II

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - I	Languages	Tamil or anyone of the modern (Indian or foreign) or classical Languages - II	6	3
Part - II	Language	English - II	6	3
Part - III	Core - III	Organizational Behavior	5	5
	Elective Course -I	Financial Accounting	6	5
	Allied Course - II	Managerial Economics	5	4
Part - IV	Non major -II	Environmental Studies	2	2
		Total	30	22

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SEMESTER – III

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - III	Core - IV	International Marketing Management	6	4
	Core - V	International Financial Management	6	4
	Core - VI	Human Resource Management	6	4
Part - IV	Allied Course - III	Operations Research	4	3
	SBEC - I	1. Foreign Trade Laws	2	2
		2. Fundamentals of Insurance	2	2
		3. Life Skill Education	2	2
	NMEC - I	1. Principles of Management	2	2
	Total		30	23

SEMESTER – IV

PART	STUDY COMPONENTS	COURSES	HOURS / WEEK	CREDITS
Part - III	Core - VII	E-Commerce	6	4
	Core - VIII	Cost and Management Accounting	6	4
	Core - IX	Taxation Law And Practice	6	4
	Allied Course - IV	Money Banking and Global Business	4	3
Part -IV	SBEC - II	1. Advertising	2	2
		3. Consumer Behaviour	2	2
		2. Knowledge Management	2	2
	NMEC - II	1. Human Resources Management	2	2
	Total		30	23

SEMESTER – V

PART	STUDY COMPONENTS		COURSES		HOURS / WEEK	CREDITS	
Part - III	Core - X		International Strategic Management		5	5	
	Core - XI		Customer Relationship Management		5	4	
	Core - XII		Financial Management		6	5	
	Core - XIII		Basis of Business Research		5	4	
	Core - XIV		Foreign Exchange Management		5	4	
	GROUP-A	GROUP-B	GROUP-C	GROUP-D	GROUP-E	HRS	CR
Electives -II	Service Marketing	Logistics And Supply Chain Management	Investment Management	Total Quality Management	Campus to Corporates	4	4
					Total	30	26

SEMESTER – VI

PART	STUDY COMPONENTS		COURSES		HOURS / WEEK	CREDITS	
Part - III	Core - XV		International Business Environment		5	5	
Part -III	Core - XVI		Financial Services		5	4	
	Core - XVII		Entrepreneurship And Small Business Management		5	4	
	Core - XVIII		Foreign Trade Procedure Documentation		5	4	
	Core - XIX		Computer Applications in Business - Theory		3	2	
			- Practical		3	2	
	GROUP-A	GROUP-B	GROUP-C	GROUP-D	GROUP-E	HRS	CR
Electives -III	Service Marketing	Retail Management	Industrial Relations and Labour Laws	Management of Funds	Project work	4	4
Part V	Extension Activities					-	1
	OVER ALL TOTAL					180	140

Note : Modern or classical languages:

- i. Indian – Telugu, Kanada, Malayalam, Urudu and Hindi
- ii. Foreign – French
- iii. Classical - Sanskrit, Arabic & Persian

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SEMESTER-I

CORE I - PRINCIPLES OF MANAGEMENT

UNIT – I

Overview of Management: Definition - Managerial functions-roles and skills of managers– Evolution of Management thought: Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Peter F. Drucker to the management thought. Management: a science or an art?-An overview of functional areas of management – Levels of Management. International management style

UNIT – II

Planning: Nature and purpose–planning process–types of planning–types of plan-Planning premises– Planning Tools and Techniques – Decision making steps and process.

UNIT – III

Organising: Types of organization–Organizational structure–span of control–use of staff units and committees. Authority and responsibility relationships – Delegation: Delegation and centralization. Centralization and decentralization – Staffing: Sources of recruitment - Selection process - training.

UNIT – IV

Directing: Nature and purpose of Directing.- Principles–Motivation - Introduction to theories of Motivation – Leadership: Styles – Communication - Importance of Communication – Methods of Communication – Types – Barriers.

UNIT – V

Controlling: Meaning and importance of controls–control process–Budgetary and non-Budgetary Control Techniques – Requisites of an effective control system – Relationship between planning and controlling – Need for co-ordination.

REFERENCE BOOKS

1. Principles of Management– Daft, R. L., Cengage Learning.
2. Principles of Management– L.M. Prasad
3. Business Management–Dinkar Pagare
4. Essentials of Management–Koontz, H. & Weihrich, H.
5. Dr.Ruba Gunaseelan and Dr.V.Kulandaisamy, Principles and Practice of Management, Vikas Publishing House, S.Chand and Sons, Newdelhi
6. Dr.V.R.Palanivelu, Principles of Management, Himalaya publishing House, Mumbai

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SEMESTER-I

CORE II - BUSINESS COMMUNICATION

UNIT – I

Communication – meaning – objectives – process – media of communication – types of communication – barriers to communication - principles of effective communication.

UNIT – II

Business letters – layout of Business letters - types - Business enquires and replies – offers – quotations – orders – complaints and adjustments – collection letters – circular letters – status enquires.

UNIT – III

Bank correspondence – insurance correspondence – agency correspondence – letters to the editors – applications for appointment.

UNIT – IV

Company correspondence – Duties of Secretary – correspondence with directors, Shareholders, government departments and others.

UNIT – V

Report – meaning – importance – characteristics of a good report – preparing report -report by individuals – report by committees – speeches – characteristics of good speech – planning to speak.

TEXT BOOK

1 .Rajendrapal&Koralahalli J.S. Essentials of Business Communication Sulthan Chand & Sons.

REFERENCE BOOKS

1. Ramesh M.S. & Pattan Shetty, Effective Business English & Correspondence RC Publications.
2. Balasubramanian, Business Communication, Vikas Publishing House Pvt., Ltd.,
3. US Rai, SM Rai, Business Communication, HPH
4. RSN Pillai, Bagavathi, Commercial Correspondence & Office Management.
5. N.S. Rashunathan and B.Santhanam, Business Communication, Margham Publications, Chennai.
6. Chanturvedi, Business Communication Concepts, Case and Applications, Pearson Education.

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SEMESTER-I

ALLIED COURSE - I

BUSINESS MATHEMATICS AND STATISTICS

UNIT – I

Series: Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic Progression (Simple Problems Only)

UNIT – II

Matrices : Fundamental ideas about matrices and their operational rules – matrix addition and multiplication – inverse of square matrices of not more than order third – solving Simultaneous equations.

UNIT – III

Description statistics: Meaning and definition of statistics – scope and limitations statistical survey – source and collection of data – classification and tabulation – presentation of statistical report.

UNIT – IV

Diagrams and graphs – measures of central tendency – arithmetic, geometric, Harmonic mean – Mean – median – mode – combined mean.

UNIT – V

Measures of variations – absolute and relative measures – range – mean deviation – standard deviation. Measures of variations – absolute and relative measures – range – mean deviation – quartile deviation – standard deviation. Measures of skewness – Kurtosis – Lorenz curve.

TEXT BOOKS

1. Gupta S.P., Statistical methods – Sulthan Chand & Sons, New Delhi.
2. P.R.Vittal, Business Mathematics and Statistics, Margham Publications.

