Bachelor of Business Administration in International Business

Rev.-1

Rules-Regulations & Curriculum (as per OBE)

(w.e.f.2025-26)

REGISTRAR
Sai Tirupati University
Udaipur (Raj.)

Venkteshwar institute of Management Studies

(A Constituent Unit of Sai Tirupati University, Udaipur)

Program Outcomes (POs)

PO1

Apply fundamental knowledge of business and management across various domains such as marketing, finance, human resources, and operations within a global context.

PO2

Demonstrate an understanding of international trade, finance, and marketing practices, enabling effective participation in cross-border business environments.

PO3

Communicate clearly and effectively in multicultural and multilingual settings with proficiency in a foreign language and strong intercultural competence.

PO4

Utilise modern digital tools, e-commerce platforms, and business analytics to solve real-world business problems and enhance global operational efficiency.

PO5

Analyse global business environments by understanding economic, political, legal, and Socio-cultural factors affecting international business decisions.

PO6

Apply ethical principles, corporate governance standards, and sustainability practices in international business operations and decision-making.

PO7

Demonstrate leadership, teamwork, and managerial skills to effectively manage diverse teams and organisational challenges in a global business setting.

PO8

Identify business opportunities and develop innovative, entrepreneurial solutions for global markets using strategic thinking and problem-solving skills.

PO9

Use quantitative, qualitative, and research-based approaches to analyse business data and support informed decision-making in international contexts.

PO10

Adapt to dynamic global business environments by engaging in lifelong learning, professional development, and continuous skill enhancement.

Program Educational Outcome (PEOs)

PEO1

Global Business Knowledge and Competence: Develop a strong understanding of international business practices, global markets, and cross-cultural management to operate effectively in global business environments.

PEO2

Professional, Leadership, and Communication Skills: Prepare industry-ready graduates with leadership, teamwork, and cross-cultural communication skills required to work in multinational organisations and manage diverse stakeholders**.**

PEO3

Analytical, Strategic, and Entrepreneurial Abilities: Enhanced decision-making and strategic thinking through financial, economic, and data-driven analysis while encouraging innovation and entrepreneurial approaches in global markets.

PEO4

Ethical, Sustainable, and Lifelong Professional Development: Foster ethical leadership, social responsibility, adaptability to global changes, and a commitment to continuous learning and career advancement in international business.

Program Specific Outcomes (PSOs)

PSO1 Analyse global trade policies, foreign exchange system, and international marketing strategies, and apply them to develop effective business plans.

PSO2 Formulates marketing and pricing strategies for foreign markets, considering legal and cultural factors.

PSO3 Efficiently use e-commerce tools and strategies for international business expansion. Interpret and apply laws related to contracts, intellectual property, and international finance.

PSO4 Utilise foreign language skills in professional roles such as interpreters, translators, diplomats, or enhance communication and collaboration in a global organisation

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 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 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, student 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. Candidate has 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.
- 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.
- Revaluation / re-total as per university norms.
- For the failed student supplementary examination will be conducted as per the norms, the internal marks of the course will remain as earlier.

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: It will contain five questions, one from each unit. Each unit will have an internal choice. Students may answer one question 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.	Course Code	Course Name	Category	L	T	P	C	Theory		Practical		Total Marks
								IA	EA	IA	EA	
1	205EC101	English Communication	DCC	3	0	0	3	30	70	-	-	100
2	205FL102	Foreign Language- Level 01	DCC	4	0	0	4	30	70	-	-	100
3	205GB103	Global Business Management	DCC	3	0	0	3	30	70	-	-	100
4	205CA104	Corporate Accounting	DCC	4	0	0	4	30	70	-	-	100
5	**Elective-I**											
	205PE105	Principles of Economics	AEC	3	0	0	3	30	70	-	-	100
	205IE105	Indian Economics										
	205IF105	Indian Financial System										
6	205FD106	Fundamentals of Designing Lab	SEC	0	0	3	3	-	-	30	70	100
7	205DM107	Fundamentals of Digital Marketing Lab	SEC	0	0	3	3	-	-	30	70	100

Second Year

S. No.	Course Code	Course Name	Category	L	T	P	C	Theory		Practical		Total Marks
								IA	EA	IA	EA	
1	205ES201	Environmental Studies	DCC	3	0	0	3	30	70	-	-	100
2	205HR202	International Human Resource Management	DCC	3	0	0	3	30	70	-	-	100
3	205IB203	International Banking	DCC	3	0	0	3	30	70	-	-	100
4	205BS204	Business Statistics & Research Methodology	DCC	3	0	0	3	30	70	-	-	100
5	205FL205	Foreign Language- Level 02	DCC	4	0	0	4	30	70	-	-	100
6	**Elective-II**											
	205ED206	Entrepreneurship Development	AEC	4	0	0	4	30	70	-	-	100
	205FM206	Financial Management										
	205IT206	IT Application in Business										
7	205AD207	Advanced Digital Marketing Lab	SEC	0	0	3	3	-	-	30	70	100

Third Year

S. No.	Course Code	Course Name	Category	L	T	P	C	Theory		Practical		Total Marks
								IA	EA	IA	EA	
1	205FC301	Fundamentals of E-Commerce	DCC	4	0	0	4	30	70	-	-	100
2	205BL302	International Business Laws	DCC	3	0	0	3	30	70	-	-	100
3	205FL303	Foreign Language- Level 03	DCC	4	0	0	4	30	70	-	-	100
4	205IM304	International Marketing	DCC	3	0	0	3	30	70	-	-	100
5	**Elective-III**											
	205TF305	International Trade and Finance	AEC	3	0	0	3	30	70	-	-	100
	205SE305	Stock Exchange and Securities										
	205FE305	Foreign Exchange Market										
6	205PR306	Project	SEC	0	0	0	6	-	-	-	-	200

Detailed Syllabus

First Year

COURSE NAME:	English Communication	L	T	P	C
COURSE CODE:	205EC101	3	0	0	3

Course Objective

This course aims to enhance students' command of the English language by strengthening their understanding of grammar, vocabulary, reading, and writing skills. It focuses on the practical usage of tenses, voice, speech, and other grammatical elements while also improving vocabulary through idioms, synonyms, antonyms, and common foreign phrases.

Course Outcomes(s)

After successful completion of the course student shall be able to:

1. Apply grammatical rules accurately in both written and spoken English, including correct use of tenses, voice, and speech.
2. Demonstrate improved reading comprehension by summarizing texts and answering questions with clarity and precision.
3. To enable structured and purpose-driven writing across a range of formats including letters, reports, essays, and official notices.
4. To enrich lexical proficiency by integrating advanced vocabulary, idiomatic usage, and appropriate register into communication.
5. To foster clarity, coherence, and correctness in expression, emphasizing grammatical accuracy and stylistic appropriateness.

