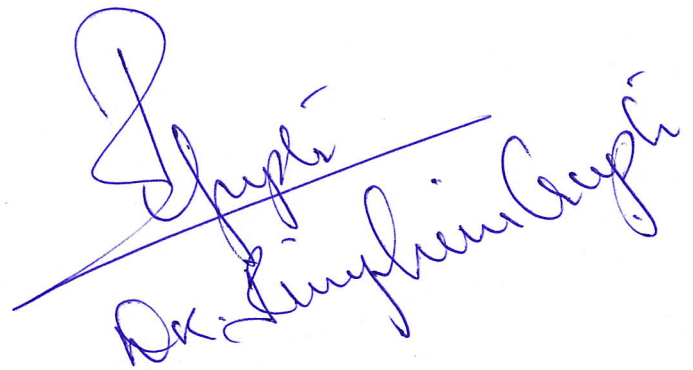


Bachelor of Business Administration in International Business

Rules-Regulations & Curriculum

(w.e.f.2023-24)


REGISTRAR
Sai Tirupati University
Udaipur (Raj.)


Dr. Vinod Kumar

Venkateshwar institute of Management Studies

(A Constituent Unit of Sai Tirupati University, Udaipur)

Rules -Regulations & Scheme of Examination

Program Name

Bachelor of Business Administration in International Business BBA(IB)

Admission Criteria

- He/she shall complete the age of 17 years on or before 31st December of the year of admission to the program.
- He/she has passed the qualifying examination as under: the senior secondary examination or the Indian School Certificate Examination, which is equivalent to 10+2 Examination, in any stream.

Duration of Program

The minimum duration of the program is three years and a maximum is of six years.

Attendance Requirement

A minimum attendance of 75% is required in both theory and practical classes separately, in the absence of this, students will not be eligible for the main examination.

Scheme of Examination

- University Examinations are conducted on a yearly basis with two examinations in each year, one Internal and one External examination. Candidates have to pass separately in both Theory and Practical in Internals as well as External. The medium of examination will be English. For Internal Examination, the maximum marks for each course will be 30 marks & the minimum passing marks will be 12 marks and for External Examination, maximum marks 70 marks for each course and minimum passing marks will be 28 marks in each course. No candidates shall be declared passed unless he/she has secured a minimum of 40% marks separately in each Internal Examination and External Examination (Theory & Practical) and an overall aggregate of 50% or above in the year/ semester.
- Each student will go for Project work in the last semester; it will be evaluated through presentation and Viva- Voce.
- Division/ Class will be awarded on the basis of aggregate of the university examinations regardless of the attempts as shown below: First Division – 60% and above, Second Division - 50% & above and less than 60% Candidate securing 75% marks in a course in first attempt will be awarded any Distinction (D) in that course.
- There are 5 marks for the grace. Grace marks will be applied to total marks obtained in the course and it can be applied to one course only in that exam.
- For the failed student supplementary examination will be conducted as per the norms, the internal marks of the course will remain as earlier.
- Revaluation / re-total as per university norms.

Paper Pattern

End- term exam paper will be divided into 3 Sections

Section-A: It will contain 10 Questions of 1 mark each. (10X1=10)

Section-B: There will be two questions from each unit, answer any one from each unit. (5X6=30)

Section-C: It contain 4 questions out of which any two questions are to be answered. (15X2=30)



Program Scheme

FIRST YEAR

S. No.	Subject Name	Subject Code	Sessional	Main	Total
1	English Communication	BIB-101	30	70	100
2	Fundamentals of Digital Marketing	BIB-102	30	70	100
3	Global Business Management	BIB-103	30	70	100
4	Corporate Accounting	BIB-104	30	70	100
5	Principles of Economics	BIB-105	30	70	100
6	Fundamentals of Designing	BIB-106	-	100	100
7	Foreign Language- Level 01	BIB-107	-	100	100