REFERENCE BOOK

1. Stafford, Business Mathematics - Tata Mc Graw Hill
2. Sundharsan, An Introduction to Business Mathematics, Sulthan Chand & Sons, New Delhi.
3. Pillai R.S.N. & Mrs. Bagavathi, Statistics – SulthanChand& Sons, New Delhi.
4. Dr. P.R. Vittal, Business Mathematics and Statistics, Tata Mc Graw Hill
5. Sharma, Business Statistics – MarghamPublications,Chennai.
6. Dr. S.P. Gupta & Dr. M.P. Gupta, Business Statistics, SulthanChand& Sons, New Delhi.
7. RSN Pillai & V. Bagavathi, Statistics, Sulthan Chand & Sons, New Delhi.
8. M.Murali, **“Business Mathematics and Statistics”**, Mithila Publications,

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SEMESTER-II

CORE III - ORGANISATIONAL BEHAVIOR

UNIT- I

Meaning - objectives and nature of organizational behaviour – disciplines contribution to organisationalbehaviour – important concept of organisationalbehaviour . Theories of organisation – classical – neo classical and modern theories.

UNIT -II

Individual behaviour – factors - personality – types of personality - attitude. Group behavior – meaning – type of groups – formation – group dynamics – group cohesiveness – group decision making.

UNIT- III

Morale – meaning – benefits – measurement, job satisfaction – meaning and factors – stress – causes - managing stress.

UNIT- IV

Work environment – good housekeeping practices – design of work places – Hawthorne experiments and their importance.

UNIT -V

Organisational change – meaning – nature – causes of change – resistance to change – overcoming the resistance – counseling – types of counseling.

TEXT BOOK

1. LM.Prasad, Organisational Behaviour, Sulthan Chand & Sons, New Delhi.
2. Khanka, Organisational Behaviour, Sulthan Chand & Sons, New Delhi.

REFERENCE BOOKS

1. Fred Luthans, Organisational Behaviour, McGraw Hill.
2. Keith Devis, John W.Newstrom, OB –Human Behaviour at work, TMH
3. M.L.Blum, Industrial psychology and it social foundations.
4. J.Jayasankar, Organisational Behaviour, Margham publications, Chennai
5. P.SubbaRoa, Management and Organisational Behaviour – HPH
6. Robbinsstephen.P, Organisational Behaviour, Prentice Hall, New Delhi.

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SEMESTER-II

ELECTIVE COURSE - I

FINANCIAL ACCOUNTING

UNIT - I

Basic accounting concepts and convention – Accounting equations – Meaning of accounting – Groups interested in accounting information – Journal, Ledger, Subsidiary books.

UNIT – II

Trial balance – Final Accounts – (Simple Problems Only). Bank reconciliation statement – Average due date – Accounts current.

UNIT- III

Hire purchase – methods of calculation of interest, Entries in the books of hire purchaser and hire vendor – Hire purchase trading account – Installment purchase – Entries in the books of purchaser and seller.

UNIT-IV

Bills of Exchange – Meaning – entries in the books of drawer and drawee – Dishonor – noting and protest – Renewal – Accommodation bill.

UNIT- V

Depreciation accounting – Meaning - Advantages and disadvantages - Types of depreciation – straight line method-written down value method - sinking fund - annuity method..

TEST BOOK

1. Gupta R.L., Advanced Accountancy – Sulthan Chand & Sons, New Delhi.

REFERENCE BOOKS

1. Shukla RL., Grewal, T.S., Advanced Accountancy Vol. – I, Sulthan Chand & Sons, New Delhi.
2. Tulsian P.C., Advanced Accountancy – Tata McGrawHill.
3. AmitabhaMukerjee Mohammed Anif – Modern Accounting – Tata McGrawHill.
4. T.S. Grewal, Double Entry Book – Keeping, Sulthan Chand & Sons, New Delhi..
5. T.S. Reddy, A. Moorthy, Cost Accounting, Margam Publication, Chennai.

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SEMESTER-II

ALLIED COURSES - II

MANAGERIAL ECONOMICS

UNIT – I

Business Economics: Concept – Importance – Scope - Methods – Micro – Macro - Objectives of Business Firm. **Demand and Supply:** Law Of Demand – Elasticity Of Demand.

UNIT – II

Market Structure: Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly and Duopoly.

UNIT – III

Production Function: Factors of Production – Laws Of Returns – Returns To Scale And Law Of Variable Proportions – Economies Of Scale – Mixed Economy.

UNIT – IV

Business Cycle: Characteristics – Phases – Control Of Trade Cycle. **Inflation:** Definition – Characteristics – Types – Effects – Anti-Inflationary Measures. **Deflation:** Effects – Control.

UNIT – V

National Income: GDP - GNP – NNP - Per Capita Income - Balance Of Trade - Balance of Payment.

TEXT BOOK

1. S .Sankaran, “Managerial Economics”, Margham Publications, Chennai, 5th Edition, 2006

REFERENCE BOOKS

1. Mankar.V.G., “Business Economics”, Macmillan, New Delhi, 1st Edition, 2004.
2. Mithani.D.M. “Essential Of Managerial Economics”, Himalayan PublishingHouse, Mumbai, 1st Edition, 2004.
3. Sundharam.K.P.M, Sundharam.E.N, “Business Economics”, Sultan Chand & Sons, 4th Edition, 2005.
4. Dr.R.Sathiyakala, Business Economics, Shanlax Publication.

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SEMESTER-III

CORE IV - INTERNATIONAL MARKETING MANAGEMENT

UNIT - I

International Marketing – Basic concepts – orientation- importance – Problems – International Vs domestic marketing global marketing – evolution of global marketing..

UNIT - II

Analyzing marketing opportunities – the marketing process – product planning. Analysing consumer markets and buyer behaviour – influencing buyer behaviour – the buying decision process – stages of the buying decision process.

UNIT - III

Dealing with the competition – competitive forces – identifying competitors – analyzing competitors - designing the competitive intelligence system – designing competitive strategies – balancing customer and competitor orientations.

UNIT - IV

Developing new market offering – Challenges in new product development – managing the development process – managing the development process – concept to strategy – development to commercialization – the consumer adoption process. Setting the product and branding strategy– the product and the product mix-product line decisions – brand decisions – packaging and labeling.

UNIT - V

Developing price strategies and programs – setting the price – adapting the price. Managing advertising-developing and managing an advertising program – deciding on media – sales promotional – direct marketing.

REFERENCE BOOKS:

1. Marketing Management – Philip Kotler (Eleventh edition)
2. Global Marketing Management – Warren J Keegan
3. Export Marketing – Jacob Cherian & B.Parab.
4. Global Marketing Management – Masaaki Kotabe & Krishnan Helsen (II-Edition)
5. International Marketing – Philio R Cateora
6. International Marketing Management – Dr.Varma & Aggrawal.

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SEMESTER-III
CORE COURSE-V
INTERNATIONAL FINANCIAL MANAGEMENT

UNIT I

Designing a Global Financing Strategy - institutional Structure - Euro Currency Loan -- International Equity Markets - International Financing Decision - Financing Overseas Subsidiary - Borrowing International Equity Investment - Syndicated Loans – Block Funds– Subsidized Financing.

UNIT II

International Project Appraisal -- Issues involved in Investment Analysis – Profit and Rent Maximization – Cross Border Investment Analysis – Discounted Cash Flows – Capital Asset Pricing Model(CAPM) – International Asset Pricing Model(IAPM).

UNIT III

International Capital Budgeting – Methods – Present Value Analysis – Decision Tree Analysis – Contingent Claim Analysis.

UNIT IV

Cost of Capital and Capital Structure – Cost of Debt and equity Across Countries – Weighted Average Cost of Capital and Assessment of Foreign Projects – Capital Structure Decision across the countries.

UNIT V

Multinational Working Capital Management –Sources of Short Term Financing - Current Asset Management - International cash Management: - Inventory Management - Managing Blocked Currency Trade.