Unit I:

Fundamentals of English Grammar **-** Introduction to Parts of Speech, Tenses (Present, Past, Future), Modal Auxiliaries, Determiners and Articles Prepositions, Conjunctions, Subject-Verb Agreement, Common Errors in English Usage

Unit II:

Advanced Grammar and Vocabulary Development- Tenses and Their Applications, Modal Auxiliaries, Gerunds, Infinitives, Phrasal Verbs, Active and Passive Voice, Direct and Indirect Speech, Subject-Verb Agreement, Question Tags, Transformation of Sentences, Degrees of Comparison, Conditional Sentences, Error Detection and Correction.

Unit III:

Reading and Comprehension Skills- Reading Comprehension, Intensive and Extensive Reading, Skimming and Scanning Techniques, Vocabulary in Context, Precis Writing, Summary Writing, Short Answer Questions, Analytical Reading, Interpretation of Texts, Critical Thinking and Reading Strategies.

Unit IV:

Written Communication Skills: Formal Letter Writing, Informal Letter Writing, Business Correspondence, Application Writing, Notice Writing, E-mail Writing, Report Writing, Paragraph Writing, Resume and Cover Letter Writing, Official Communication, Drafting of Circulars and Memorandums.

Unit V:

Creative and Professional Writing: Essay Writing, Article Writing, Speech Writing, Presentation Skills, Technical and Professional Writing, Editing and Proofreading, Content Development, Creative Expression, Communication Etiquette, Interview Writing Skills, Workplace Communication and Documentation.

Text /Reference Books:

1. F.T. Wood, A Remedial English Grammar for Foreign Students, Macmillan India Limited,2007
2. Wren and Martin, English Grammar and Composition, S. Chand Publishing, 2016

		L	T	P	C
COURSE NAME:	Foreign Language- Level 01				
COURSE CODE:	205FL102	4	0	0	4

Course Objective

The objective of this course is to develop students' basic reading and communication skills in French, focusing on self-introduction, everyday interactions, and cultural contexts. Learners will identify the French alphabet, accents, and language structure while practising greetings, counting, and polite expressions. The course emphasises comprehension and expression related to personal information, city navigation, accommodations, transportation, and social conversations.

Course Outcome(s)

After successful completion of the course, the student shall be able to:

1. Develop the ability to identify and pronounce the French language alphabet, understand French accents, and confidently introduce oneself in French.
2. Gain proficiency in formal and informal greetings, asking for personal information, and introducing others in both every day and professional contexts.
3. Understand how to engage in polite requests, inquire about prices, express personal passions, and talk about one's city and accommodation in French.
4. Develop skills to write simple postal cards, understand and give basic itineraries, indicate transport options, and describe activities and professions.
5. Learn how to discuss time, family, and personal interests in French, including understanding invitations, family events, and giving and receiving news.

Unit I:

Introduction to French Language and Basic Communication: Language Identification, Importance of French Language, French Alphabets and Accents, Pronunciation and Phonetics, Self-Introduction, Introducing Others, Formal and Informal Greetings, Basic Classroom Communication, Enquiring About Identity, Numbers and Counting, Days, Months and Dates

Unit II:

Personal Information and Everyday Interactions - Giving Personal Information, Asking and Answering Simple Questions, Polite Requests and Expressions, Talking About Nationality and Country of Origin, Describing Hobbies, Passions and Interests, Asking Prices, Shopping Vocabulary, Basic Grammar Structures, Common Expressions Used in Daily Life.

Unit III:

Places, Travel and Accommodation - Naming and Locating Places in a City, Giving and Understanding Directions, Understanding and Explaining Simple Itineraries, Talking About Travel Plans, writing a Postcard, Expressing Opinions and Impressions About Places.

Unit IV:

Family, Profession and Social Communication: Talking About Profession and Occupation, Understanding Invitations and Social Events, Family Celebrations and Occasions, Giving Congratulations and Best Wishes, Asking and Giving News About Others, Developing Conversational Fluency.

Unit V:

Reading, Writing and Functional Language Skills: Development of Reading Skills, Reading and Understanding Short Texts, Vocabulary Enrichment, Writing Simple Paragraphs and Messages, Composing Informal Notes and Emails, Listening Comprehension, Oral Presentation Skills, Cultural Aspects of French-Speaking Countries.

		L	T	P	C
COURSE NAME:	Global Business Management				
COURSE CODE:	205GB103	3	0	0	3

Course Objective

The objective of this course is to provide students with a comprehensive understanding of the fundamental principles and practices of management. It aims to develop knowledge about the nature, functions, and significance of management, along with enhancing managerial skills and decision-making abilities.

Course Outcome(s)

After successful completion of the course, the student shall be able to:

1. Forecast and explain core management concepts, including their nature, process, significance, and the essential roles and skills of effective managers.
2. Apply the principles of planning and organising, including organisational structure, centralisation, decentralisation, and delegation, in practical business scenarios.
3. Analyse various motivation and leadership theories, and develop communication skills to overcome barriers and enhance organisational effectiveness.
4. Demonstrate knowledge of coordination and decision-making techniques, recognising their role in integrating all management functions.
5. Evaluate emerging trends in international management, including Total Quality Management, stress and crisis management through global case study analysis.

Unit I:

Management: Meaning, Definition, Nature, Process, and Importance. Managerial skills & roles. Principles of Management.

Unit II:

Planning- Components, Process, Importance, Limitations. Organising-Process, Principles, Structure, Centralisation, Decentralisation, Delegation of authority.

Unit III:

Direction- Motivation-Theories of Maslow, Herzberg and McGregor, Leadership- Styles and qualities, 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

Text/ Reference Books

1. Harold Koontz & O' Donell, Essentials of Management, McGraw-Hill International
2. C.B. Gupta, Business Management, S. Chand
3. L.M. Prasad, Principles and Practices of Management, Sultan Chand & Sons, New Delhi

COURSE NAME:	Corporate Accounting	L	T	P	C
COURSE CODE:	205CA104	4	0	0	4

Course Objective

This course aims to equip students with a comprehensive understanding of advanced accounting principles and practices. It covers the foundational and procedural aspects of accounting, including journal entries, ledgers, and final accounts, while introducing students to insurance claims, consignment, departmental and branch accounting.

Course Outcome(s)

After successful completion of the course, the student shall be able to:

1. Prepare profit &loss account and balance sheet of companies as per statutory requirements.
2. Demonstrate accounts for amalgamation, absorption, internal and external reconstruction of companies
3. Analysis of accounting procedures for issue, forfeiture, and reissue of shares, and redemption of debentures
4. Conceptual Framework and legal provisions related to corporate accounting as per the Companies Act.
5. Interpret the value of goodwill and shares using appropriate valuation methods.