SECOND YEAR

S. No.	Subject Name	Subject Code	Sessional	Main	Total
1	Environmental Studies	BIB-201	30	70	100
2	International Human Resource Management	BIB-202	30	70	100
3	International Banking	BIB-203	30	70	100
4	Business Statistics & RM	BIB-204	30	70	100
5	Entrepreneurship Development	BIB-205	30	70	100
6	Advanced Digital Marketing	BIB-206	-	100	100
7	Foreign Language- Level 02	BIB-207	-	100	100

THIRD YEAR

S. No.	Subject Name	Subject Code	Sessional	Main	Total
1	Fundamentals of E- Commerce	BIB-301	30	70	100
2	International Business Laws	BIB-302	30	70	100
3	International Trade and Finance	BIB-303	30	70	100
4	International Marketing	BIB-304	30	70	100
5	Foreign Language- Level 03	BIB-305	-	100	100
6	Project Report	BIB-306	-	200	200

Total Marks: 2100

The logo for Venkateshwar Institute of Management Studies (VIMS) is centered in the background. It features a blue graduation cap and a pen nib above the letters 'VIMS' in a large, stylized font. Below the letters, a blue rectangular box contains the text 'VENKATESHWAR INSTITUTE OF MANAGEMENT STUDIES' in white capital letters.

DETAILED SYLLABUS



English Communication (BIB-101)

Grammar

Tenses, Modal Auxiliaries, Phrasal Verbs, Voice – Active and Passive Voice, Direct and Indirect Speech, Gerund, Infinitives, Idioms, Antonyms, Synonyms, one-word substitution, Preposition, Determine, conjunction

Reading Skills

Comprehension, Precis Writing, Short Answer and Question

Writing Skills

Letter Writing- Formal and informal business letters, Report Writing, Essay Writing, Notice Writing, and Application Writing.

Vocabulary- foreign words and Phrases, Homophones, Spellings, Miscellaneous words, Common errors in English

Recommended Books

Wren & Martin



Fundamentals of Digital Marketing (BIB-102)

Unit I Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing.

Unit II Fundamentals of Social Media Marketing & its significance, Necessity of social media Marketing, Building a Successful strategy: Goal Setting, Implementation. Facebook, Instagram and Linked in Marketing. Introduction to web analytic.

Unit III Introduction to SEO, How Search engine works, SEO Phases, History of SEO, How SEO Works, Types of SEO technique on page and off page SEO, Keywords, Keyword Planner tools.

Unit IV Display adverting, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, Google Ad Words, YouTube Advertising.

Unit V Website Planning & Development- Website, Types of Websites, Phases of website development, Keywords: Selection process

Case Studies

Recommended Books:

1. Digital Marketing: Strategy, Implementation & Practice – Dave Chaffey & Fiona Ellis
2. The New Rules of Marketing and PR – David Meerman Scott
3. The Social Media Bible: Tactics, Tools, & Strategies for Business Success – Lon Safko

Global Business Management (BIB-103)

Unit I

Management-Meaning, Definition, Nature, Process, Importance. Managerial skills & roles.

Unit II

Principles of Management: Planning- Components, Process, Importance, Limitations Organizing- Process, Principles, Structure, Centralization, Decentralization, Delegation of authority.

Unit III

Direction- Motivation-Theories of Maslow, Herzberg and McGregor, Leadership- Types, and Styles, Communication- Essentials of effective communication, Barriers of communication, Process, Communication Network.

Unit IV

Coordination: Need, importance as an essence of management. Decision making- types, process and techniques.

Unit V

Recent trends in international management: Total Quality Management, Stress Management, Management of Crisis, International Case Study

Recommended Books

Essential of Management- Koontz and O' Donell, McGraw-Hill's International.