BOOKS FOR REFERENCE

1. Ian H. Giddy, 'Global Financial Markets' AITBS 2000
2. Kirt C. Butler, 'Multinational Finance' Thomson south western..
3. Reid W. Click and Coval, 'International Financial Management' Prentice Hall India.
4. Rite M Rodriguez, “International Financial Management”, E Eugene Carter Prentice Hall, New Delhi 1985.
5. Alan C Shapiro, “Multinational Financial Management”, Allyn and Pacon Ioc, Boston, 1986.
6. Adrin. Buckley, “Multinational Finance”, Hcrit, New Delhi.
7. Raymond Vemon - Manager in the International Economy, Louis T Wells Jr Prentice Hall, 1987.
8. David H Blake - The Politics of Global Economic Robert S Walters Relations, Prentice Hall, 1987.
9. Madura, Jeff, “ International Financial Management, West Publishing Company.
10. Apte P.G. International Financial Management, Tata McGraw Hill, New I Delhi, 1995.

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SEMESTER-III

CORE VI - HUMAN RESOURCES MANAGEMENT

UNIT – I

Human Resource Management – Definition – Objectives – Scope – Functions of HRM. Job analysis – Process of job analysis, Team analysis – Employee Empowerment.

UNIT – II

Human Resource Planning – Objectives – Process of HRP– Recruitment – Sources of recruitment. Selection Procedure - Test and Interview - Types – reference check – final selection - Placement – Induction (orientation).

UNIT – III

HRD – Need – Functions – Training – Methods – Executive Development – Differences between Training and Development. Career Planning – Process – Succession Planning - Concept of Quality of Work Life (QWL) .

UNIT – IV

Performance appraisal – Process – Techniques – Difference between Performance appraisal and Job Evaluation. Job Evaluation – Process – potential appraisal.

UNIT – V

Promotion – Criteria – Benefits of effective promotion policy, Transfer – Purpose of transfer. Absenteeism – Causes – Measures - Labour Turnover – separation – VRS - retirement – dismissal .

TEXT BOOK

1. S.S. Khanka, Human Resource Management, SulthanChand& Sons, New Delhi.

REFERENCE BOOKS

1. C.B. Mamoria, Personnel Management – Humalaya publications house.
2. J. Jayasankar, Human Resource management, Margham Publications, Chennai.
3. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
4. Kaushal Kumar, Human Resources Management – ABD Publishers.
5. Keith Davis, Human Relations at work – TMH.
6. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.
7. Dr.K.Ramesh, **“Human Resource Management”**, Mithila Publications,

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SEMESTER-III

ALLIED COURSE – III

OPERATIONS RESEARCH

UNIT - I

Operations research – meaning – scope – uses – operations research in India – models in operations research – limitations of model – general methods for solving operations research models.

UNIT - II

Linear programming problems – requirements – formulation of L.P.P. by graphical method – simplex method (simple problem only).

UNIT – III

Transportation problems – obtaining initial basic feasible solution – various methods of solving transportation problems.

UNIT- IV

Assignment problems – formulation and solution assignment problems.

UNIT-V

Decision theory – types of decision making criteria statement of Baye's theorem – application of Bay's theorem – use of probability – decision tree.

Note : Questions in theory and problems carry 30% and 70% of marks respectively.

TEXTBOOK

1. Kapoor V.K. Operations Research, SulthanChand& Sons, New Delhi.

REFERENCE BOOKS

- 1 Prem Kumar Gupta, Operations Research – Sultan Chand & Co.
2. P.K. Man Mohan, Operations Research – Sultan Chand & Sons.
3. Vohra N.D., Quantitative techniques in Management, Tata Mc Graw Hill
4. Agarwal B.M. Quantitative Methods, New Academic Publication.
5. Vital P.R. Introduction to Operations Research, Margham Publications, Cennai.

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SEMESTER-III

SBEC- I (SKILL BASED ELECTIVE COURSE)

PAPER I - FOREIGN TRADE LAWS

UNIT- I

The nature of international law and the international legal system Role –enforcement – effectiveness – juridical basis – future – international law and national law – international private and public laws – legal framework of India's Foreign Trade – Foreign Trade (Development & regulation) Act 1992.

UNIT – II

Law of contract – Elements – Classifications – offer and acceptance – rules as to offer and acceptance – communication of offer, acceptance and revocation –consideration – rules as to consideration – capacity to contract – free consent –legality of object – void agreements.

UNIT – III

Elements of export import contract – documents required in relation to export- import contract – Uniform law of international trade – International conventions –Carriage of goods by sea, air and over road - contract of Affreightments – sale of goods Act – conditions & warranties – transfer of property – performance of contract – right of an unpaid seller.

UNIT – IV

Technology import contracts – Technology policy and environment – selection and transfer issues – law for protection of intellectual property rights, copy right, patents, trademarks etc. FEMA- objectives, transactions.

UNIT – V

Marine Insurance – Meaning, need for marine insurance –The Marine Insurance Act 1969 – Marine Insurance policies – Insurance documents – Export (Quality control and inspection) Act 1963 – Institutional setup for quality control and inspection.

BOOKS RECOMMENDED

- 1 Mercantile Law, N.D. Kapoor
2. Mercantile Law, M.C. Kuchal
3. International Marketing analysis and strategy, SakOnkviset and Shaw. New Exim Policy, Nabhis Publications.

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SEMESTER-III

SBEC- I (SKILL BASED ELECTIVE COURSE)

PAPER II - FUNDAMENTALS OF INSURANCE

UNIT – I

Definition of Insurance – Classification of contracts of insurance – Marine and Non-Marine Insurance.

UNIT – II

Life Assurance – Objects of Life assurance – Principles of Life Assurance – Assignment and Nomination – Lapses and Revivals – Surrender values and loans – Claims – Double Insurance.

UNIT – III

Marine – Insurance – Principles of Marine insurance – Functions of marine insurance – Types of marine policies – Warranties – kinds of marine Losses.

UNIT – IV

Fire Insurance – Principles of law as applied to fire insurance. Fire waste – Hazard Types of fire policies.

UNIT – V

Cover Notes – Surveys and Inspections Average – Reinsurance Renewals.

REFERENCE BOOKS

1. Sharma R.S., Insurance: Principles and Practices (1960 Vora, Bombay)
2. Arifkhan M, Theory and Practice of Insurance (1976) Education Book House.
3. Srinivasan M.N., Principles of Insurance Law (1977) Ramanuja Publishers, Bangalore.
4. Dr. B.Varadharajan, Insurance : Vols. I and II (1979) Tamil Nadu Text Book SocietyIV - SBEC
5. Dr. R.Haridas, Life Insurance in India, New Century Publication, New Delhi.

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SEMESTER-III
SBEC- I (SKILL BASED ELECTIVE COURSE)
PAPER III - LIFE SKILL EDUCATION

UNIT 1

Definition and Importance of Life Skills, Livelihood Skills, Survival Skills and Life Skills. Life Skills Education, Life Skills Approach, Life Skills Based Education.

UNIT II

Self awareness: Definition, types of self. Self concept, body image, self esteem. Techniques used for self awareness: Johari window, SWOT analysis. Empathy, sympathy & Altruism.

UNIT III

Interpersonal relationship: Definition, factors affecting relationship. Listening: Definition & Tips for Effective listening. Thinking: Nature, Elements of thought. Types of thinking, concept formation, reasoning. Critical thinking: Definition, nature & stages.

UNIT IV

Goal setting. Coping with stress: Definition, stressors, source of stress. Coping skills.

UNIT V

Coping with emotions: Definition, Characteristics and types. Coping strategies.