Unit I:

Modern Definition of Accounting, Accounting Transactions: Basic Accounting procedures, Journal Ledger, Trial Balance, Subdivision 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 the Company.

Unit V:

Introduction, Diverse Role of Accounting in Countries of the 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 communication. Development of Accounting Systems-ERP.

Text/ Reference Books

1. M.C. Shukla, T.S. Grewal, & S.C. Gupta. Corporate Accounting, S Chand Publishing,2017
2. R.L. Gupta &V. K Gupta Advanced Accountancy, Sultan Chand & Sons, 2001
3. S.N Maheshwari,S.K Maheshwari, Corporate Accounting, Vikas Publishing, House,2010

COURSE NAME:	Principles of Economics	**L**	**T**	**P**	**C**
COURSE CODE:	205PE105	3	0	0	3

Course Objective

This course aims to provide students with a foundational understanding of microeconomic concepts and principles. It introduces the nature and scope of economics, utility and demand analysis, production and cost functions, and various market structures. The course emphasises real-world applications of economic theories in analysing consumer behaviour, market dynamics, and pricing strategies, equipping students with essential analytical skills for informed decision-making in business and economic environments.

Course Outcome(s)

After successful completion of the course, the student shall be able to:

1. Understand the basic definitions, scope, and importance of economics, and distinguish between microeconomics and macroeconomics.
2. Analyse the concept of utility, the law of diminishing marginal utility, and use indifference curve analysis to understand consumer behaviour.
3. Apply the concepts of demand and supply, including the laws of demand and supply, types of demand, and elasticity, to evaluate market dynamics.
4. Understand the production function, the factors of production, the laws of returns, and analyse short-run and long-run cost and revenue curves.
5. Compare and contrast various market structures (perfect competition, monopoly, monopolistic competition, and oligopoly) and understand price determination in these markets.

Unit I:

Introduction to Economics**:** Definitions of economics, Nature, Scope, Importance, microeconomics, Basic economic problems, and 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.

Text/ Reference 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

COURSE NAME:	Indian Economics	L	T	P	C
COURSE CODE:	205IE105	3	0	0	3

Course Objective

This course aims to provide students with a comprehensive understanding of the Indian economy, its structure, development, and major economic issues. It introduces important macroeconomic concepts such as GDP, NDP, national income, inflation, poverty, unemployment, economic planning, and economic reforms. The course emphasises the practical application of economic principles in analysing India's economic growth, public policies, and business environment.

Course Outcome(s)

After successful completion of the course, the student shall be able to:

1. Understand the structure, characteristics, and functioning of the Indian economy.
2. Analyse national income concepts such as GDP, GNP, NDP, and economic growth indicators.
3. Evaluate the role of agriculture, industry, and service sectors in economic development.
4. Examine issues related to poverty, unemployment, inflation, and population in India.
5. Understand economic planning, infrastructure, LPG reforms, and their impact on the Indian economy and business environment.

Unit I:
Introduction to Indian Economy and National Income, Meaning, nature, and characteristics of Indian economy, developed and developing economy, basic features of Indian economy, national income concepts – GDP, GNP, NDP, NNP, per capita income, methods of measuring national income, economic growth and economic development, major economic problems in India.

Unit II:
Agriculture and Industrial Development, Role of agriculture in Indian economy, agricultural productivity, green revolution, agricultural finance and reforms, role of industries in economic development, industrial policy, public and private sector industries, small-scale industries, industrial growth and challenges.

Unit III:
Population, Poverty, Inflation and Unemployment, Population growth and its impact on economic development, poverty in India, causes and measures to reduce poverty, unemployment in India and its types, inflation – meaning, causes, effects and control measures, government schemes for employment and poverty alleviation.

Unit IV:
Infrastructure and Economic Planning, Meaning and importance of infrastructure, transport, communication, banking, insurance, power and energy sectors, economic planning in India, objectives of five-year plans, NITI Aayog, public finance and its role in economic development.

Unit V:

Economic Reforms and Globalisation, Liberalisation, privatisation and globalisation (LPG reforms), foreign trade and balance of payments, foreign direct investment (FDI), World Trade Organization (WTO), digital economy, Make in India, Startup India, recent economic reforms and their impact on Indian economy and business.

Text / Reference Books

1. Indian Economy, Datt and Sundaram, S. Chand & Company, New Delhi.
2. Indian Economy, Mishra and Puri, Himalaya Publishing House, Mumbai.
3. Indian Economy Since Independence, Uma Kapila; Academic Foundation, New Delhi

		L	T	P	C
COURSE NAME:	Indian Financial System				
COURSE CODE:	205IF105	3	0	0	3

Course Objective

This course aims to provide students with a comprehensive understanding of the Indian Financial System and its role in economic and business development. It introduces the structure and functions of financial institutions, financial markets, financial instruments, banking systems, and regulatory authorities in India. The course also focuses on recent developments in the Indian financial sector, digital banking, and financial reforms to help students understand the functioning of modern financial systems.

Course Outcome(s):

After successful completion of the course, the student shall be able to:

1. Understand the structure, components, and importance of the Indian Financial System.
2. Analyse the role and functions of financial institutions, banks, and regulatory bodies in India.
3. Understand the functioning of money markets and capital markets along with various financial instruments.
4. Examine the role of commercial banks, RBI, and non-banking financial institutions in economic development.
5. Evaluate recent developments, financial reforms, and digital transformation in the Indian financial system.

Unit I:
Introduction to Indian Financial System, Meaning, nature and importance of financial system, structure of Indian financial system, financial institutions, financial markets, financial instruments and financial services, role of financial system in economic development.

Unit II:
Financial Institutions and Regulatory Bodies, Reserve Bank of India (RBI) – functions and role, commercial banks, cooperative banks, development financial institutions, non-banking financial companies (NBFCs), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority (IRDAI)

Unit III:
Money Market and Capital Market, Meaning and features of money market, instruments of money market – treasury bills, commercial paper, certificate of deposits, call money market, meaning and functions of capital market, primary market and secondary market, stock exchanges in India, role of NSE and BSE.

Unit IV:
Banking System and Financial Services, Commercial banking system in India, functions of commercial banks, credit creation, e-banking, mobile banking, digital payment systems, financial services – merchant banking, mutual funds, leasing, hire purchase, venture capital and insurance services.

Unit V:
Financial Reforms and Recent Developments, Financial sector reforms in India, liberalisation and globalisation of financial system, financial inclusion, role of fintech, digital economy, UPI, cyber security in banking, recent trends and challenges in Indian financial system.

Text / Reference Books

1. Indian Financial System – M. Y. Khan; McGraw Hill Education.
2. Indian Financial System – Bharati V. Pathak; Pearson Education.
3. Financial Markets and Institutions – Frederic S. Mishkin; Pearson Education.
4. Indian Financial System – H. R. Machiraju; Vikas Publishing House.