Business Management - C. B. Gupta, S. Chand

Principles and Practices of Management- Dr. L. M. Prasad, Sultan Chand and Sons, New Delhi

Corporate Accounting (BIB-104)

Unit I

Modern Definition of Accounting, Accounting Transactions: Basic Accounting procedures, Journal Ledger, Trial Balance, Sub Division of Journal, Fundamental accounting assumptions, Accounting Standards in India (Setting Process, Names)

Unit II

Preparation of Trading, Profit & Loss Accounting and balance sheet. Insurance claims: Fire Insurance claim for loss of stock and loss of profit or Consequential Loss, Poor Selling Line and Treatment of Abnormal items. Consignment Accounts: Import Terms, Treatment of Normal & Abnormal loss, Valuation of Unsold Stock.

Unit III

Departmental Account: Preparation of Departmental Trading and Profit and Loss Account, Apportionment of Indirect Expenses, Preparation of General Profit and Loss Account, Branch Accounts: Dependent and Independent Branches, Foreign branch.

Unit IV

Valuation of goodwill, Valuation of shares, Internal reconstruction of Company.

Unit V

Introduction, Diverse Role of Accounting in Countries of world, Accounting in MNCs, An overview of IFR (International Financial Reporting) Standards International, Accounting Bodies-Functions Accounting of currency translations. Overview of XBRL-international languages for financial information communicating Development of Accounting Systems-ERP.

Recommended Books:

1. Corporate Accounting: Jain, Khandelwal, Pareek, Dev Ajmera
2. Corporate Accounting: Dr. S. M. Shukla, Dr. K. L. Gupta

Principles Of Economic (BIB-105)

Unit I

Introduction of Economics: Definitions of economics, Nature, Scope, Importance, Micro Economics, Basic economic problems, Market forces in solving economic problems.

Unit II

Utility Analysis & Indifference Curve Analysis: Meaning, kinds of utility, Law of diminishing marginal utility.

Unit III

Demand and Supply Analysis: Meaning of demand, types of demand, law of demand, elasticity of demand, meaning of supply, law of supply, elasticity of supply.

Unit IV

Production Function, Cost & Revenue analysis: Meaning of production, factors of production, laws of returns, scales of production, Cost concepts, short run and long run cost analysis, Introduction to cost and revenue curves.

Unit V

Market Analysis: Perfect competition market, monopoly market, monopolistic competition market, oligopoly market, introduction to market pricing.

Recommended Books

1. Textbook of Economic Theory- Stonier and Hague; Longman Green and Co., London
2. Micro Economics- M. L. Seth; M. L. Jhingar, Vrinda Publications, New Delhi.
3. Managerial Economics- Theory and Application- D. M. Mithani
4. Business Economics- Saraswat, Varshney, Lodha, Bhandari

Fundamentals of Designing (BIB-106)

Unit I

Introduction to Graphic Design: Meaning, Scope, Process, Various elements of designing, Types and Uses of Graphics, Definitions of software used for graphic designing.

Unit II

Photo shop: Introduction, Manipulation of Image, Transformation & retouching, color correction, Text, Effects, Drawing, raw filter editing, flyer design.

Unit III

Interior Design: Introduction, Element of Design, Principles of Design, Basics of Interior

Unit IV

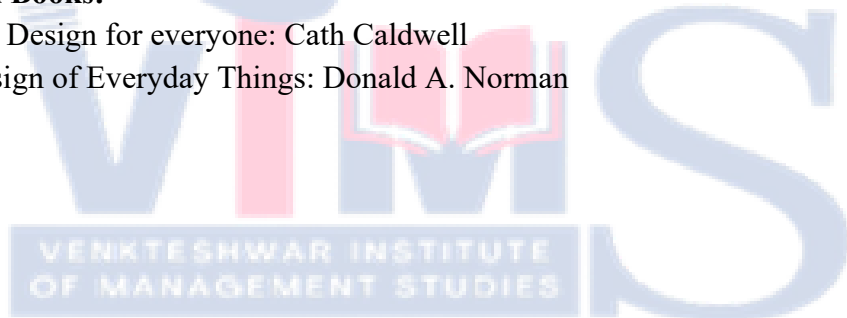
Color Theory, Basics of Auto CAD

Unit V

Video Editing: Introduction, tools, menu, footage color correction, frame rate, layers, export, editing of reels, effects and transactions.