PRESCRIBED BOOKS

1. Delors, Jacques (1997). Learning: The Treasure Within, UNESCO, Paris..
2. UNESCO (1997). Adult Education: The Hamburg Declaration, UNESCO, Paris.
3. UNESCO (2005). Quality Education and Life Skills: Dakar Goals, UNESCO, Paris.
4. WHO (1999). Partners in Life Skills Education: Conclusions from a United Nations – Agency Meeting, WHO, Geneva.
5. Santrock W. John (2006). Educational Psychology. (2nd Edn.) New Delhi: Tata McGraw-Hill Publishing Company Ltd.

REFERENCES

1. Dakar Framework for Action, (2000). Education for All: Meeting our Collective Commitments, Dakar, Senegal.
2. Kumar .J. Keval, (2008). Mass Communication in India, JAICO Publication India Pvt. Ltd
3. Morgan and King, (1993). Introduction to Psychology, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
4. Rao P.L. (2008). Enriching Human Capital through Training and Development, Excel Books, Delhi.
5. Singh Madhu, (2003). Understanding Life Skills, Background paper prepared for Education for All: The Leap to Equality

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SEMESTER-III

NMEC- I - PRINCIPLES OF MANAGEMENT

UNIT – I

The Development of Management Thought – Contributions of F.W. Taylor. Henri Fayol – Elton Mayo and Mary Parker Follet.

UNIT – II

Planning – Nature – Purpose – Steps – Types – Merits and Demerits of Planning – MBO.

UNIT – III

Organising – Nature – Purpose – Departmentation – Span of Control – Delegation – Centralisation and Decentralisation – Line and Staff – Committees. Staffing – Nature and Purpose of Staffing – Components of Staffing.

UNIT – IV

Directing – Principles of Directing – Leadership – Motivation – Communication – Process of Communication – Barriers of Communication – Effective Communication.

UNIT – V

Controlling – Concept of Control – Methods of Controlling. Co-ordinating – Need – Principles – Approaches to Achieve Effective Co-ordination.

TEST BOOK

1. L.M. Prasad - Principles of Management

REFERENCE BOOKS

1. Harold Koontz and O'Donnel, Principles of Management
2. Newman and Warrann, The Process of Management
3. Peter F. Drucker, Practice of Management
4. Liouis A. Allen, Management and Organisation
5. Dr.RubaGunaseelan and Dr.V.Kulandaisamy, Principles and Practice of Management, S.Chand & Sons, New delhi.

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SEMESTER-IV

CORE VII - E-COMMERCE

UNIT – I

Foundation of electronic Commerce :- Definition and content of the field – Driving force of EC-Impact of Ec – Managerial Issues- Benefits and Limitations of EC Retailing in EC :- Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.

UNIT – II

Internet Consumers and market Research: - The consumer behavior model – Personal Characteristics and the Demographics of internet Surfers - Consumer Purchasing Decision making - One – to – One Relationship marketing - Delivering Customer Service in Cyberspace – Marketing research of EC- Intelligent Agents for Consumers – Organizational Buyer Behavior.

UNIT – III

Advertisement in EC :- Web Advertising – Advertisement Methods – Advertisement Strategies – Push Technology and Intelligent Agents – Economics and Effectiveness of Advertisement – Online Catalogs. Internet and Extranet :- Architecture of Intranet and External :- Applications of Intranet and Extranet

UNIT – IV

Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model–Procurement Management Using the Buyer's Internal Market Place – Supplier and Buyer Oriented Marketplace – Other B2B Models Auctions – and Service – Integration with back End Information System _ The Role of S/W Agents in B2B – Electronic Marketing in B2B.

UNIT –V

Public Policy : From Legal Issues to Privacy :- Legal, Ethical and Other Public Policy Issues – Protecting Privacy – Free Speech , Internet Indecency Censorship – Taxation and Encryption Policies and Seller Protection in EC.

REFERENCE BOOKS :-

1. Efraim Turbun, Jae Lee, David King, H. Michael Chung - Electronic Commerce – A Managerial Perspective ,Pearson Education Asis - 2000.

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SEMESTER-IV

CORE VIII - COST AND MANAGEMENT ACCOUNTING

UNIT I (THEORY QUESTIONS ONLY)

Meaning-definition-scope-objectives-function-merits and demerits of Cost and Management Accounting-distinction between cost, management and financial accounting - Elements of cost-cost concepts and costs classification.

UNIT II (PROBLEMS AND THEORY QUESTIONS)

Preparation of cost sheet-stores control- ECQ-maximum, minimum, reordering levels-pricing of materials issues-FIFO,LIFO,AVERAGE COST, STANDARD PRICE-methods -labour cost-remuneration and incentives.

UNIT III (PROBLEMS ONLY)

Financial statement Analysis - preparation of comparative and common size statements - analysis and interpretation. Ratio analysis - classification of ratios-liquidity, profitability, solvency – inter firm comparison.

UNIT IV (PROBLEMS ONLY)

Fund flow analysis-cash flow analysis (problems only)

Unit V (Problems and theory questions)

Standard costing-variance analysis-material and labour variances Marginal Costing-cost volume profit analysis.

REFERENCE BOOKS:

1. Jain and Narang - Costing
2. Nigam and Sharma - Cost accounting
3. RK Sharna& K. Gupta - Management Accounting
4. S.N.Maheswari - Management Accounting
5. Dr.V.R.Palanivelu, Principles of Management, Himalaya publishing House, Mumbai

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SEMESTER-IV

CORE IX - TAXATION – LAW AND PRACTICE

UNIT – I

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion– avoidance – causes - remedies. Direct Taxes: Income Tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – Heads of income.

UNIT – II

Computation of income under salary and house property. (problems to be included).

UNIT – III

Computation of income under profits and gains of business - profession (problems be included).--
Income tax Authorities – duties and their powers.

UNIT – IV

Indirect taxes – selected provisions of VAT– with regard to registration of dealers - procedure and effects of registration - mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V

Central Excise Duty -- objectives of excise duty – goods exempted from duty – customs duties – Levy of import and export duty – types of import duty – exemption from customs duty -- distinction between advalorem and specific duties. Note: Theory and problems shall be distributed at 60% & 40% respectively.

BOOKS RECOMMENDED

1. Bhagavathi Prasad - Income Tax Law & Practice
2. Mehrotra - Income Tax Law & Practice
3. Gour&Narang - Income Tax Law & Practice
4. Dingarepagare - Income Tax Law & Practice
5. DingarePagare - Business Taxation
6. Balasubramanian - Business Taxation

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SEMESTER-IV

ALLIED COURSE - IV

MONEY BANKING AND GLOBAL BUSINESS

UNIT - I

Banking – Evolution – meaning and definition of banking – classification of banks – unit and branch banking functions of commercial banks – role of commercial banks in economic development – functions of central bank in economic development – functions of central bank (with reference to RBI) – credit creation and credit control.

UNIT - II

Recent Trends in Indian Banking – Types of financing – repayment methods – bank NET – Automatic Teller Machines – (ATM) – phone banking – credit cards – E-banking – reforms in banking sector.

UNIT – III

Inflation & Deflation – Inflation – types of inflation – cost push and demand pull inflation – control of inflation – deflation – stagflation – control of deflation – phases of trade cycle.

UNIT- IV

Money market – London – New York & Indian money market – capital market – functions of capital market – difference between money and capital market – monetary policy.

UNIT-V

Exchange – Determination of exchange rate – devaluation of money – exchange control – flow of foreign capital – euro currency- GATT & WTO.

TEXT BOOK :

1. R. Parameswaran & S. Natarajan, Indian Banking – S. Chand.

REFERENCE BOOKS

1. Methane D.M., Money Banking And International Trade, Himalaya Publishing House.
2. Ashok Desai, Indian Banking, Himalaya Publishing House.
3. M.L. Jhingan, Money Banking and International Trade, S. Chand, New Delhi.