		L	T	P	C
COURSE NAME:	Fundamentals of Designing Lab				
COURSE CODE:	205FD106	0	0	3	3

Course Objective

This course aims to provide students with foundational knowledge and practical skills in graphic design, covering image editing, interior design basics, colour theory, and video editing techniques. It introduces key design elements and software tools like Photoshop and AutoCAD, enabling learners to create visual content for both print and digital media.

List of Objects

1. Introduction to Graphic Design: Meaning, Scope, Process, Various elements of designing, Types and Uses of Graphics, Definitions of software used for graphic designing.
2. Photoshop: Introduction, Manipulation of Image, Transformation & retouching, colour correction, Text, Effects, Drawing, raw filter editing, flyer design.
3. Interior Design: Introduction, Elements of Design, Principles of Design, Basics of Interior
4. Colour Theory, Basics of Auto CAD
5. Video Editing: Introduction, tools, menu, footage colour correction, frame rate, layers, export, editing of reels, effects and transactions.

Text/ Reference Books

1. Ellen Lupton & Jennifer Cole Phillips Graphic Design, The New Basics Ellen Lupton & Jennifer Cole Phillips,2015
2. Video Editing Maxim Jago Adobe Premiere Pro Video Editing Adobe Press 2020
3. Chris Grimley & Mimi Love, Interior Design, Rockport Publishers, 2016

		L	T	P	C
COURSE NAME:	Fundamentals of Digital Marketing Lab				
COURSE CODE:	205DM107	0	0	3	3

Course Objective

The objective of this course is to equip students with a foundational understanding of digital marketing and its growing significance in today's business landscape. It aims to develop essential skills in areas such as social media marketing, SEO, web analytics, display advertising, and website development. The course provides insights into digital tools and strategies used to build and manage effective online marketing campaigns, enabling students to plan, execute, and measure digital initiatives aligned with business goals.

List of Objects

1. Fundamentals of Digital Marketing & Its Significance, Traditional Marketing vs Digital Marketing, Evolution of Digital Marketing.
2. Fundamentals of Social Media Marketing & its significance, Necessity of Social media marketing, Building a Successful Strategy: Goal Setting, Implementation. Facebook, Instagram and LinkedIn Marketing. Introduction to web analytics.
3. Introduction to SEO, how search engines work, SEO Phases, History of SEO, How SEO Works, Types of SEO technique on page and off-page SEO, Keywords, Keyword Planner tools.
4. Display advertising, different types of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, Google AdWords, YouTube Advertising.
5. Website Planning & Development- Website, Types of Websites, Phases of website development, Keywords: Selection process

Case Studies

Text/ Reference Books

1. Dave Chaffey & Fiona Ellis, Digital Marketing: Strategy, Implementation & Practice, Pearson, 2020
2. David Meerman Scott, The New Rules of Marketing and PR, Wiley, 2017
3. Lon Safko, The Social Media Bible: Tactics, Tools, & Strategies for Business Success, Wiley, 2012

Second Year

		L	T	P	C
COURSE NAME:	Environmental Studies				
COURSE CODE:	205ES201	3	0	0	3

Career Objective

To understand the concepts of natural resources, distinguishing between renewable and non-renewable resources, and learning about the importance and management of various resources such as forests, water, minerals, food, energy, and land & understand the science behind global warming, its impact on the environment, and the measures required to mitigate its effects on a global scale.

Career Outcome(s)

After successful completion of the course, the student shall be able to:

1. Understand the classification and significance of natural resources, including renewable and non-renewable resources, and evaluate the role of various resources like forests, water, minerals, food, energy, and land in environmental sustainability.
2. Analyse the structure and function of ecosystems, the flow of energy, ecological succession, and the role of food chains in maintaining ecological balance.
3. Identify the causes, effects, and control measures of various types of environmental pollution, such as air, noise, water, soil, marine, thermal, and nuclear hazards, and understand their impact on both human health and the environment.
4. Develop strategies for water conservation, rainwater harvesting, and watershed management, and understand the importance of resettlement and rehabilitation of communities affected by environmental changes.
5. Comprehend the causes and consequences of global warming, and evaluate the environmental, social, and economic measures needed to mitigate its effects on a global scale.

Unit I:

Natural Resources: Renewable and non-renewable resources, 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, rainwater harvesting, water shade management, resettlement and rehabilitation of people

Unit V:

Global warming.

Text/ Reference Books

1. Daniel B. Botkin & Edward A. Keller, Environmental Science: Earth as a Living Planet, Wiley, 2014
2. M. H. Dodds & M. J. Whiles, Principles of Ecology, Jones & Bartlett Learning, 2010

COURSE NAME:	International Human Resource Management	L	T	P	C
COURSE CODE:	205HR202	3	0	0	3

Course Objective

The objective of this course is to equip students with comprehensive knowledge of International Human Resource Management (IHRM), focusing on the evolving role of HR in a global context. It covers the foundational concepts of HRM, emerging trends such as globalisation and workforce diversification, and the strategic importance of manpower planning.

Course Outcome(s)

After successful completion of the course, the student shall be able to:

1. Perceive how HR strategies align with international business goals, learn how to plan, recruit, train, and manage a global workforce effectively.
2. Developed insights into performance evaluation and promotion in diverse settings, The ability to think critically about HR challenges in multinational corporations.
3. Analyse trends affecting HRM, such as globalisation, outsourcing, and the labour mark changes, & job empowerment.
4. Assess the performance appraisal systems & promotion practice in the global business environment.
5. Compare and contrast HRD & HRM, and identify the role & responsibilities of HR manager in a global context.

Unit I:

Introduction to Human Resource Management- Meaning, Definition, Nature, Importance, Function, Human Resource Manager & his role, HRM v/s Personnel Management

Unit II:

Human Resource planning: Concept of HRP, Objectives, Need, Benefits, Process & Limitation, Tools & Techniques for Forecasting Job Analysis: Concept of Job Analysis, Source of Information, Aspect of Job, Advantages, Outcomes-Job Description & Job Specification, Job Analysis Method, Process, Purpose & Uses.

Unit III:

Recruitment & Selection: Concept of Recruitment & Selection, Source of Recruitment-Internal & External, their Merits & Demerits, Procedure of Selection, Recruitment v/s Selection

Unit IV:

Performance Appraisal: Meaning, Features, Purpose, Use, Steps, Methods& Limitation

Training & Development: Concept of Training & Development, Needs & Benefits, Methods, Training & Development

Unit V:

Managerial Conflicts: Meaning, Types, Techniques.

Trends in International HRM: outsourcing, Nearshoring & Offshoring, Global Workforce.