Recommended Books:

1. Graphic Design for everyone: Cath Caldwell
2. The Design of Everyday Things: Donald A. Norman



Foreign Language Level-01 (BIB-107))

Development of Reading skills

Language identification, self-introduction,

- Identifying a language, introducing one-self, learning French alphabets and French accents.
- Enquiring the identity of others, Counting, Communication in class.
- Formal and Informal greetings, introducing others, Giving personal, information
- Polite requests, Asking the price, Talking about one's passion
- Naming and locating a place in the city, talking about his/her city, Asking and explaining things
- Talking about an accommodation, reserving an accommodation, Thanking and answering to thanks
- Understanding and indicating a simple itinerary, Indicate the means of transport, Writing a postal card
- Giving his/her impression about a place, talking about his/her activities, Asking and giving the country of origin, Talking about time
- Talking about his/her tastes, and activities, talking about his or her profession, center of interests, characterizing a person, his/her family, understanding invitations, family events, Reacting and felicitating, Asking and giving news of others
- Asking and indicating time and time-table, expressing necessity, Talking about his/her daily habits
- Proposing/Accepting/Refusing an outing, fixing an appointment, Inviting, giving instructions, Talking about projects
- Narrating past events, understanding surveys, Questioning, talking about festivals, Calling and answering to telephone calls



SECOND YEAR

Environmental Studies (BIB-201)

Unit I

Natural Resources: Renewable and non-renewable resource, Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources

Unit II

Ecosystem: Concept, Structure, function, energy flow, succession, food chains

Unit III

Environmental Pollution: causes, effects & control measures of – Air pollution, noise pollution, Water pollution, soil pollution, Marine pollution, Thermal pollution, nuclear hazards.

Unit IV

Water conservation, rain water harvesting, water shade management, resettlement and rehabilitation of people

Unit V

Global warming.

Recommended Books

Environmental Studies- B. L. Chaudhary



International HRM (BIB-202)

Unit I

International Human Resource Management: Introduction, Development of HRM concept, HRD v/s HRM, Role of HR Manager, structure of HRM dept., Duties and Responsibilities of HR Manager.

Unit II

Trends in international HRM: Change in labour force, job empowerment, outsourcing, expansion of global markets, global workforce.

Unit III

Manpower planning: Objectives, need, importance, short- and long-term manpower planning, career and succession planning.

Unit IV

Recruitment and selection: Sources of recruitment, procedure, basis of selection, interviews, tests, induction. Training and development: training needs, system approach to training, training methods.

Unit V

Performance appraisal: need, objectives, concept of performance appraisal, methods. Merit rating, transfer and promotion techniques.

Recommended Books

Personnel Management- C. B. Mamoria
Human Resource Management- Garvy Dessler
Human Resource Management- Mirza and Saiyadin

International Banking (BIB-203)

Unit I

Global trends and developments in International Banking, Wholesale banking, retail banking, private banking, international banking business

Unit II

Profitability of International Banking Operations, Investment Banking, Correspondent Banking, Treasury and Risk Mitigation

Unit III

International Financial Institutions; IMF (International Monetary Fund), IBRD (International Bank for Reconstruction and Development), IFC (International Finance Corporation), ADB (Asian Development Bank) and WTO (World Trade Organization)

Unit IV

International financial centers, offshore banking units, SEZs (special economic zones) Asset Liability Management; EPCs (export promotion councils)

Unit V

Letter of Credit mechanism and UCPDC / URC / URR Buyer's / Sellers credit, Bilateral trade, counter trade, high seas sales.