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SEMESTER-IV

SBEC- II (SKILL BASED ELECTIVE COURSE)

PAPER I - ADVERTISING

UNIT-I

Origin and Meaning of Advertising – Definition – Characteristic.

UNIT-II

Recent trends in Advertising of a Product.

UNIT-III

Advertising and Promotion Mix - Factors.

UNIT-IV

Functions of Advertising – Commercial Functions – Social Functions.

UNIT-V

Advantages of Advertising – Manufacturers – WholeSalers – Consumers

TEXT BOOK:

1. Advertising and Salesmanship- P.Saravanel, Margham Publications, Chennai.

REFERENCE BOOKS:

1. Marketing – Rajan Nair, Sultan Chand & Sons, New Delhi
2. Marketing Management- Sherlakhar, S.A.
3. Marketing Management – V.S. Ramasamy and S.Namakumari Macmillan

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SEMESTER-IV

SBEC- II (SKILL BASED ELECTIVE COURSE)

PAPER II - CONSUMER BEHAVIOUR

UNIT - I

Introduction - Consumer Behaviour - definition - scope of consumer behaviour - Discipline of consumer behaviour - Customer Value Satisfaction - Retention - Marketing ethics.

UNIT - II

Consumer research - Paradigms -The process of consumer research - consumer motivation - dynamics - types - measurement of motives - consumer perception

UNIT - III

Consumer Learning - Behavioural learning theories - Measures of consumer learning - Consumer attitude - formation - Strategies for attitude change

UNIT – IV

Social class Consumer Behaviour - Life style Profiles of consumer classes - Cross Cultural Customers Behaviour Strategies.

UNIT-V

Consumer Decision Making - Opinion Leadership - Dynamics - Types of consumer decision making - A Model of Consumer Decision Making

REFERENCE BOOKS:

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice - Hall of India, Sixth Edition, 1998.
2. Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill , 2002 Barry Berman and Joel R Evans - Retail Management - A Strategic Approach-Prentice Hall of India, Tenth Edition, 2006
3. Gibson G Vedamani - Retail Management - Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

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SEMESTER-IV

SBEC- II (SKILL BASED ELECTIVE COURSE)

PAPER III - KNOWLEDGE MANAGEMENT

UNIT- I

Knowledge economy-Technology and knowledge Management-Knowledge Management Matrix- Knowledge Management Strategy-Prioritizing Knowledge Strategies-Knowledge as a strategic asset .

UNIT-II

Knowledge Attributes-Fundamentals of Knowledge formation-Tacit and explicit Knowledge- Knowledge sourcing-abstraction, conversion and diffusion

UNIT-III

Knowledge Management and organizational learning, architecture-important considerations- collection and codification of knowledge-repositories, structure and life style cycle- Knowledge management infrastructure- Knowledge management applications-collaborative platforms.

UNIT-IV

Developing and sustaining knowledge culture- Knowledge culture enablers-implementing Knowledge culture enhancement programs-communities of practice-Developing organizational memory.

UNIT-V

Knowledge management tools,techniques- Knowledge management and measurements- Knowledge audit- Knowledge carriers-practical implementation of Knowledge management systems-case studies.

REFERENCE BOOKS:

1. Joseph M. Firestone and mark W.McElory,Butterworth-Heinemann,Key issues in the new Knowledge Management,KMCI press.
2. Daryl Morey& others Knowledge Management-Classic and contemporary works(edited) Universities press India Ltd.,
3. SheldaDebowski, Knowledge Management,John Wiley& sons.
4. Sudir warier, Knowledge Management,Vikas publishing House pvt Ltd.,
5. Stwart Barnes, Knowledge Management System Theory and practice(Edited)Thomson Learning
6. Hot sapple springer C,W Handbook on Knowledge Management(Edited)

WEB REFERENCES:

1. [www.knowledge – management-online.com](http://www.knowledge-management-online.com)
2. www.systems-thinking.org

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SEMESTER-IV

NMEC - I

HUMAN RESOURCES MANAGEMENT

UNIT – I

Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM – Functions of HRM.

UNIT – II

Human Resource Planning – Manpower planning Nature, Importance and Objectives of Manpower Planning – Process of Manpower Planning – Uses and Benefit of Manpower Planning.

UNIT – III

Recruitment and Selection – Source of Recruitment Selection of Employee – Difference between recruitment and selection.

UNIT – IV

Procedures for selection – tests – interviews – types of interview – Process of conducting interview - checking of references – final selection.

UNIT – V

Performance Appraisal — modern methods – Training and Development – Importance of training employee – Types of training – Methods of training

TEXT BOOK

1. J. C.B. Mamoria, Personnel Management – Humalaya publications house.

REFERENCE BOOKS

2. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.
3. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
4. Kaushal Kumar, Human Resources Management – ABD Publishers.
5. Keith Davis, Human Relations at work – TMH.
6. Jayasankar, Human Resource management, Margham Publications.
7. S.S. Khanka, Human Resource Management, S. Chand.

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SEMESTER-V

CORE X - INTERNATIONAL STRATEGIC MANAGEMENT

UNIT – I

International Strategic Management – Distinguishing Characteristics of international Strategic Management - Difference between international Strategic Management and Domestic Strategic Management.

UNIT – II

Corporate Strategies – Mission – Vision – Analyzing industry and competition – Internal appraisal of the firm – Competitive advantage – Core competence – Internal analysis – Turnaround.

UNIT – III

Portfolio Analysis –Process of strategic choice- focusing in strategic alternatives – GAP Analysis – Selection Factors – Corporate portfolio analysis – BCG Matrix – Limitations of BCG Matrix – GE Nine cell matrix – SWOT analysis.

UNIT – IV

Strategy implementation – Concept of strategy implementation – steps in strategy implementation – Factors causing unsuccessful implementation of Strategy – Organization structure for strategy implementation – Forms of organization structure - relating structure to strategy.

UNIT – V

Strategy evaluation and control – Requirements for effective evaluation – Strategic control –Types of strategic Control – Process of evaluation – Setting Performance standards – Evaluation techniques for strategic control.

BOOKS RECOMMENDED

1. Dr. K.Arul & Dr. K.Jayaraman, Business Policy and Strategic management, Sri Guru Raja Publishers, Thiruvannamalai.
2. International Strategic Management, R.M. Srivastava, Himalaya Publishing House, Bombay
3. Strategic Planning formulation of Corporate Strategy Text & Cases, V.S. Ramasamy, S. Namakumari, Macmillan India Ltd., New Delhi.
4. Strategic Management, Francis Cherunillam, Himalaya Publishing House, Bombay. Business policy & Strategy, LM Prasad, Sultan Chand Co., New Delhi.
5. Corporate Strategic Management, RM Srivastava &Divya, Nigam Pragatiprakashan, Meerut.
6. Business Policy & strategic management, Agarwal, Ban erjeed Nair, PragatiPrakashan, Meerut.
7. Dr.K.Arul & Dr.A.Subanginidevi, Business Policy and Strategy,Shanlax Publication

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SEMESTER-V

CORE XI - CUSTOMER RELATIONSHIP MANAGEMENT

UNIT – I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:

1. S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997
2. Paul Green Berg – CRM – Tata Mc Graw Hill, 2002
3. Philip Kotler, Marketing Management, Prentice Hall, 2005
4. Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

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SEMESTER-V

CORE XII - FINANCIAL MANAGEMENT

UNIT - I (THEORY ONLY)

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

UNIT - II (THEORY ONLY)

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

UNIT - III (THEORY ONLY)

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

UNIT - IV (THEORY ONLY)

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Credit policies.