Text/ Reference Books

1. Aswathappa,,Sadhna Dash, International Human Resource Management, 4 th Edition, McGraw Hill,2024
2. Peter J. Dowling & Marion Festing & Allen D. Engle, International Human Resource Management, Cengage India Private Limited, 2017

COURSE NAME:	International Banking	**L**	**T**	**P**	**C**
COURSE CODE:	205IB203	3	0	0	3

Course Objective

The objective of this course is to provide students with an in-depth understanding of international banking operations, global financial trends, and the structure of major financial institutions. It focuses on the roles and services of international banks, including retail, wholesale, private, and investment banking, along with risk mitigation and treasury operations.

Course Outcome(s)

After successful completion of the course, the student shall be able to:

1. Understand the global trends and developments in international banking, including wholesale banking, retail banking, private banking, and the broader scope of international banking business.
2. Analyse the profitability of international banking operations, focusing on investment banking, correspondent banking, treasury management, and risk mitigation strategies
3. Gain an understanding of the key international financial institutions (IMF, IBRD, IFC, ADB, WTO), their roles in the global economy, and their impact on international finance and trade.
4. Explore international financial centres, offshore banking units, special economic zones (SEZs), asset-liability management, and the role of export promotion councils (EPCs) in enhancing global financial activities.
5. Explore the future of digital banking, with a focus on emerging technologies and evolving consumer behaviours

Unit I:

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

Unit II:

Overview of financial regulators like RBI, SEBI, IRDA, and PFRDA in India, BIS & Basel norms: Basel I, II, and III

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 Organisation)

Unit IV:

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

Unit V:

Digital banking: mobile banking, internet banking, and payment banks, FinTech and its impact on traditional banking, Ethical issues and challenges in the banking sector.

Text/ Reference 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

		L	T	P	C
COURSE NAME:	Business Statistics & Research Methodology				
COURSE CODE:	205BS204	3	0	0	3

Course Objective

The objective of this course is to provide students with a comprehensive understanding of business research methodology and fundamental statistical tools. It focuses on developing skills to identify research problems, design effective research, collect and analyse data, and interpret findings.

Course Outcomes(s)

After successful completion of the course, the student shall be able to:

1. Develop the knowledge of statistical concepts and tools used in business decision-making.
2. Analyse the concept of research, including research design, data collection methods, and sampling techniques.
3. Enhance critical thinking and decision-making skills through the application of statistical and research methods in real-life business problems
4. Research reports and effectively communicate findings through proper presentation formats.
5. Analyse statistical software/tools (Excel, SPSS) for data analysis and presentation.

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.

Text/ Reference Books

1.C.R. Kothari's, Research Methodology Methods and Techniques, New Age International Publishers, 2004
2. R.S Bhardwaj, Business statistics, Global Vision Publishing, House, 2010
3. Richard Levin, David S. Rubin, Statistics for Management, Pearson Education, 2007

COURSE NAME:	Foreign Language- Level 02	L	T	P	C
COURSE CODE:	205FL205	4	0	0	4

Course Objective

The objective of this course is to develop foundational listening and speaking skills for effective everyday communication. It aims to help learners recognise and understand basic greetings, instructions, and familiar vocabulary related to personal information, objects, and daily situations.

Course Outcomes(s)

After successful completion of the course, the student shall be able to:

1. Demonstrate the ability to recognise and respond to basic spoken words, greetings, farewells, and polite expressions in everyday situations.
2. Use simple oral expressions to provide personal information, ask questions, and engage in short conversations about familiar topics.
3. Understand and follow basic verbal instructions, ask for clarification, and express a lack of understanding appropriately in social or classroom settings.
4. Engage in everyday dialogues such as making appointments, requesting items, or sharing simple personal experiences using contextual language support.
5. Recognise common sounds, letters, colours, and numbers, and use basic spoken expressions to describe the weather, introduce oneself, and discuss future or past events.

Unit I:

Basic Listening and Oral Communication- Recognising and Responding to One's Name, Understanding Basic Greetings and Farewells, Common Expressions of Politeness, Identifying Familiar Words and Everyday Vocabulary, Recognising Names of People and Objects, Introduction to Pronunciation and Intonation, Basic Speaking Practice, Listening and Repeating Simple Expressions.

Unit II:

Everyday Interaction and Functional Communication- Understanding Simple Instructions and Commands, Using Basic Expressions of Greeting, Farewell and Courtesy, Asking and Answering Simple Questions, Communicating About Familiar Objects and Places, Vocabulary Development for Daily Communication, Interactive Listening Exercises.

Unit III:

Personal Information and Social Communication - Understanding and Providing Information Such as Name, Age, Nationality and Country of Origin, Describing Self and Others, Understanding Information About Objects and Places, Asking for and Requesting Items in Everyday Situations, Listening to Short Dialogues, Developing Fluency Through Guided Conversations.

Unit IV:

Describing Experiences and Future Plans - Talking About Vacations and Past Experiences Using Basic Expressions, Understanding Numbers, Dates and Time, Talking About Future Plans and Intentions, Expressing Preferences and Interests, Developing Storytelling Skills, Participating in Group Discussions, Building Confidence in Spoken Communication.

Unit V:

Practical Listening and Speaking Proficiency: Identifying the Sounds of Letters and Common Words, Recognising Colours, Weather Expressions and Seasonal Vocabulary, Introducing Oneself and Others Effectively, Pronunciation and Accent Improvement, Public Speaking Basics, Situational Conversations, Cultural Awareness in Communication.

		L	T	P	C
COURSE NAME:	Entrepreneurship Development				
COURSE CODE:	205ED206	4	0	0	4

Course Objective

The objective of this course is to provide students with a foundational understanding of entrepreneurship, including its meaning, nature, and significance in today's economy. It explores the characteristics and roles of entrepreneurs, the development of new ventures, and funding strategies such as venture capital.

Course Outcomes(s)

After successful completion of the course, the student shall be able to:

1. Understand the fundamental concepts, nature, and importance of entrepreneurship and distinguish it from traditional business models.
2. Analyse the characteristics, types, and roles of entrepreneurs in various sectors of the economy.
3. Develop strategies for launching a new venture, including fundraising through venture capital and formulating a marketing plan.
4. Evaluate various theories of entrepreneurship development and assess the role of government in supporting entrepreneurial initiatives globally.
5. Prepare a project report and feasibility analysis for potential business ventures using structured guidelines and research methodologies.

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- fundraising strategies, marketing strategy analysis for new venture.

Unit III:
Theories of Entrepreneurship Development

Unit IV:
Role of Govt in Entrepreneurial Development on an International Level.