Recommended Books

1. International Banking and Finance: Francis. A. Lees, John Wiley & Sons
2. International Banking and Finance: Ian F. G. Baxter, Carswell, 1989
3. The Regulation of International Banking: Richard Dale, Midland Bank 144 -145

Business Statistics & Research Methodology (BIB-204)

Unit I

Research- Meaning, Objectives, significance, Types, Research Process, Defining Research Problem.

Research Design- Meaning, Features of good research design, Different Research Designs.

Measurement scales, Important scaling techniques.

Methods of Data Collection, Primary and Secondary Data, Methods of Collecting Primary Data, Drafting or Framing the Questionnaire, Sources of Secondary Data.

Unit II

Sampling theory- Population and samples, Important sampling techniques, Importance of sampling.

Unit III

Measures of Central Tendency, Arithmetic Mean, Weighted Arithmetic Mean, Median, Partition Values, Mode, Empirical Relation between Mean (A), Median (M) And Mode (Z).

Unit IV

Dispersion and Regression:

Measures of Dispersion, Range, Quartile Deviation or Semi Inter-Quartile Range, Percentile Range, Mean Deviation or Average Deviation, Standard Deviation, Standard Deviation of the Combined Series, Coefficient of Variation, Lorenz Curve.

Unit V

Correlation:

Karl Pearson's Coefficient of Correlation, Rank Correlation Method, Method of Concurrent Deviations.

Recommended Books

1. Fundamentals of Statistics: S.C. Gupta
2. Business Statistics: S.P. Gupta
3. Research methods in management- Jyotsna Diwan Mehta
4. Research Methodology- C. R. Kothari

Entrepreneurship Development (BIB-205)

Unit I

Entrepreneurship: Meaning, Nature, Importance and Emergence

Entrepreneur: Characteristics, Types and Functions, Difference between entrepreneurship and business.

Unit II

Development of new venture: venture capital- fund raise strategies, marketing strategy analysis for new venture.

Unit III

Theories of Entrepreneurship Development

Unit IV

Role of Govt. in Entrepreneurial development on International Level.

Unit V

Project report, feasibility report

Recommended Books

G. S. Sudha, Ramesh Book Depot.



Advanced Digital Marketing (BIB-206)

Unit 1 Email Marketing: Types, Promotional Informational, Newsletter, Announcement and Reengagement, Benefits, Affiliate Marketing Basics: Terminologies- merchant, affiliate marketer, consumer, affiliate network. How to become affiliate merchant, Top 7 use of affiliate marketing: Influencer marketing, Blogging, Referral link, social media sites, Email lists, Create and use video platforms.

Unit 2 Search Engine Optimization: On and Off page SEO, how search engine works, Why SEO focuses on google, how google makes money, anatomy of search results. Off Page SEO: Why does off page SEO matters, Links and Off page SEO: Backlinks: Natural, Manual built and self-created, working off page SEO Social bookmarking, Crawl, classified, directory listing, website submission, ping, profile, business listing, PDF submission, Quora and article submission, web 2.0, blog submission.

Unit 3 Inbound Marketing: Attracting your potential customers into the conversion funnel, converting your prospects into leads using emails, Landing Page, Conversion Optimization, Conversion Optimization Patterns for Engaging Website Visitors, Lifecycle Emails

Unit 4 Web Analytics: Introduction, Google Analytics, Content Performance Analysis, Visitors Analysis, Social Media Analytics, Actionable Insights and the Big Picture, Social CRM & Analysis, Digital Analytics Platform Principles

Unit 5 Social Media Marketing: Introduction to Marketing, meta-Pages and Post Best Practices, Facebook Ads – Campaign Objectives, meta-Ads – Targeting Audiences, Meta Ads– Impactful Creatives, Facebook and Instagram Ads – Optimization and Reporting, Facebook Ad Policies, Facebook Messenger, Building Brand Awareness, Driving Online, Sales, Generating Leads.