UNIT - V (PROBLEMS ONLY)

Budgeting and preparation of various budgets (Problems in purchase, sales, production, cash and flexible budgets). Capital budgeting-meaning-objectives-preparation of various types capital budgeting.

REFERENCE BOOKS

1. P.V. Kulkarni- Financial Management
2. Khan and Jain- Financial Management - A Conceptual Approach
3. I. M. Pandey- Financial Management
4. S.N. Maheswari- Management AccountingDr.V.R.Palanivelu, Financial Management, SulthanChand& Sons, Company Ltd., New delhi.

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SEMESTER-V

CORE XIII - BASIS OF BUSINESS RESEARCH

UNIT -I

Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III

Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV

Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT -V

Application of research: Product research - Price research - Motivation research - Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:

1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology
5. Dr.S.MVenkatachalam&M.Murali, Basics of Business Research, Mithila Publications.

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SEMESTER-V

CORE XIV - FOREIGN EXCHANGE MANAGEMENT

UNIT - I

Foreign Exchange markets-participants-settlement of transactions- functions of foreign Exchange market- Foreign currency accounts- determination of exchange rates-Foreign Exchange Management Act- Administration of foreign exchange.

UNIT – II

Foreign exchange transactions-spot, forward and swap transactions- exchange quotations-foreign exchange rates-basis-types of rates-buying and selling rates-cross rates.

UNIT – III

Forward exchange contracts - features -forward margin - factors determining forward margin-calculations - Inter bank deals - cover deals- trading.

UNIT – IV

Foreign exchange risk and exposure - types of exchange risk and exposure- internal techniques of exposure-external techniques of exposure.

UNIT – V

Pre-shipment finance - features- categories of pre-shipment finance pre-shipment credit in foreign currency - post-shipment credit finance features -categories.

BOOKS RECOMMENDED

1. Foreign exchange & Risk Management : C. Jeevanandam
2. International Financial : Prakash G.Apte
3. Management : V.K. Bhalla
4. International Financial Management : V. Sharan
5. International Financial Management : Eun / Resnick
6. Global Financial Markets : Ian H. Giddy.

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SEMESTER-V

ELECTIVE II - PAPER I

SERVICE MARKETING

UNIT - I

Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle.

UNIT - II

Environment for services marketing – macro and micro environments – understanding service customers – models of service consumer behavior – customer expectations and perception – service quality and GAP model.

UNIT – III

Market segmentation and selection – service market segmentation – targeting and positioning.

UNIT- IV

Services marketing Mix – Need for expanded marketing mix – planning for services offer – pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.

UNIT- V

Service marketing applications – Marketing Of Financial, Hospitality, Hospital, Tourism And Educational Services – International Marketing Of Services And Gats.

REFERENCE BOOKS

1. Christopher, H. Lovelock, Services Marketing, Pearson Education India
2. Adrian Payne, Services Marketing, PHI
3. Zeithaml, V.A. & M.J. Bitner, Services Marketing
4. Rao, Services Marketing, Pearson Education India
5. Sinha, P.K. and Sahoo S.C. Services Marketing, HPH.
6. Ravishankar, Services Marketing, Lalvani.

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SEMESTER-V

ELECTIVE II- PAPER II

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

UNIT- I

Introduction to logistics – Business logistics – marketing logistics – objectives – importance – logistics and customer services – physical supply and distribution – elements and evolution of purchasing and integrated logistics – Integrated logistical activities – strategic integrated logistics management.

UNIT - II

Transportation – types – transportation decision making service selection – sea transport, Air, Courier, road and pipe lines – infrastructure – vehicle routing and scheduling – MTO / Intermodal transportation – regulation.

UNIT – III

Warehousing – concepts & development – types – operations location analysis –storage – need – functionality and principles – materials handling considerations – packaging – perspectives – purposes – functions – design and costs –Traffic inventory management models – pull and push methods – EOQ – assumptions –policies and control – methods of improved inventory management.

UNIT – IV

Logistics information system – system design – Information functionality and principles of information architecture – application of new information technology – EDI standards.

UNIT – V

Future management of logistics – logistics and outsourcing – Benefits – third party logistics – value added services – reverse logistics.

BOOKS RECOMMENDED

1. Physical Distribution - K.K. Khanna
2. Sales and Distribution Management - S.L. Gupta
3. Logistics management - Vinod V. Sople
4. Logistical management - BowersoxCloss

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SEMESTER-V

ELECTIVE II - PAPER III

INVESTMENT MANAGEMENT

UNIT – I

Meaning of investment – Nature and scope of investment management - factors favourable for investments – features of an investment programme.

UNIT – II

Investment avenues – Real assets – Financial assets – Fixed income and variable income securities – mutual fund – derivatives etc.,

UNIT – III

Risk- Return concept – Return measurement - Basic valuation models – equity valuation, Preference share and bond valuation .Risk - risk classification – systematic and unsystematic risk - measurement or risk.

UNIT – IV

New issue market and stock exchange – kinds of trading – Securities and Exchange Board of India.

UNIT – V

Sources of Investment informations – Credit rating agencies – CARE – CRISIL – ICRA – credit rating methodology – Indices.

TEXT BOOK

1. Investment mgt – Preetisingh, Himalays publishing house.
2. Investment mgt – V.K.Bhalla.

REFERENCE BOOKS

1. Investment mgt – V. Avadhani - Himalays publishing house.
2. Investment mgt – Punithavathypondian, PHI

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SEMESTER-V

ELECTIVE II - PAPER IV

TOTAL QUALITY MANAGEMENT (TQM)

UNIT-I

Concept of Quality – Quality as customer delight – Quality as meeting. Standards–Introduction to total Quality – Concept of total Quality Design, inputs, process and output – Quality as business performance – Attitude and involvement of top management.

UNIT-II

Quality Management – Fundamentals – Evolution and objectives –Planning for Quantity – Quality Process – Statistical Process Control (SPC)–Quality Assurance – Total Quality management.

UNIT-III

Quality Management System – ISO 9000 series – Techniques of TQM –5' Concepts – 7' tools – Cause – Effect Analysis stratification, Pareto diagram Histogram, Control charts (SQC) check sheet & Pie-

UNIT-IV

Bench marking – Essence of Bench Marketing–Benefits and Strategic Bench marking – Global bench marking – Business Process Re-engineering.

UNIT - V

Core competence and strategic alliance for ensuring quality – role of MNCS, in emergence of global quality – Barriers to TQM.

TEXTBOOK

1. Armond.V.Feigerbaum, Total Quality Control, McGraw Hill.
2. JohnBark, Essence of TQM, PHI, Delhi.

REFERENCEBOOKS

1. Joel, E.Ross, TotalQualityManagement
2. RonCollard, TotalQuality, Jaico, Delhi
3. Willborn&T.C.EdwinCheng, Global Management of Quality Assurance systems, Mc GrawHill.
4. J.M.Juran, JuranOnleadershipforQuality–AnExecutiveHandBook.
5. ISOManuals.

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SEMESTER-V

ELECTIVE II - PAPER V

CAMPUS TO CORPORATE

To train the learners for smooth transition from their campus to corporate for employment...

ETIQUETTE ELABORATED:

Corporate etiquette -Workplace etiquette-Business etiquette-Email etiquette-Telephone and meeting etiquette. (Theory blended learning with notes and hints in the SDRNs) – Video clippings to watch and noting down the critical aspects pertaining to etiquettes.

ATTIRE ASPECTS:

Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.