Unit V:
Project report, feasibility report

Text/ Reference Books

1. Poornima M. Charantimath, Entrepreneurship Development and Small Business Enterprises, Pearson Education, 2018
2. S.S. Khanka Entrepreneurship Development, S. Chand & Company Ltd., 2021
3. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Entrepreneurship, McGraw-Hill Education, 2020

COURSE NAME:	Financial Management	L	T	P	C
COURSE CODE:	205FM206	4	0	0	4

Course Objective

The objective of this course is to equip students with comprehensive knowledge of financial management principles and practices. It covers core concepts such as investment, financing, and dividend decisions, leverage, and capital budgeting techniques

Course Outcomes(s)

After successful completion of the course, the student shall be able to:

1. Understand the nature and function of financial management, and differentiate between profit maximisation and wealth maximisation as corporate goals.
2. Apply capital budgeting techniques to evaluate long-term investment decisions using tools like Payback Period, Net Present Value (NPV), Internal Rate of Return (IRR), and Profitability Index.
3. Calculate the cost of capital (costs of debt, preference, equity, retained earnings) and determine the combined Weighted Average Cost of Capital (WACC).
4. Analyse operating, financial, and combined leverage, assess their impact on profitability, and compare alternative financial plans.
5. Understand capital structure theories and determinants, including overcapitalization/undercapitalization concepts, and apply relevant planning frameworks.

Unit I:

Financial Management Introduction: Concepts, Nature, Scope, Function and Objectives of, Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions.

Unit II:

Analysis and Interpretation of Corporate Final Accounts: Understanding the Parameters of Health of Business: Liquidity, Profitability, Solvency and Efficiency through learning, computation, analysis and interpretation of various tools of financial analysis. Preparation of Cash Flow Statement as per Accounting Standard and its Analysis

Unit III:

Leverage Analysis: Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating, Leverage, Financial Leverage and Combined Leverage.

Unit IV:

Investment Decisions: Analysis of Risk and Uncertainty. Concept and Computation of Time Value of Money, DCF and Non-DCF, methods of Investment Appraisal. Project selection based on Investment Decisions. Valuing Investment Proposals for Decision Making. Capital Rationing

Unit V:

Management of Working Capital: Concepts, Components, Determinants and Need for Working Capital. Computation of Working Capital for a Company.

Text/ Reference Books

1. Prasanna Chandra, Financial Management, Theory & Practice, McGraw-Hill Education India, 2022
2. Prasanna Chandra, Financial Management, CFM-TMH professional series, 2011

COURSE NAME:	IT Application in Business	L	T	P	C
COURSE CODE:	205IT206	4	0	0	4

Course Objective

The objective of this course is to provide students with foundational knowledge of Information Technology and its applications in business. It covers computer fundamentals, software systems, productivity tools, database management with SQL, and networking concepts. Students will also gain practical exposure to internet technologies, emerging trends like AI and cloud computing, and the basics of IT governance and cybersecurity.

Course Outcomes(s)

After successful completion of the course, the student shall be able to:

1. Demonstrate Use of Business Software. Utilise productivity tools like word processors, presentation software, and advanced Excel pivot tables, charts, and scenarios in business contexts
2. Apply IT Tools for Data Analysis. Use IT tools and basic statistical functions (e.g. in spreadsheets) to manage data and support decision-making
3. Develop Basic Web Solutions Using CMS. Employ content management systems to build and manage simple business websites or online dashboards.
4. Analyse IT Use Across Business Functions. Evaluate how IT systems enhance operations across functional areas such as marketing, HR, banking, inventory, education, and healthcare, highlighting digital transformation drivers
5. Understand Network Concepts and Cybersecurity Basics**,** explain data communication concepts, network types (LAN/WAN), OSI layers, and key security considerations like firewalls and secure data transfer

Unit I:

Basics of IT & Computer Fundamentals Understanding computer systems: features and classifications (micro, mini, mainframe, etc.) Components of IT systems: hardware, software, firmware, and human ware. Computer memory and storage devices, Overview of cloud computing and digital transformation

Unit II:

Software Systems & Programming Languages Types of software: system software, application software, utility tools, Operating systems: functions, types, GUI interfaces, Compiler, interpreter, assembler, and levels of programming languages

Unit III:

Productivity Tools for Business Tasks: Word processing: document creation, formatting, table functions, mail merge. Presentation tools: slide design, animation, multimedia integration. Spreadsheets: formulas, functions, charts, sorting and filtering, pivot tables, “what-if” analysis

Unit IV:

Database Management & SQL Fundamentals Overview of DBMS: architecture, relational model, ER diagrams, normalisation, SQL basics: SELECT, INSERT, UPDATE queries, filtering and sorting, Business applications: organised data storage, retrieval, and decision support, Data privacy, security, and ethical considerations in managing business data

Unit V:

Networking, Internet & Emerging Technologies Networking essentials: types of networks (LAN, WAN, etc.), topologies, IP addressing, Internet structure: URLs, HTTP, hosting business websites, intranets, extranets, Basic web technologies: HTML, CSS, and website promotion including CRM and e-marketing,

Text/ Reference Books

1. P.K. Sinha & Priti Sinha, Computer Fundamentals, BPB Publications, 2020
2. Efraim Turban, Linda Volonino, Information Technology for Management, 2019

COURSE NAME:	Advanced Digital Marketing Lab	L	T	P	C
COURSE CODE:	205AD207	0	0	3	3

Course Objective

This course aims to equip students with practical skills in digital marketing strategies like SEO, email, affiliate, and social media marketing. It provides knowledge of key tools and platforms such as Google Analytics and Facebook Ads. and SEO techniques, while also focusing on lead generation, content optimization, customer engagement, and data-driven marketing decisions.

List of Objects

1. Email Marketing: Types, Promotional Informational, Newsletter, Announcement and Reengagement, Benefits, Affiliate Marketing Basics: Terminologies- merchant, affiliate marketer, consumer, affiliate network. How to become an affiliate merchant, Top 7 uses of affiliate marketing: Influencer marketing, Blogging, Referral link, social media sites, Email lists, Create and use video platforms.
2. Search Engine Optimisation: 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 matter? Links and Off-page SEO: Backlinks: Natural, manually 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
3. Inbound Marketing: Attracting your potential customers into the conversion funnel, converting your prospects into leads using emails, Landing Page, Conversion Optimisation, Conversion Optimisation Patterns for Engaging Website Visitors, Lifecycle Emails
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
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 – Optimisation and Reporting, Facebook Ad Policies, Facebook Messenger, Building Brand Awareness, Driving Online Sales, Generating Leads

Text/ Reference Books

1. Seema Gupta, Digital Marketing, McGraw-Hill Education, 2023
2. Ryan Deiss & Russ Henneberry, Digital Marketing for Dummies, Wiley, 2020

Third Year

		L	T	P	C
COURSE NAME:	Fundamentals of E-Commerce				
COURSE CODE:	205FC301	4	0	0	4

Course Objective

The objective of this course is to introduce students to the fundamentals of Electronic Commerce, its applications, and strategic importance in the modern digital economy. It covers core concepts including e-commerce business models, internet technologies, electronic payment systems, and marketing strategies.