Reference Books:

- Advanced Digital Marketing: Gidraph Njoroge; 2nd edition (20 May 2018)
- The Email Lifeline: Anik Singhal, Email Marketing ROI

Foreign Language Level-02 (BIB-207)

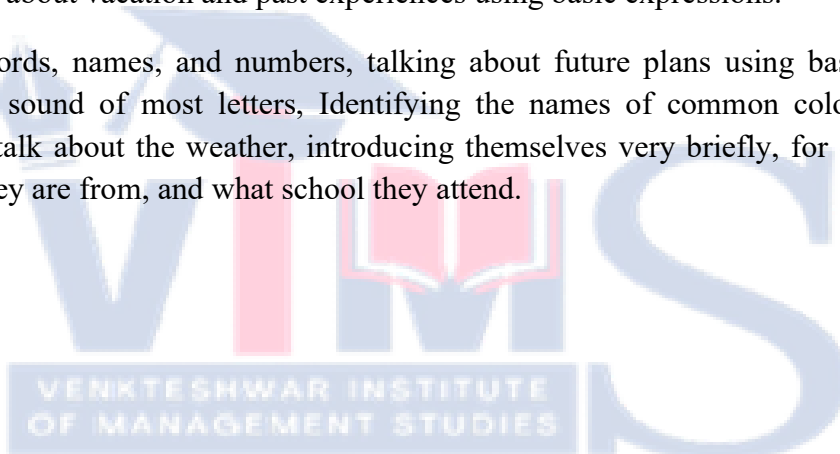
Developing Listening and Speaking Skills-

Recognizing his/her name when spoken by another person, understanding basic greetings, farewells, and common expressions of politeness, Recognizing and understanding the words for people around them, providing his/her name and ask others for theirs, pointing to an object and ask what it is.

Recognizing spoken words similar to the familiar languages, understanding simple instructions, expressing a lack of understanding, using basic expressions of greeting, farewell, and politeness, Understanding and responding in a predictable pattern to simple questions about familiar things.

Understanding simple information such as name, age, country of origin etc. Understanding simple information about an object, asking for something (in a store, for example) when pointing or gesturing supports the request, making an appointment with someone (for example the doctor's office), Talking about vacation and past experiences using basic expressions.

Recognizing words, names, and numbers, talking about future plans using basic expressions, Identifying the sound of most letters, Identifying the names of common colors, using basic expressions to talk about the weather, introducing themselves very briefly, for example stating name, where they are from, and what school they attend.





Fundamentals of E-Commerce (BIB-301)

Unit I

Electronic Commerce & Applications: E-commerce: The revolution is just beginning, the visions and forces behind E-commerce, Understanding E-commerce. Advantages of e-commerce.

Technologies of E-commerce: The Internet: Technology background, the internet today, the world wide web. Working of Search, Engines, and Internet Security.

Unit II

E-commerce business models and concepts: E-commerce business models, Major business-to-consumer (B2C), business models, Major business-to-business (B2B), business models, Business models in emerging E-commerce areas, How the internet and the Web change business.

Unit III

E-commerce Payment System: Characteristics of payment system, SET Protocol for credit card payment, E-cash, E-check, Micropayment system,

Unit IV

E-commerce strategies: Strategies for marketing, Sales and Promotions, Strategies for Purchasing and support activities, Strategies for Web Auctions, Virtual Communities, and web portals,

Unit V

Ethical, Social, and Political issues in E-commerce: Understanding ethical, social, and political issues in E-commerce, Privacy and information rights, Intellectual property rights, Governance, Public safety and welfare.

Text Books:

1. E-Commerce Fundamentals and application (Henry Chan) Wiley publication
2. Electronic Commerce (Gary Schneider) Thomson Course technology
3. E-Business Organizational and technical foundation (Michael P) Wiley Publication

References:

1. E- Commerce Strategies, Technology and applications (David) Tata McGrawHill
2. Introduction to E-commerce (Jeffrey) Tata- McGrawHill
3. E-Business and Commerce- Strategic Thinking and Practice (Brahm) biztantra
4. Using Google Aps engine (Severance) O'reilly
5. Hadoop: The Definitive Guide (White) O'reilly

International Business Law (BIB-302)

Unit I

Business Contract Act

Unit II

TRIPS and TRIMS-

Regulation of Intellectual Property in international business law, Trademark, Copyright, Patent Protection in various international settings.