E-COMMUNICATION:

Students are expected to have an email id and work with groups, make mail attachments, join professional groups in social networks; download and upload files using virtual memory – E-mail Etiquette – Overcoming Problems in E-mail Communication – Use of Electronic Devices in Modern Communication such as Fax, e-mail, chat using skype – work with social networking sites such as linkedin, facebook, orkut, tumblr, twitter – narrate them in the SDRN with clippings as evidence.

APTITUDE APPETIZER:

Quantitative vs verbal aptitude — practice – shortcut routes – workouts from previous year / batch tests – familiarize the various types of problems from quantitative & non-verbal reasoning areas in competitive exams for employment and/or higher studies

Attitude Building: The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and enumerate ways to nurture your positive attitude.

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SEMESTER-VI

CORE XV - INTERNATIONAL BUSINESS ENVIRONMENT

UNIT – I

Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.

UNIT – II

The national physical endowment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation. Energy – communication – Urbanisation – Tax structure, Inflation foreign investment.

UNIT – III

Cultural environment: Material culture – language – Aesthetics – design, colour, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture.

UNIT – IV

Legal environment – Bases for legal system – Jurisdiction International Legal disputes – International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.

UNIT – V

Fundamentals of environmental protection and economics – Environmental problems, air, water pollution – forests – land use – Environmental policy : Basic approach – Regulation – Distributive effects – International policy – India's policy and the relevant constitutional provisions – law of environment – protection in India.

BOOKS FOR REFERENCE:

1. International Marketing: Onkvist& Shaw
2. International Marketing: Philip R. Careora
3. Environmental Economics : M. Karpagam
4. Environmental Pollution: Katyal, Timmy &Satake.

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SEMESTER-VI

CORE XVI -FINANCIAL SERVICES

UNIT I

Merchant Banking - Functions - Modes of raising capital from Domestic and foreign markets - Raising short term funds -Recent developments in the capital markets - SEBI guidelines on merchant banking in India. NBFCs in India.

UNIT II

Hire Purchase - Concept - evaluation of Hire Purchase Proposals. Leasing - Lease Accounting - Types of leases.

UNIT III

Mutual funds - operations performances, regulation - SEBI guidelines for mutual funds.

UNIT IV

Other financial services. Venture Capital - Bill Discounting - Factoring - credit rating - Asset securitization - Depositories.

UNIT V

Mergers and Acquisitions - SEBI code on Take-overs - Business Failures and reorganizations.

REFERENCES :

1. M.Y.Khan, Indian Financial Systems.
2. K.Sriram, Hand Book of Leasing Hire Purchase & Factoring. R.M.Srivastava, Indian Financial System.
3. Rajas Parashine and Ashok Kumar, Introduction to Lease Financing. T.SundarRajan, Merchant Banking.
4. L.M.Bhole, Financial Institution & Markets. HabelJ.Johnson, Financial Institution & Markets.
5. Dr.J.C.Verma, Mutual Funds & Investment Portfolio.
6. NaliniPravaTripathy, Financial Instruments and Services, Prentice Hall of India, New Delhi.

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SEMESTER-VI

CORE XVII - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

UNIT I

Meaning of Entrepreneurship – characteristics, functions and types of entrepreneurship – Entrepreneurial Motivation – Need for Achievement Theory – Risk-taking Behavior – Innovation and Entrepreneur – Role of entrepreneurship in economic development

UNIT II

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes – need – objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

UNIT III

Introduction to Small Business: Evolution & Development– Meaning – concepts – categories – characteristics of small business – role, importance and responsibilities of small business. Business Ideas – Sources and incubating; Technical Assistance for small business – Preparation of Feasibility Reports, Legal Formalities and Documentation.

UNIT IV

Business Plan – Outline – components – Marketing strategy for small business – Market Survey – Market Demands – Sales forecast – Competitive Analysis – The marketing plan – Marketing Assistance through governmental channels – Risk Analysis – Break even analysis

UNIT V

Start-up costs – The financial Plan – Source of finance for new ventures – small business – Institutional finance supporting SSIs – Bounties to SSIs – Venture Capital – basic start-up problems.

RECOMMENDED BOOKS

1. Entrepreneurial Development: S.S.Khanka
2. Entrepreneurial Development: C.B.Gupta& N.P. Srinivasan
3. Fundamentals of Entrepreneurship And Small Business Management Vasant Desai Essentials of Entrepreneurship and Small Business Management, Norman M. Scarborough, Jeffrey R. Cornwell
4. Take Me Home: The Inspiring Stories of 20 Entrepreneurs from Small Town India with Big-Time Dreams, Rashmi Bansal
5. Dr.V.R.Palanivelu, Himalaya Publishing House Mumbai.
6. Dr.K.Arul&Dr.A.Subanginidevi, Entrepreneurship Development, Shanlax Publication

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SEMESTER-VI

CORE XVIII - FOREIGN TRADE PROCEDURE & DOCUMENTATION

UNIT- I

Foreign trade policy 2004-2009 – Export licensing procedures and formalities –Export price Quotations – Deemed Exports – benefits – Categories of supply Role of Export Promotion in Export credits guarantee Corporation (ECGC) – Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes.

UNIT – II

EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies by DATA (Domestic Tariff Area) Units to EOUs – Special Economic Zones (SEZ) scheme– Eligibility Approval – conditions – fiscal Incentives for developer of SEZ's – New status Holder Categorization – one to five star Export Houses – Free trade and Warehousing Zones.

UNIT – III

Procedure for Registration of Importers- Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number, I – card and modification of particulars) import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.

UNIT – IV

General provisions for Imports – Financing Import – Foreign Exchange Facilities to Importers – Customer and Central Excise Duty Drawbacks in Export goods –Foreign Currency Accounts in India and Abroad permitted currencies and methods of payment-Customs formalities for clearance of Imports goods- Shipment of goods.

UNIT – V

Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.

BOOKS RECOMMENDED :

1. Foreign trade policy procedures and documents – M.I. Mahajan
2. 100% Export oriented unites special economic zones award procedure – S.M. BhatNagar
3. Import – M.I. Mahajan
4. Import Management – Nand Kishore sharmas
5. Import do it yourself – M.L. Mahajan
6. Export Management - Dr. Verma and Aggarwal
7. A guide on Export policy procedures and documentation – M.L. Mahajan

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SEMESTER-VI

CORE XIV - COMPUTER APPLICATIONS IN BUSINESS

UNIT – I

Introducing to programming languages – meaning requisites, an overview of programming language – basic coding structures of a programming languages clarifications, comparison.

UNIT – II

Introduction to Microsoft Office – Ms Word – creating and editing documents – Menus, commands, tool bars and icons – formatting documents – creating tables – mail merge.

UNIT – III

MS Excel : Spread sheet overviews – menus, tools bars, icons – creating worksheet – Editing and formatting – excel formulas and functions – creating a chart – MS Power Point introduction – Menus – Tools bars – Text and formats – animations, art and sound – making and presentation templates.

UNIT – IV

Data processing – types of data – objectives of data processing techniques steps in developing a computer program for processing business data – operation of a computer assembler and Translator – file processing – editing and coding of data – data management.

UNIT – V

Internet concept – creating E-mail ID, Receiving and sending e-mail, Searching Information and Downloading – World Wide Web (www) – Domain Name Service.

NOTE: Theory – practical carry equal credits

TEXT BOOK

1. Sanjay Saxena, MS Office 2000 for everyone, (Vikas Publishing House Pvt., Ltd.,)

REFERENCE BOOKS

1. T.W. Pral, Programming languages, (Prentice hall of India)
2. V.K.Kapoor, Introduction to computer data, (Sultan Chand and Sons)
3. R.K. Taxali, Foxpro 2.5 made simple for dos & windows (BPB Publications).