Course Outcomes(s)

After successful completion of the course, the student shall be able to:

1. Understand the fundamental concepts, evolution, and technological infrastructure of E-commerce, including the role of the internet and search engines in online business.
2. Identify and analyse various E-commerce business models (B2C, B2B, and emerging models) and explain how the internet has transformed traditional business practices.
3. Examine different E-commerce payment systems, including electronic cash, e-checks, credit card protocols (SET), and micropayment systems.
4. Formulate E-commerce strategies for online marketing, sales, purchasing, customer support, web auctions, and community building.
5. Evaluate ethical, social, and political issues in E-commerce, including privacy, intellectual property rights, digital governance, and public welfare concerns.

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 the 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/ Reference Books

1. Kenneth C. Laudon & Carol Guercio Traver, E-Commerce: Business, Technology, Society, Pearson Education, 2021
2. Gary P. Schneider, Electronic Commerce, Cengage Learning, 2020

		L	T	P	C
COURSE NAME:	International Business Laws				
COURSE CODE:	205BL302	3	0	0	3

Course Objective

The course aims to provide students with a foundational understanding of international business law and regulatory frameworks. It covers essential legal provisions, including the Business Contract Act, the Sales of Goods Act, and the Foreign Exchange Management Act (FEMA) 2000. Students will also explore intellectual property rights under TRIPS and TRIMS, and gain insights into global trade regulations through GATT, WTO, UNCTAD, and World Bank guidelines.

Course Outcomes(s)

After successful completion of the course, the student shall be able to:

1. Understand and interpret the foundational principles of the Indian Contract Act, including valid contracts, breach, and remedies available under law.
2. Analyse TRIPS and TRIMS agreements and explain the global framework for Intellectual Property Rights (IPR), including trademark, copyright, and patent protection in international contexts.
3. Apply the provisions of the Sale of Goods Act to real-life business scenarios involving transfer of ownership, delivery, warranties, and rights of unpaid sellers.
4. Examine the scope and implications of the Foreign Exchange Management Act (FEMA) 2000, and its role in regulating foreign exchange transactions in India.
5. Evaluate the key elements and institutions of International Trade Law, including GATT, WTO, UNCTAD, and the World Bank, and their impact on global commerce and trade policies.

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

Text/ Reference Books

1. P.C. Tulsian, Business Law, McGraw-Hill Education, 2021
2. Akhileshwar Pathak, Legal Aspects of Business, McGraw-Hill Education, 2020

COURSE NAME:	Foreign Language- Level 03	**L**	**T**	**P**	**C**
COURSE CODE:	205FL303	4	0	0	4

Career Objective

To develop advanced proficiency in foreign language communication skills, enabling students to engage confidently in real-world conversations and professional settings. The course aims to enhance cross-cultural understanding and prepare students for diverse global career opportunities in language-related professions.

Career Outcome(s)

After successful completion of the course, the student shall be able to:

1. Understand the significance of language proficiency in various professional sectors such as tourism, aviation, education, and media.
2. Demonstrate improved confidence and fluency in spoken communication through practical indoor and outdoor speaking exercises.
3. Identify and evaluate diverse career opportunities where language skills are essential, such as interpreter, translator, tour guide, and customer service roles.
4. Develop the ability to engage in professional conversations without hesitation, adapting language use according to different industries.
5. Apply language training in real-life scenarios related to diplomacy, journalism, hospitality, and international trade, enhancing employability in global careers.

Unit I:

Communication and Confidence Building: Speaking with People Without Hesitation, Verbal and Non-Verbal Communication Skills, Public Speaking, Pronunciation Improvement, Confidence Building Exercises, Interpersonal Communication.

Unit II:

Language and Tourism Industry: Indian Tourism and the Importance of Foreign Languages, Cultural Awareness, Communication with Tourists, Tourism Vocabulary, Hospitality and Customer Service Skills, Indoor and Outdoor Practical Sessions.

Unit III:

Translation and Interpretation Skills: Introduction to Translation and Interpretation, Language Conversion Techniques, Proofreading and Editing Basics, Listening and Comprehension Skills, Professional Communication Practices.

Unit IV:

Career Opportunities in Language: Language Careers as Interpreter, Translator, Tour Guide, Teacher, Flight Attendant, Diplomat, Foreign Service Executive, Journalist, Voice-over Artist, Event Coordinator, Human Resource Specialist, EXIM Executive and Bilingual Customer Service Associate.

Unit V:

Professional Development and Industry Practice: Resume and Interview Preparation, Workplace Communication, Industry-Oriented Projects, Field Visits and Practical Training, Presentation Skills, Career Planning, Internship and Employability Skills.

		L	T	P	C
COURSE NAME:	International Marketing				
COURSE CODE:	205IM304	3	0	0	3

Course Objective

The primary objective of this course on International Marketing is to equip students with a comprehensive understanding of the global marketing environment, enabling them to analyse and apply various marketing strategies in international contexts. It aims to develop students' knowledge of foreign market selection processes, market entry strategies, and the role of product planning and pricing in global markets.

Course Outcomes(s)

After successful completion of the course, the student shall be able to:

1. Understand the nature, scope, and challenges of international marketing and apply concepts like foreign market selection and entry strategies in real-world global trade scenarios.
2. Evaluate international market orientation strategies, including the EPRG framework and apply them to product planning, adaptation, and development for diverse markets.
3. Analyse and determine international pricing strategies by understanding pricing objectives, determinants, and global payment methods such as advance payment, open account, and bills of exchange.
4. Design effective international distribution and logistics strategies by selecting appropriate distribution channels and optimising logistics decisions for global operations.
5. Develop and assess promotional strategies for international markets, including the role of sales agents, advertising, trade fairs, and creating a balanced promotion mix for products and services abroad.

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, and 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 the promotion mix decisions

Text/ Reference Books:

1. Rakesh Mohan Joshi, International Marketing, Oxford University Press, 2021
2. Warren J. Keegan and Mark C. Green, Global Marketing Management, Pearson Education, 2017

		L	T	P	C
COURSE NAME:	International Trade and Finance				
COURSE CODE:	205TF305	3	0	0	3

Course Objective

The objective of this course is to provide students with a comprehensive understanding of international economics and trade. It covers key theories of trade, terms of trade, and foreign trade policies, emphasising their relevance to economic development. The course also explores the balance of payments, exchange rate systems, and foreign exchange mechanisms, enabling students to analyse global economic interactions and policy measures effectively, with a particular focus on India's position in international trade.

Course Outcomes(s)

After successful completion of the course, the student shall be able to:

1. Evaluate the impact of international trade policies, tariffs, quotas, and trade agreements on global and domestic markets.
2. Apply the theoretical knowledge to assess international financial risks and develop strategies for managing foreign trade transactions.
3. Interpret exchange rate mechanisms, currency fluctuations, and their effects on international financial transactions.
4. Assess the role of international financial institutions (WTO, IMF, World Bank) in facilitating global trade and economic stability.
5. Develop basic strategies for managing foreign exchange risk and financing international operations.

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 payments; Various measures to correct deficit in the balance of payments; relative merits, demerits and limitations 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.

Text/ Reference Books:

1. D.N Mithani, Money & Banking and International Trade, Himalaya Publishing House, 2020
2. Sundram and Brach, International Business Environment, Sultan Chand & Sons, 2021
3. AN Agarwal, Indian Economy, New Age International Publishers, 2021

COURSE NAME:	Stock Exchange and Securities	**L**	**T**	**P**	**C**
COURSE CODE:	205SE305	3	0	0	3

Course Objective

This course aims to provide students with foundational knowledge of investment principles and the functioning of financial markets. It introduces key investment instruments, market structures, and the role of regulatory bodies like SEBI and RBI.SEBI, BSE, NSE, MSEI, Market indices: Sensex, Nifty and other key benchmarks

Course Outcomes(s)

After successful completion of the course, the student shall be able to:

1. Recognise the roles of primary and secondary markets, stock exchanges such as BSE and NSE, dematerialisation via depositories, and regulatory oversight by SEBI.
2. Applying fundamental analysis to evaluate securities, learners will analyse macroeconomic, industry, and company-specific indicators using financial ratios, cash flow data, and earnings models to assess investment potential.
3. Analysis tools to interpret market behaviour. Students shall interpret charts and trends using technical indicators such as moving averages, RSI, MACD, candlestick patterns, and support/resistance analysis.
4. Construct and evaluate investment portfolios using industry-standard models Learners will apply modern portfolio theory—such as Markowitz efficient frontier, CAPM, Sharpe index, and single-index models—to assess risk-return trade-offs and optimize asset allocation.
5. Demonstrate knowledge of derivatives and risk management strategies Students shall describe derivative instruments ETFs, SIPs, and mutual funds

Unit I:

Basics of Investment & Financial Markets Introduction to investing: motives, types, risk-return trade-off Instruments: equity shares, preference shares, bonds, debentures Overview of primary and secondary markets, RBI, SEBI, BSE, NSE, MSEI, Market indices: Sensex, Nifty and other key benchmarks

Unit II:

Indian Securities Markets Mechanism Primary market operations IPOs, FPOs, rights issue, book-building, listing, disinvestment mechanisms Secondary market: trading mechanisms, role of brokers, account types, DEMAT process, order types, Comparison of stock exchanges (BSE & NSE), OTC markets, global linkages, ADR/GDRs

Unit III:

Fundamental Analysis, Economic, industry, and company-level analysis, Tools: ratio analysis, cash flow statements, earnings per share, P/E, PEG, EV, comparative valuation metrics, Shareholding patterns and financial health indicators

Unit IV:

Technical Analysis & Trading Practices, Chart-based analysis: moving averages, MACD, RSI, candlestick patterns, support and resistance, Market breadth, trend analysis, trading rules, dos and don'ts of investing,

Unit V:

Portfolio Management & Mutual Funds: Concepts of diversification, portfolio risk and return, Portfolio selection: Sharpe single index model, Capital Asset Pricing Model (CAPM), efficient frontier, Mutual fund investing

Text/ Reference Books

1. V. K. Bhalla, Investment Management, S. Chand Publishing, 2008
2. Dr Preeti Singh, Security Analysis and Portfolio Management, Himalaya Publishing House,2025

		L	T	P	C
COURSE NAME:	Foreign Exchange Market				
COURSE CODE:	205FE305	3	0	0	3

Course Objective

The objective of this course on Foreign Exchange Management is to provide students with a thorough understanding of the structure, functioning, and dynamics of the foreign exchange market. It aims to develop conceptual clarity on exchange rate mechanisms, types of foreign exchange transactions, and the role of key market participants

Course Outcomes(s)

After successful completion of the course, the student shall be able to:

1. Understand the structure and functioning of the foreign exchange market, including key participants and types of currency transactions like spot, forward, and swap deals.
2. Analyse different exchange rate determination theories (PPP, IRP, Balance of Payments) and apply concepts like bid-ask spreads and exchange rate quotations in real market scenarios.
3. Apply techniques of forex transaction analysis, including arbitrage opportunities, cross-currency conversions, and calculation of forward premiums and discounts.
4. Evaluate foreign exchange risks and exposures, and demonstrate effective use of hedging tools like currency futures, options, and money market instruments.
5. Interpret the legal and regulatory framework governing foreign exchange in India, including the role of the RBI and key provisions of FEMA, and explain India's exchange rate policy and convertibility norms.

Unit I:

Introduction to Foreign Exchange Market, Nature and structure of foreign exchange market, Functions and features of the forex market, Participants: Exporters, importers, speculators, arbitrageurs, central banks, commercial banks, brokers, Types of transactions: Spot, forward, swap

Unit II:

Exchange Rate Mechanism, Concepts of exchange rate**,** Nominal, real, effective, Theories of exchange rate determination, Purchasing Power Parity (PPP), Interest Rate Parity (IRP), Balance of Payments theory, Types of exchange rates: Fixed, flexible, managed float, Exchange rate quotation: Direct and indirect quotes, bid-ask spread

Unit III:

Foreign Exchange Transactions, Spot and forward contracts, Arbitrage in foreign exchange markets, Cross currency rates, forward premium and discount, Calculations related to forex conversion and arbitrage

Unit IV:

Foreign Exchange Risk and Exposure, Types of exposure: Transaction, translation, and economic, Hedging techniques: Forward contracts, Currency futures, Currency options, Money market hedge, Speculation and arbitrage in foreign exchange

Unit V:

Exchange Control and FEMA, Exchange control in India, Role of RBI in foreign exchange market, Foreign Exchange Management Act (FEMA), 1999, Currency convertibility: Current and capital account convertibility, Exchange rate policy of India, International institutions and exchange regulation (IMF, World Bank role)

Text/ Reference Books:

1. P.G. Apte, International Financial Management, McGraw Hill Education, 2022
2. Vyuptakesh Sharan, International Financial Management, PHI Learning Pvt. Ltd., 2019

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COURSE NAME:	Project				
COURSE CODE:	205PR306	0	0	0	6

Course Objective

To encourage students to undertake independent research based on their foreign visits or related industrial and institutional experiences. This project aims to develop research skills, analytical thinking, and professional report writing aligned with global business standards.

Project

Students may prepare a project report based on their industrial visits and institutional experiences. Reports must be submitted in the prescribed format provided by the concerned faculty. The project report should be 50 pages long. The purpose of the project is to encourage students to conduct independent research and to foster research-related skills. The concerned faculty may decide how to structure it according to the global professional environment.

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