Unit III

Sales of Goods Act

Unit IV

Foreign Exchange Management Act, 2000

Unit V

International Trade Law- Rules regarding GATT, WTO and UNCTAD, World Bank

Recommended Books

1. International Law by Antonio Cassese
2. International Law and the Use of Force by Christine Gray
3. International Law by Malcolm N. Shaw

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International Trade & Finance (BIB-303)

Unit I

Importance of the study of international economies, Inter-regional and international trade, Theories of absolute advantage, Comparative advantages and opportunity cost,

Unit II

Concepts of terms of trade and their importance in the theory of trade; Doctrine of reciprocal demand-its importance and limitations in the theory of trade (offer curve)

Unit III

Foreign trade policy: Free trade v/s protection, types of tariffs and quotas; Free trade and policy of tariffs in relation to economic growth with special references to India; concept of optimum tariffs concept of foreign trade multiplier

Unit IV

Concepts and components of balance of trade and balance of payments; Equilibrium and disequilibrium in balance of payments; Consequences of disequilibrium in balance of payment; Various measures to correct deficit in the balance of payments; relative merits, demerits and limitation of devaluation.

Unit V

Foreign exchange: Meaning, Theories of determination of exchange rate, Exchange control-Meaning, objectives, Exchange rate policy, Fixed v/s Flexible exchange rate.

Suggested Readings:

1. Money & Banking and International Trade - D.N Mithani
2. International Business Environment – Sundram and Brach
3. Indian Economy – AN Agarwal

International Marketing (BIB-304)

Unit I

International Marketing: Nature, importance and hurdles, foreign market selection: Process, determinants, Market entry strategies

Unit II

Market orientation and EPRG framework

Product planning and development

Important decisions in product planning

Unit III

International pricing: objectives determinants, process

Terms of payment: payment in advance, payment under open account, bill of exchange

Unit IV

Distribution channels and logistics decisions: meaning, characteristics, types, factors affecting channels, important logistics decisions

Unit V

Foreign sales agents: main elements of agency, types, factors affecting, content and clauses of agency contract

Advertising, trade fairs and exhibitions: importance and preparation

Promotion of products and services, meaning, components of promotion mix decisions

Reference Books

1. Varshney and B. Bhattacharya – International Marketing Management.
2. Francis Cherunilam – International Marketing.
3. M. Sampangi – a) ABC of Export Marketing and b) International Trade
4. Paul V. Horn – International Trade Principles and Practices.
5. John D. Daniels and Lee H. Radebaugh – International Business
6. Export and Import Policy of Government of India issued from time to time.
7. Annual Report of the Department of Commerce, Ministry of Commerce and Industry, Government of India issued from time to time.
8. Dr. RK Kothari, Dr. PC Jain, Dr. Mukesh Jain – International Marketing, RBD Publications

Foreign Language Level 03 (BIB-305)

Professional Training (Language as a career)

- Speaking with people without hesitation
- Indian tourism and importance of language
- Indoor and Outdoor practices

Language as career/ practice for: -

Interpreter, tour guide, translator, flight attendant, teacher, proof reader, diplomat, editor, event coordinator, foreign service executive, hotel manager, analyst, bilingual customer service associate, curator, foreign language correspondent, human resource specialist, EXIM executive, journalist, singer and voice over artist etc.



Project Report (BIB-306)

Students may prepare a project report based on their foreign visit and related industrial/institutional experience. Report must be submitted in prescribed format provided by the concerned faculty. The project report contains 50 pages. The purpose of project is to encourage students undertake independent research and to foster research related skills. The concerned faculty may decide how to create it according to the global professional environment.