COMPUTER PRACTICALS GUIDELINES

SPECIMEN - I

PERIAR UNIVERISTY

COLLEGE NAME

ADDRESS

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

COLLEGE EMBLEM

Computer Application in Business

(MS Office and Internet)

Record Note Book

Department and Business and Administration

Month and Year of Submission

Specimen – II

CERTIFICATE

Department of Business Administration

Practical Record work in "MS -Office and Internet"

Name :

Register No. :

Programme : Bachelor of Business Administration with International Business

Course : **COMPUTER APPLICATIONS IN BUSINESS - Practical I**

This is to certify to be a bonafide work done by the student in our College Laboratory

SIGNATURE OF THE STAFF IN-CHARGE

SIGNATURE OF HOD-BBA

(Seal)

Submitted for the Practical Examination held on

INTERNAL EXAMINER

EXTERNAL EXAMINER

B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-VI

ELECTIVES III - PAPER I

SERVICE MARKETING

UNIT - I

Importance of services sector – Nature and types of services – Difference between services and goods marketing – services marketing triangle.

UNIT - II

Environment for services marketing – macro and micro environments – understanding service customers – models of service consumer behavior – customer expectations and perception – service quality and GAP model.

UNIT – III

Market segmentation and selection – Service market segmentation – Targeting and Positioning.

UNIT- IV

Services marketing Mix – Need for expanded marketing mix – planning for services offer – pricing – promotion and distribution of services – management of people – process and physical evidence – matching demand for and supply of services.

UNIT- V

Service marketing applications – Marketing of financial, hospitality, hospital, tourism and educational services – international marketing of services and GATS.

TEXT BOOK

1. Sharma D.D. Marketing Research, Himalaya Publishing

REFERENCE BOOKS

1. Christopher, H. Lovelock, Services Marketing, Pearson Education India
2. Adrian Payne, Services Marketing, PHI
3. Zeithaml, V.A. & M.J. Bitner, Services Marketing
4. Rao, Services Marketing, Pearson Education India
5. Sinha, P.K. and Sahoo S.C. Services Marketing, HPH.
6. Ravishankar, Services Marketing, Lalvani.

B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-VI

ELECTIVES III - PAPER II

RETAIL MANAGEMENT

UNIT-I

Definition of Retail Marketing—Features of Modern Retail Marketing— Importance of Retail Marketing— Types of Retail Marketing— Retail Marketing Mix.

UNIT-II

Functions of Retail Marketing-Buying-Assembling-Selling-Transporting.

UNIT-III

Storage and Warehousing—Risk Bearing—Retail Market Information— Grading and Standardization— Retail Market Function.

UNIT-IV

Buyer Behavior— Consumer Goods and Industrial Goods—Buyer Behavior Model—Factors Influencing Buyer Behavior-Market Segmentation—Need and Basis –Targeting –Positioning.

UNIT-V

Retail Sales Forecasting—Methods—Analysis and Application—Products— Classification—New P r o d u c t Development Process—Product Life Cycle—Line and Product Mix Decision.

TEXTBOOK

1. Retail Marketing Management—David Gilbert, Perason Education.

REFERENCEBOOK

2. Global Marketing Management—Warren J.Keejan, Printice – Hall of India.

REFERENCE BOOKS:

1. Retail Management – Chetan Bajaj, RajnishTuli, Nidhi V Srivastav - Oxford University Press.
2. Retailing Management – Michael Levy, Barton A Weitz and Ajay Pandit– Tata McGraw Hill.
3. Retailing Management – Text & Cases – SwapnaPradhan – McGraw Hill.
4. Retail Marketing Management – David Gilbert – Pearson Education.

B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-VI

ELECTIVES III - PAPER III

INDUSTRIAL RELATIONS AND LABOUR LAWS

UNIT I

Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

UNIT II

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

UNIT III

Factories Act 1948 - The Workman's Compensation Act, 1923.

UNIT IV

The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

UNIT V

The Payment of Wages Act, 1936 - The Employee's State Insurance Act, 1948

REFERENCES:

1. Personnel Management & Industrial Relation -P.C.Tripathi Dynamics of Personnel Management - C.B.Mamoria
2. B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws - Vijay Nicole Imprints Pvt. Ltd.
3. Essentials of Human Resource Management and Industrial Relations – P.SubbaraoHimalaya. N.D. Kapoor - Mercandile Law - Sultanchand& Sons
4. R.Venkatapathy&AssissiMenachery - Industrial Relations &Labour Legislation - Aditya Publishers.

B.B.A. (INTERNATIONAL BUSINESS)

SEMESTER-VI

ELECTIVE III- PAPER IV

MANAGEMENT OF FUNDS

UNIT – I

Meaning and importance of funds – Benefits of effective allocation of funds – Dangers of misallocation – organisation of Funds Management and its relationship with other functional areas of the enterprise. Capitalisation – Under capitalisation and over capitalisation – assessment of funds required for investment in fixed assets, current assets for new enterprises and existing enterprises – optimum capital structure changes in pattern of capital structures.

UNIT – II

Financial Analysis, Planning and Control – Allocation of funds of most profitable opportunity – methods of incorporating risk – riskadjusted rate of return (ROI) and certainly equivalent approach – sensitivity analysis – profitability analysis and decision making – capital rationing.

UNIT – III

Lease Financing – forms of lease financing – sale of lease back – direct leasing – service leasing – financial leasing – leveraged leasing – potentiality of leasing as a means of financing – leasing decision – lease financing in India.

UNIT – IV

Divisional Budgets : Implementing procedures – Human Resources Accounting for effective use of manpower – Rewarding the managerial staff on the basis of rate of return in the division – due point system to evaluate various divisions.

UNIT – V

Term Financing and Evaluation : Source of long – term financing – equity, preference shares, debentures and bonds, mutual funds, funds through adoption of non – banking private finance concepts in the large scale organisations – term loan and financial institutions – market for long term securities in India with specific reference to stock exchange.

TEXT BOOK:

1. M. Pondey - Financial Management
2. S.N. Maheswari - Financial Management

REFERENCE BOOKS:

1. Vinoth Kothari - Lease financing and hire purchase
2. M.Y. Khan , K.P.Jain - Financial management
3. N.P.Srinivasan, C.B.Guptha – Entrepreneurial development
4. M.Y. Khan , K.P.Jain - Management Accounting

ELECTIVE-II

GROUP-E

PROJECT WORK

PROJECT WORK VIVA-VOCE

Specimen – I

TITLE

A project report submitted to the Periyar University in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

By

Name of the student

Reg. No.....

Under the guidance of

Name of the guide

Department, College Name and place

Month and year of submission

Specimen – II

CERTIFICATE

This is to certify that the project entitled, “TITLE”, is a bonafide work carried out by Reg. No.under my supervision and guidance during the academic year in partial fulfillment of the requirements for the award of the degree of BACHELOR OF BUSINESS ADMINISTRATION and the work is an original one and has not formed basis for the award of any degree, diploma, associate ship, fellowship of any other similar title.

GUIDE SIGNATURE

HOD SIGNATURE

Project work evaluation viva – voce examination conducted on

INTERNAL EXAMINER

EXTERNAL EXAMINER

Specimen – III

DECLARATION

I hereby declare that this project work entitled “TITLE” submitted to the PERIYAR UNIVERSITY, SALEM in partial fulfillment of the requirements for the award of BACHELOR OF BUSINESS ADMINISTRATION is an original one and has not been submitted earlier either to this university or to any other institution for the award of any degree / diploma.

Date :

Candidate signature

Place:

