

TYBBA (IB) Semester- VI

Course Code: 21B3-601 A	Subject : Ethics and Corporate Governance	Marks : 100 Credits : 3
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Course Objectives :

1. To provide a comprehensive understanding of the concepts of Business Ethics
2. To develop theoretical tools to understand current ethical issues and their impacts on business.
3. To analyze the role of Corporate Governance and Society.
4. To understand the CG in India and Abroad

Course Outcome :

After completing the course, the student shall be able to-

CO1: Understand the Role and Scope of Business Ethics.

CO2: Role of Ethics and its importance at National and International Level in organizational as well as individual level.

CO3: Understand the concepts and role of Corporate Governance.

CO4: Understand the regulatory frame work, Organization role and responsibility towards stakeholders.

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Business Ethics	1.2 Meaning, Nature and Scope of Business Ethics 1.2 Ethics in Contemporary Business 1.3 Organizational Ethical Climate - Importance of Framing Ethical Policies 1.4 Why Ethical Problems occur in Business 1.5 Difference between	12

		<p>workplace Ethics and Laws</p> <p>1.6 Ethical Code of Conduct in Global Business</p> <p>1.7 Government protection policies against illegal business practices.</p> <p>1.8 Influence of Interest groups on the Government</p>	
II	Environmental ethics and organizational ethics	<p>2.1 Environmental Ethics – Meaning and Impact on Environmental problems</p> <p>2.2 Environmental legislation – Laws and Regulation with Indian Context and Stages of becoming an ecologically sustainable organization.</p> <p>2.3 Whistleblower Act and Employee Rights: Privacy and Safety</p> <p>2.4 Collective Bargaining and Role of Management in implementing Ethics.</p> <p>2.5 Ethics in Compliance Management – Fraud, Corruption, Sanction Violations, Conflict of Interests, Human Rights Violation.</p> <p>2.6 Health and Safety Issues in Organizations – Workplace Safety, Measures to avoid accidents, Maintenance of Psychological well- being of employees.</p>	14
III	Introduction to Corporate Governance	<p>3.1 Issues, Development in India</p> <p>3.2 Need, Importance</p>	12

		<p>3.3 Corporate governance code</p> <p>3.4 Transparency & disclosure,</p> <p>3.5 Role of auditors, responsibility</p> <p>3.6 Role of board of directors and shareholders;</p>	
IV	Regulatory Framework in India and Abroad	<p>4.1 Regulatory frame work, in India and various regulatory Act – SEBI , IRDA, MCA, CBIC etc . - Need , Importance and functions</p> <p>4.2 Global issues of governance and accounting</p> <p>4.3 Foreign institution</p> <p>4.4 corporate scams, committees in India and abroad</p>	10
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9
Total Lectures			57

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Introduction to Business Ethics	Films/Videos of Business Ethics practices adopted by different companies. Videos on corporates explaining the Business ethics scenario. Case studies on Interest Groups policies and their impact.	NA	<ul style="list-style-type: none"> Moral and Ethical Awareness/Reasoning 	20%
II	Environmental ethics and organizational ethics	Case studies/Videos on the importance of government protection policies	NA	<ul style="list-style-type: none"> Problem Solving Analytical Reasoning Reflective Thinking 	30%
III	Introduction to Corporate Governance	Case Studies/ Quiz/ Discussion on Ethical advertising adopted by organizations. Case Study/Debate on ethical and unethical marketing practices. Films/videos/Case study,	NA	<ul style="list-style-type: none"> Critical thinking Professional Skills 	30%
IV	Regulatory Framework in India and Abroad	Discussion on the media and its role played in forming an ethical environment	NA	<ul style="list-style-type: none"> Information Professional Skills Decision Making Skills 	20%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project/Practical (If any) 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Concepts quizzes	MCQ	Assignments	MCQ/ Written Examination	Nil
II	MCQ Test, Open Book Test, Group Presentations on Business Ethics Concepts and its Role.	MCQ	Assignments		NA
III	MCQ Test, Group Presentations on Corporation and Stakeholders Ethical Issues,	MCQ	Assignments		NA
IV	Assignments on Ethical Frameworks and Policies.	MCQ	Assignments		NA

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Business Ethics	Shailendra Kumar and Alok Kumar Rai	Cengage Learning India Pvt Ltd
2	Business Ethics: An Indian Perspective	A C Fernando, K P Muralidheeran, E.K Satheesh	Pearson Education
3	Business Ethics and Corporate Values	Dr. Neeru Vasishth, Dr, Namita Rajput	Taxmann
4	Business Ethics: Foundation for CSR	Daniel-Albuquerque	Oxford University Press

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Business Ethics Course	https://onlinecourses.nptel.ac.in/noc21_mg46/-		

TYBBA-IB		
Semester-VI		
Course Code: B3-21/601B	Subject: Consumer Affairs	Marks: 100 Credits: 3
Course Objectives:		
<ol style="list-style-type: none"> 1. To develop an understanding towards rights and responsibilities as a consumer, and social framework of consumer rights and legal framework of protecting consumer rights. 2. To develop an understanding of the Malpractices in trade and the importance of Trademarking. 3. To develop an understanding about the role of Consumer bodies in consumer protection, procedure for redressal of consumer complaints, and the role of different agencies in establishing product and service standards. 4. To develop an understanding about the role of commercial and non-commercial organizations in Consumer protection affairs. 		

Course Outcome:

After completing the course, the student shall be able to

CO1: Understand the concept of Consumer protection acts and legal framework of consumer rights

CO2: Understand the importance of Trademarking and Unfair Trade Practices.

CO3: Understand the role of Consumer Councils and Consumer Grievance Procedure.

CO4: Understand the role of Industry and Non-Government organizations in Consumer Protection.

Unit	Unit Title	Contents
I	Consumer Protection Act and Market Structure.	<p>1.1 Consumer Protection Act: 1986 and 2019: Features and Aim of Consumer Protection Act.</p> <p>1.2 Consumer rights and UN Guidelines on consumer protection.</p> <p>1.3 Recent developments in Consumer Protection in India and across the Globe and their role in consumer protection.</p> <p>1.4 Concept of Consumer and Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets.</p> <p>1.5 Misleading Advertisements and sustainable consumption, National Consumer Helpline, Sustainable consumption.</p> <p>1.6 An introduction to International Organizations and Agreements.</p> <p>1.7 Globalization and its Consequences on the Market Structure.</p>
II	Unfair Trade Practices and Regulatory Standards	<p>2.1 E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, Local and Domestic taxes, labeling and packaging along with relevant laws.</p> <p>2.2 Product Liabilities Including Tortious Liabilities.</p> <p>2.3 Consumer goods, defect in goods, spurious goods and services, Unfair trade practice, Restrictive trade practices.</p> <p>2.4 Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance.</p> <p>2.5 Role of International Standards: ISO an Overview</p>

III	Consumer Protection Bodies/ Councils and its Functions	<p>3.1 Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels.</p> <p>3.2 Adjudicatory Bodies: District Forums, State Commissions, National Commission: Composition, Powers, and Jurisdiction (Pecuniary and Territorial),</p> <p>3.3 Grievances Complaints - Consumer Satisfaction/dissatisfaction and Alternatives available to consumer dissatisfaction.</p> <p>3.4 Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Relief/Remedy available; fake complaints; Offences and penalties.</p>
IV	Role of Industry and Non-commercial Organizations in Consumer Protection	<p>4.1 RBI and Banking Ombudsman</p> <p>4.2 ii. IRDA and Insurance Ombudsman</p> <p>4.3 iii. Telecommunication: TRAI</p> <p>4.4 iv. Food Products: FSSAI</p> <p>4.5 v. Electricity Supply: Electricity Regulatory Commission vi. Real Estate Regulatory Authority</p> <p>4.6 vii. Medical Negligence and Education</p> <p>Role of Non-Government Organizations (NGOs) and Voluntary Consumer Organizations (VCOs); Citizens Charter.</p> <p>4.7 International Case Studies:</p> <p>a) Volkswagen Automobiles</p> <p>b) Nestle Maggi</p> <p>c) Johnson and Johnson</p>

No of Lectures	48 (48 min)
No of Lectures for Evaluation	09
Total No of Lectures	57

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Consumer Protection Act and Market Structure.	Group Discussion & Quiz	What are the activities and Functions of CPA?	Understand the Fundamentals of Consumer movements and protection acts	<ul style="list-style-type: none"> ➤ Awareness towards Rights and Responsibilities of being a consumer. ➤ Understand the market structure and its components 	20%
2	Unfair Trade Practices and Regulatory Standards	Discussion, Group Presentations. Videos, Posters.	Presentations and Talks on Unfair Trade Practices and Importance of Regulatory Standards.	Understand the role of regulatory standards and how unfair trade practices are carried out.	<ul style="list-style-type: none"> ➤ Awareness towards Unfair Trade Practices. ➤ Understand the market structure and regulatory standards. 	25%
3	Consumer Protection Bodies/ Councils and its Functions	Informative lectures, case studies and presentations.	Presentations and Talks on Consumer protection councils and its limitations.	Understand the functions of Consumer Protection Councils.	<ul style="list-style-type: none"> ➤ Awareness towards Consumer Protection Councils and its functions. 	30%
4	Role of Industry and Non-commercial Organizations in Consumer Protection	Discussion based on suggested readings, Informative Lecture, Role Play, Case Studies.	<p>Presentations and talks on role of Industry and Non-Commercial organizations in Consumer protection.</p> <p>Develop a Case Study on the role of Industry and Non-Commercial Organizations.</p>	Understand the Applications of Commercial and Non-Commercial Regulators	<ul style="list-style-type: none"> ➤ Awareness towards Industry Regulatory and its functions. ➤ Awareness towards Non-Commercial Organizations and its functions. 	25%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Quiz and Discussions on Consumer Protection Act and Market Structure.	MCQ	Assignment	Written Examination	NA
II	Presentations on Unfair Trade Practices and Regulatory Standards	MCQ	Assignment	Written Examination	NA
III	MCQs/ Presentations on Consumer Protection Bodies/ Councils and its Functions	MCQ	Assignment	Written Examination	NA
IV	Group Discussion on Role of Industry and Non-commercial Organizations in Consumer Protection.	MCQ	Assignment	Written Examination	NA

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Consumer Affairs	Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor and H.K. Awasthi	Universities Press	2007	New Delhi
2	Consumer Protection Law Provisions and Procedure.	Choudhary, Ram Naresh Prasad	Deep and Deep Publications Pvt Ltd	2005	New Delhi
3	Globalisation and Consumerism: Issues and Challenges	G. Ganesan and M. Sumathy	Regal Publications	2012	New Delhi
4	Consumer Protection in India: Issues and Concerns	Suresh Mishra and Sapna Chadda	IIPA	2012	New Delhi
5	Consumer is King	Rajyalakshmi Rao	Universal Law Company	2012	New Delhi
6	Consumer Right for Everyone	Girimaji, Pushpa	Penguin Books	2002	New Delhi
7	E-books :- www.consumereducation.in				
8	E-Books -Empowering Consumers				

9	ebook, www.consumeraffairs.nic. in)				
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Suggested Web/E-learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Consumer Protection Act and Market Structure	Courses CPI-101: Consumer Protection Legislation from Swayam Class Central Consumer Buying Behaviour - Course (swayam2.ac.in)	--	Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)
2	Unfair Trade Practices and Regulatory Standards	CPI-101: Consumer Protection Legislation from Swayam Class Central Consumer Buying Behaviour - Course (swayam2.ac.in)		Recent issues of magazines: International Journal on consumer law and practice, National Law School of India University, Bengaluru
3	Consumer Protection Bodies/ Councils and its Functions	CPI-101: Consumer Protection Legislation from Swayam Class Central Consumer Buying Behaviour - Course (swayam2.ac.in)	--	Consumer Voice', Published by VOICE Society, New Delhi
4	Role of Industry and Non-commercial	CPI-101: Consumer Protection Legislation from Swayam Class Central	--	

Organizations in Consumer Protection	Consumer Buying Behaviour - Course (swayam2.ac.in)		
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Websites: www.ncdrc.nic.in www.consumeraffairs.nic.in www.iso.org www.bis.org.in
www.consumereducation.in www.consumervoice.in www.fssai.gov.in www.cercindia.org



**Maharashtra Education Society's
Garware College of Commerce (Autonomous)
Programme – BBA-IB Year – III, – Sem VI
Year of Commencement - 2023-2024 (June 2023 Onwards)
Board of Studies: - Business Laws
Course Title: - International Business Law**

TYBBA-IB Semester- VI		
Course Code: B3- 21/602	Subject : INTERNATIONAL BUSINESS LAW	Marks 100 Credits
Course Objectives :		
<ol style="list-style-type: none"> 1. To understand the concept of International Law and to know various International Institutions and their role in International Business. 2. To impart knowledge on various Models and Conventions governing International Trade. 3. To understand and study the mechanism of various International Dispute Settlement Machine 4. To study various Indian Laws and Government bodies related to International Business. 		
Course Outcome :		
After completing the course, the student shall be able -		
CO1: To understand concepts of International Law and to know various International Institutions		

their role in International Business.

CO2: To gain knowledge about various Models and Conventions governing International Trade.

CO3: To understand the mechanism of various International Dispute Settlement Machinery.

CO4: To know various Indian Laws and Government bodies related to International Business

Unit	Unit Title	Contents	No of Lectures
1	Introduction to International Law and Role of International Institutions	1.1 Meaning, Scope , Objective and Principles of International Trade Laws 1.2 Charter on Economic Rights and Duties of State (ERDS) 1.3 United Nations Conference on Trade and Development (UNCTAD) 1. 4 United Nations Conference on International Trade (UNCITRAL) 1.5 International Finance Corporation (IFC) 1.6 International Development Programme (UNDP) 1.7 Organization for Economic Co-operation and Development (OECD)	12
2	Models and Conventions Governing International Trade	2.1 Unification of International Sale of Goods 2.2 Uniform Customs and Practice of Documentary Credits and International Chamber of Commerce: 2.2.1 UNCITRAL Model for Inter-credits and Guarantee 2.2.2 UNCITRAL Model for International Payments 2.2.3 UNCITRAL Model for E-Commerce 2.2.4 International Convention governing Bill of Lading 2.2.5 Brussel Convention 2.2.6 UNCITRAL Convention 2.3 GATT: 2.3.1 Overview- 1947 to 1994	12

		2.3.2 Highlights of GATT, 1994	
3	International Dispute Settlement Machinery	<p>3.1 World Trade Organisation (W.T.O.) Dispute Redressal System</p> <p>3.2 International Court of Justice- Constitution, Jurisdiction, Procedure</p> <p>3.3. World bank Inspection Panel- Functions and Procedure</p> <p>3.4. International Clauses for Settlement of Investment Disputes (ICSID)- Tribunal, Functions and Procedure</p> <p>3.5. International Commercial Arbitration and Enforcement of Foreign Awards</p>	12
4	Indian Laws and Role of Government Bodies in International Trade	<p>4.1. Foreign Trade (Regulation and Development) Act, 1992</p> <p>4.2. The Customs Act, 1962 :Definitions, Authorities, Penalties</p> <p>4.3. Role and Functions of Indian Government Bodies for promotion of International Trade;</p> <p>4.3.1. Ministry of Commerce</p> <p>4.3.2. Board of Trade</p> <p>4.3.3. Export promotion Council</p> <p>4.3.4. FDI</p> <p>4.3.5. FPI</p> <p>4.3.4 Indian Government Trade Representative abroad</p>	12
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc		
I	Introduction to International Law and Role of International Institutions	Explanation with the help of various references,, Discussions	Nil	Students shall understand concepts of International Law and to know various International Institutions and their role in International Business.	Disciplinary knowledge Application Skills Employability	20%
II	Models and Conventions Governing International Trade	Explanation with the help of web references Comparative study with reference to Indian laws	Nil	Students shall gain knowledge about various Models and Conventions governing International Trade.	Disciplinary knowledge Application Skills Employability	30%

III	International Dispute Settlement Machinery	Explanation with the help of web references, Group Discussions, Video viewing	Nil	Students shall understand the mechanism of various International Dispute Settlement Machinery	Disciplinary knowledge Application Skills Critical thinking Moral/Ethical reasoning awareness	30%
IV	Indian Laws and Role of Government Bodies in International Trade	Explanation with the help of web references, Individual/Group Presentations		Students shall know various Indian Laws and Government bodies related to International Business	Disciplinary knowledge Application Skills Professional Skills Employability	20%

Unit	Evaluation Method	Marks (100)		Project/Practical (If any) 1 Credit
		Formative Assessment	Summative Assessment	

		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQ/ Short notes/Long answer questions on Unit 1	Assignment	Internal Examination	MCQ/ Written Examination	Nil
II	MCQ/ Short notes/Long answer questions on Unit 2	Assignment	Internal Examination	MCQ/ Written Examination	Nil
III	MCQ/ Short notes/Long answer questions on Unit 3	Assignment	Internal Examination	MCQ/ Written Examination	Nil
IV	MCQ/ Short notes/Long answer questions on Unit 4	Assignment	Internal Examination	MCQ/ Written Examination	Nil

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	International Economic Law	S.R. Myneni	Allahabad Law Agency
2	International trade and Export Management	Cherunilam Francis	Himalaya Publishing House
3	Human right and International Law	Agarwal S.O.	Central Law Publication
4	Foreign Trade and Foreign Exchange	B.K. Chaudhari & O.P. Agarwal	Himalaya Publishing House

5	International Business	V.K.Bhalla, S. Shiva Ramu	Amol Publication, New Delhi
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Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/Case studies
1	International Institutions	Youtube lectures, https://commerce.gov.in/international-trade/trade-agreements/	Nil	International Law (6th Edition) S.K.Kapoor
2	Model Laws and conventions	Youtube lectures, https://commerce.gov.in/international-trade http://www.eximgu.ru.com	Nil	The International Economy (8th Edition): Ellsworth P.T. and C. Leith J.
3	International Dispute Settlement Machinery	Youtube lectures	Nil	New Dimensions in International Law: Dr. Gurdip Singh Corfu Channel Case, Amco Asia et Corp.al.Vs. the Republic of Indonesia Maritime International Nominees Establishment Vs. Republic of Guinea
4	Indian Laws and Role of Government Bodies in International Trade	https://www.dgft.gov.in	Nil	Nil

TYBBA IB Semester - VI

Course Code: B3- 21/603	Subject: Foreign Exchange Management	Marks: 100 Credits: 3
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Course Objectives:

1. To understand the fundamentals of Foreign Exchange.
2. To acquaint the student with the Exchange rate Systems and Currency Convertibility.
3. To enable student to understand the nature and various concepts of Foreign Exchange Markets.
4. To develop student's understanding about risk and exposure in Foreign Exchange Market and Legal Dimensions of Foreign Exchange Management.

Course Outcome:

After completing the course, the student shall be able to –

CO1: Understand the fundamentals of Foreign Exchange.

CO2. Get acquainted with the Exchange Rate Systems and Currency Convertibility.

CO3. Understand the nature and various concepts of Foreign Exchange Markets.

CO4. Understand risk and exposure in Foreign Exchange Market and Legal Dimensions of Foreign Exchange Management.

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Foreign Exchange	1.1 Meaning of Foreign Exchange 1.2 Concept of Foreign Exchange Rates 1.3 Foreign exchange transactions 1.4 Authorized dealers 1.5 Foreign currency accounts – NOSTRO and VOSTRO	6

II	Foreign Exchange Systems	2.1 Foreign exchange rate systems: Fixed, Flexible and Managed Float 2.2 NEER and REER 2.3 Convertibility of rupees on Current Account and Capital Account 2.4 Foreign Trade in Indian Rupee	10
III	Foreign Exchange Market	3.1 Foreign Exchange market- Participants and Functions, Exchange Rate Quotations, Cross Rates 3.2 Purchase and sales transactions - Spot and Forward transactions 3.3 Types of Exchange Rates: Merchant rates – Telegraphic Transfer(TT) Selling rate, TT buying Rate, Spread, Bill Buying Rate, Bill Selling Rate, Currency Buying Rate, Currency Selling Rate 3.4 Arbitrage Gains and Speculative Gains 3.5 SWIFT Payment Systems 3.6 Concept of Special Drawing Rights (SDR)	17
IV	Foreign Exchange Control, Risk and Exposure Management	4.1 Meaning, Objectives and Methods of Exchange Control 4.2 FEMA Introduction, Features and Provisions 4.3 Foreign exchange risk and Exposure 4.4 External technique of exposure management: Forward Exchange Contract, Money market hedge, Options, Futures and Swaps 4.5 Internal techniques of exposure management: Currency Invoicing, Netting and Offsetting, Leading and Lagging, Indexation Clauses in Contracts, Switching the Base of Manufacture, Re-invoicing Centre	15
Total No of Teaching Lectures			48
Total No of Lectures for Assessment and Evaluation			9
Total Lectures			57

Teaching Methodology:

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Introduction to Foreign Exchange	Discussions, PPT	N.A.	<ul style="list-style-type: none"> • Disciplinary knowledge • Critical thinking 	10
II	Foreign Exchange Systems	Discussion, Group Presentations. Videos, Case Studies, Documentary	N.A.	<ul style="list-style-type: none"> • Problem Solving • Analytical Reasoning • Reflective Thinking • Application Skills • Employability 	30
III	Foreign Exchange Market	Discussion based on suggested readings, Informative Lecture, Role Play, Case Studies.	N.A.	<ul style="list-style-type: none"> • Problem Solving • Critical thinking • Reflective Thinking • Professional Skills • Application Skills 	30
IV	Foreign Exchange Control, Risk and Exposure Management	Case studies, Lecture method, Situation analysis, Classroom Discussions, Policy Review, Informative Lectures,	N.A.	<ul style="list-style-type: none"> • Critical thinking • Information/Digital Literacy • Decision Making Skills • Analytical Reasoning • Reflective Thinking • Application Skills 	30

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQ on basics of Accounting	MCQ		MCQ/ Written Examination	Nil
II	MCQ and Journal Entries and Cash Book Preparation	MCQ Problem Solving	Assignment	MCQ/ Written Examination	Nil
III	MCQ and Preparation of Final Accounts		Assignment Problem Solving	MCQ/ Written Examination	Nil
IV	MCQ and Presentation on Computerized Accounting		Assignment	MCQ/ Written Examination	Nil

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Foreign Exchange and Risk Management	C. Jeevanandham	Sultan Chand Sons, 2017
2	Foreign Exchange Management	H.P. Bhardwaj,	Wheeler Publishing Edition 2009
3	Foreign Exchange and Foreign Trading	Ankita Gala and Jitendra Gala	Himalaya Publication, Pune
4	Currency Trading Dummies	Brian Dolan and Kathleen Brooks	For Dummies
5	Foreign Trade and Foreign Exchange	Chaudhary and Agrawal	Himalaya Publication, Mumbai
6	Forex Trading: The Basic Explanation in Simple Terms	Jim Brown	Create Space Independent Pub. New Delhi

Suggested Web/E learning Resources:

S R N O	Topic	Lectures (Available on YouTube/Swayam/MOOCs etc.)	Films	Journals/Articles/Case studies
I	Introduction to Foreign Exchange		---	
II	Foreign Exchange Systems		---	<p>Report on CAC by RBI: https://www.rbi.org.in/scripts/BS_PressReleaseDisplay.aspx?prid=18533</p> <p>Management of Capital Flows: Comparative experiences and implications for Africa https://unctad.org/system/files/official-document/gdsmdp20031p3_en.pdf</p>
III	Foreign Exchange Market		---	<p>Empirical study of Foreign Exchange Market: https://ies.princeton.edu/pdf/S20.pdf</p>

IV	Foreign Exchange Risk and Exposure Management		---	---
V	Foreign Exchange Control	---	---	<p>The effectiveness of foreign exchange intervention in emerging market countries: https://www.bis.org/publ/bppdf/bispap24g.pdf</p> <p>FEMA Act: https://legislative.gov.in/sites/default/files/A1999-42_0.pdf</p>

TYBBA-IB Semester-VI

Course Code: B3-21/604	Subject : International Relations	Marks : 100 Credits : 3
<p>Course Objectives :</p> <ol style="list-style-type: none"> 5. To know the basic concepts of International Relations. 6. To understand the regional economic integration with India & their agreements 7. To develop an understanding of the socio-cultural relations and trade relations 8. To understand the relation between global-political economy and International trade and development 		

Course Outcome :

After completing the course, the student shall be able to -

CO1: Know the basic concepts of International Relations.

CO2: Understand the regional economic integration with India & their agreements

CO3: Develop an understanding of the socio-cultural relations and trade relations

CO4: Understand the relation between global-political economy and International trade and development.

Unit	Unit Title	Contents	No of Lectures
I	Overview of International Relations	1.1.Meaning, scope, objective and principles of international relations 1.2.Economic Relations 1.3.Socio –Cultural Relations 1.4.Legal Relations 1.5.Technological Relations	10
II	Regional Economic Integration with India & their agreements	2.1 European Union [EU] & their current agreements 2.2 North Atlantic Free Trade Agreement [NAFTA] & their current agreements 2.3 South Asian Association for Regional Co-operation [SAARC] & their current agreements 2.4 SAARC Preferential Trading Arrangement [SAPTA] & their current agreements 2.5 BRICS and their current agreements 2.6 APTA and their agreements 2.7 ASEAN and their	14

		<p>agreements</p> <p>2.8 Commodity Agreement</p>	
III	Socio-Cultural Relations and Trade Relations	<p>3.1.Social Structure – Dualism in Indian Society and Problem of uneven income distribution</p> <p>3.2 Culture and workplace Religious and ethical systems</p> <p>3.3 Cultural sensitivity and Adaptation to global Culture</p> <p>3.4 Instruments of Trade Policy</p> <p>3.4.1 Tariffs</p> <p>3.4.2 Subsidies</p> <p>3.4.3 Quotas</p> <p>3.5 Dumping – Meaning and Antidumping policies</p> <p>3.6 Free Trade Agreements</p>	14
IV	Global Political Economy: International Trade and Development	<ul style="list-style-type: none"> ○ Dynamics of International Trade like labour mobility, Trade liberalization and protectionism, Emergence of Deglobalization ○ Role of MNCs in the global economy ○ Cases related to Geo-political issues 	10
Total No of Teaching Lectures			48

Total No of Lectures for Evaluation	9
	57

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc.	
I	Overview of International Relations	PPT, Discussion method, Quiz	-		<ul style="list-style-type: none"> • Disciplinary knowledge • Critical thinking • Reflective Thinking • Professional Skills 	20%
II	Regional Economic Integration with India & their agreements	PPT, Discussion method, Case Study	-		<ul style="list-style-type: none"> • Disciplinary knowledge • Critical thinking • Reflective Thinking • Problem Solving 	30%
III	Socio-Cultural Relations and Trade Relations	PPT, discussion			<ul style="list-style-type: none"> • Problem Solving • Critical thinking • Reflective Thinking • Application Skills 	30%
IV	Global Political Economy: International Trade and Development	PPT, discussion, case studies			<ul style="list-style-type: none"> • Critical thinking • Decision Making Skills • Analytical Skills • Reflective Thinking 	20%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQs	Assignment	MCQ/ Written Examination	MCQ/ Written Examination	Nil
II	MCQs	Assignment	MCQ/ Written Examination	MCQ/ Written Examination	Nil
III	Case study discussion			MCQ/ Written Examination	Nil
IV	Case study discussion			MCQ/ Written Examination	Nil

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	International Economics	W. Charles Sawyer, Richard L. Sprinkle	Prentice Hall India, New Delhi
2	International Business –Competing in the Global Market place	Charles Hill, Arun Kumar Jain	TATA McGraw Hill, New Delhi
3	The Global Business Environment Text & cases.	Tayeb, Monis H	Taxmann, New Delhi

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Regional Economic Integration with India & their agreements	https://commerce.gov.in/international-trade/trade-agreements/	-	-

2	Theories of International Relations	-	-	E-Book - Contending Theories of International Relations by James E. Dougherty/ Robert L. Pfaltzgraff, Jr
3	Overview of International Relations	-	-	https://journals.sagepub.com/home/ire

TYBBA Semester- VI

Course Code: B3-21/ 605 A	Subject : International Brand Management	Marks : 100 Credits : 3 + 1
Course Objectives :		
<p>9. To develop fundamental knowledge of Brand Management in the International Market</p> <p>10. To develop understanding of the concept of developing brands communications programs that effectively communicate the desired brand identity to target markets.</p> <p>11. To develop understanding of the concept of brand equity.</p> <p>12. To develop understanding of the strategies in managing brand portfolios.</p>		
Course Outcome :		
<p>After completing the course, the student shall be able -</p> <p>CO1: Understand and familiarize the students with the key conceptual foundations of developing and managing a strong brand.</p> <p>CO2: Understand the process of creating a brand and designing marketing plans.</p> <p>CO3: Understand the methods of measuring and interpreting brand performance.</p> <p>CO4 : Understand the stewardship and management of brands over time, geographic areas, and</p>		

market segments.

Unit	Unit Title	Contents	No of Lectures
I	Understanding Brand	1.1 Introduction, Brand concepts, 1.2 Purpose of Brands, 1.3 Characteristics of strong brands, 1.4 the purpose of branding, 1.5 fundamental concepts of branding	12
II	Developing Brand	2.1 Process and methods of developing brand elements, 2.2 creating brand associations and introducing a new brand in the international market, 2.3 identify effective marketing and marketing communications strategies. 2.4 Including the use of social/digital platforms, 2.5 Design marketing and marketing communications programs that build brand equity in the international market	12
III	Evaluating Brand	3.1 Processes and methods of measuring brand performance, 3.2 Qualitative and	12

		quantitative tools for measuring brand image and strength, 3.3 Interpret brand performance data, Brand evaluation plans in the international scenario	
IV	Managing Brand	4.1 Concepts and tools for managing brands over time, international geographic areas, and market segments, 4.2 Consumer-brand relationships, Strategic alliances, 4.3 Brand portfolios, and Brand repositioning/revitalization.	12
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
I	Understanding Brand	Lecture	Students' Presentations or Role play on brand concepts, Video Sessions on International Brands.		Understanding of basic Brand Concepts.	20%
II	Developing Brand	Lecture	Case Studies on International Brands, Group Discussions on Brand Development in the International circuit.		Understanding the process of Brand Development.	30%
III	Evaluating Brand	Lecture	Presentations or Role play on International Brand comparisons measuring performance data.		Understanding the concept and process of Brand Evaluation.	30%
IV	Managing Brand.	Lecture	Case Studies, Group Discussions on the Success and Failures of International Brands.		Understanding Brand Management from marketing point of view.	20%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any) 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQ Assignments	MCQ		MCQ/ Written Examination	Nil
II	MCQ Presentations Assignments	MCQ	Assignment	MCQ/ Written Examination	Nil
III	MCQ Presentation Assignments		Assignment	MCQ/ Written Examination	Nil
IV	MCQ and Presentation		Assignment	MCQ/ Written Examination	Nil

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Strategic Brand Management	Isaac C. Jacob Kevin Lane Keller, Vanitha Swaminathan, Ambi M.G. Parameswaran.	Pearson Education; Fifth edition
2	The New Strategic Brand Management: Advanced Insights and Strategic Thinking	Jean-Noël Kapferer	Kogan Page; 5th edition
3	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Kevin Keller, Vanitha Swaminathan	Pearson; 5th edition
4	Brand Management: Co-creating Meaningful Brands.	Michael Beverland	SAGE Publications Ltd; 1st edition
5	The Origin of Brands: How Product	Al Ries, Laura Ries.	Harper Business;

Evolution Creates Endless Possibilities for New Brands.		New edition.
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Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Understanding Brand	branding 101, understanding branding basics and fundamentals - YouTube	What is Branding? A deep dive with Marty Neumeier - YouTube	Understanding Brand - What is a Brand? (managementstudyguide.com)
2	Developing Brand	branding 101, understanding branding basics and fundamentals - YouTube	What is Branding? A deep dive with Marty Neumeier - YouTube	A 10 Step Brand Development Strategy for Your Professional Services Firm - Hinge Marketing
3	Evaluating Brand	Brand Valuation - YouTube	Session 1: Introduction to Valuation - YouTube	Brand Evaluation Common Language Marketing Dictionary (marketing-dictionary.org)
4	Managing Brand	What is Brand Management? The Role of a Brand Manager. - YouTube	Branding Basics Brand Strategy Understanding Branding Fundamentals Brand Marketing Simplilearn - YouTube	Brand Management - Meaning and Important Concepts (managementstudyguide.com)

TYBBA (IB) Semester- VI

Course Code: B3 - 21/ 605 C	Subject : Cross Cultural Management	Marks : 100 Credits : 3
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Course Objectives :

- 13. To make students understand Cultural Variables in Multinational Enterprises...
- 14. To explain how employees can be prepared for international assignments.
- 15. To provide students with the fundamental knowledge of cultural sensitivity.
- 16. To know in detail about practices of compensation in the international market.

Course Outcome :

After completing the course, the student shall be able -

CO1: To understand the basic concept of cross cultural management.

CO2: To understand the key aspects of global standards.

CO3: To study about cultural sensitivity and strategies to build organisational culture.

CO4: To know in detail about practices of performance management and compensation in the international market

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Cross-Cultural Management	1.1 Cross-cultural Management 1.2 Motivation Across Cultures 1.3 Leadership and Decision Making Across Cultures 1.4 Communication & Negotiation Across Cultures 1.5 Rewards Across Cultures 1.6 Training Across Cultures 1.7 Power and Conflict Across Cultures 1.8 Skills for a Global Manager 1.9 Cross-cultural Differences and Managerial Implications	12

II	International Workforce planning and staffing	<p>2.1 International labour market</p> <p>2.2 International Recruitment function: Head-hunters, Cross-national advertising, E-recruitment;</p> <p>2.3 International Staffing: Staffing choice, different approaches to multinational staffing decisions, Types of international assignments,</p> <p>2.4 International Selection criteria: Techniques, use of selection tests, interviews for international selection,</p> <p>2.5 Expatriation: Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.</p>	12
III	Performance Management and International Compensation	<p>3.1 Performance Management and MNE,</p> <p>3.2 Performance Management of International Assignees, third and host country employees,</p> <p>3.3 Issues and challenges in international performance management,</p> <p>3.4 Country specific performance management practices.</p> <p>3.5 International compensation and international assignees,</p> <p>3.5.1 Forms of compensation,</p> <p>3.5.2 Key components of international compensation,</p> <p>3.5.3 Approaches to international compensation,</p> <p>3.5.4 Compensation practices across the countries,</p> <p>3.5.5 Emerging issues in compensation management.</p>	14
IV	Managing Cultural Diversity	<p>4.1 Understanding Culture</p> <p>4.2 Culture its coverage and determinants</p> <p>4.3 Cross cultural theory</p> <p>4.4 Cultural differences in the workplace</p> <p>4.5 Cultural sensitivity and its importance</p> <p>4.6 Types and strategies of organisational Culture</p>	10

Total No of Teaching Lectures	48
Total No of Lectures for Evaluation	9
Total Lectures	57

Teaching Methodology

Unit	Unit Title	Teaching methodology	Project – 1 Credit	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Introduction to Cross-Cultural Management	Power Point presentations, chart making on various role, functions and scope of IHRM and difference between domestic and international human resource management		<ul style="list-style-type: none"> • Disciplinary knowledge • Critical thinking • Moral and Ethical Awareness/Reasoning 	20%
II	International Workforce planning and staffing	Web based learning, flowchart making, informative video making on contents of the unit		<ul style="list-style-type: none"> • Reflective Thinking • Application Skills • Employability 	30%
III	Performance Management and International Compensation	Power Point presentations and case studies on performance management and compensation practices of MNC's.		<ul style="list-style-type: none"> • Problem Solving • Application Skills 	30%
IV	Managing Cultural Diversity	Role play on various work cultures of different nations		<ul style="list-style-type: none"> • Professional Skills • Employability 	20%

Evaluation Method:

Unit	Evaluation Method	Marks (100)			Project/Practical 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60) – Paper converted in 40 marks	
I	MCQ on basics of Accounting	MCQ		MCQ/ Written Examination	Based on the syllabus topics
II	MCQ and Journal Entries and Cash Book Preparation	MCQ Problem Solving	Assignment	MCQ/ Written Examination	
III	MCQ and Preparation of Final Accounts		Assignment Problem Solving	MCQ/ Written Examination	
IV	MCQ and Presentation on Computerized Accounting		Assignment	MCQ/ Written Examination	

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Organizational Behavior: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House
2	Organizational Behavior: Text & Cases	Suja R, Nair	Himalaya Publishing House
3	Cross-cultural Management- Concepts and Cases	Shobhana Madhavan	Oxford University Press
4	International Human Resource Management	Peter Dowling & Denice E. Welch	Cengage Learning

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Concept learning	https://youtu.be/rJ4IbhXrqnc meaning of cross cultural management https://youtu.be/rSDntIn6ekE Cultural negotiations https://youtu.be/a9Z83I_g4Hw - Cultural iceberg		

TYBBA -IB Semester- VI

Course Code: B3 - 21/ 606A	Subject : Brand Management	Marks : 100 Credits : 2+ 2
<p>Course Objectives :</p> <ul style="list-style-type: none"> 17. To develop an understanding about the brand elements and branding models. 18. To develop an understanding about the positioning of brands and its strategies. 19. To develop an understanding about the brand image building plans and strategies. 20. To develop an understanding about brand valuation and its process. 		

Course Outcome :

After completing the course, the student shall be able -

CO1: Understand the branding elements and various brand equity models.

CO2: Understand the different brand positioning and its strategies.

CO3: Understand the brand image building plans and its strategies.

CO4 Understand the brand valuation and its process

Unit	Unit Title	Contents	No of Lectures
I	Introduction to Brand.	11.1 Definition of Brand &Importance of Branding 1.2 Branding Challenges and Opportunities 1.3 Brand Equity Concept 1.4 Brand Equity Models 1.5 Brands vs. Products Constituents of a Brand: Brand Elements 1.6 Brand Identity & Image and Personality 1.7 Brand DNA, Kernel, Codes and Promises 1.8 Point of Distribution and Point of Purchase.	12
II	Brand Positioning	2.1 Basic Concepts of Branding, Risks, Brands and Consumers 2.2 Competitive Advantage through Strategic Positioning of Brands 2.3 Points of Parity, Points of Difference 2.4 Brand Building: Designing Marketing Programmes to Build Brands 2.5 Role of Social Media in Brand Building 2.6 Managing and Sustaining Brands Long-term	12

		2.7 Branding Industrial Products, Services and Retailers	
III	Brand Image.	3.1 Image Dimensions 3.2 Brand Associations & Image 3.3 Brand Identity: Perspectives, Levels and Prisms 3.4 Managing Brand Image, Stages, Functional, Symbolic and Experiential Brands 3.5 Brand Audits, Brand Loyalty, Cult Brands 3.6 Handling Name Changes and Brand Transfer 3.7 Brand Revitalisation and Rejuvenation.	12
IV	Brand Valuation.	4.1 Methods of Valuation 4.2 Implications for Buying & Selling Brands. 4.3 Leveraging Brands: Brand Extension 4.4 Brand Licensing, Co-branding 4.5 Brand Architecture and Portfolio Management 4.6 Global Branding Strategies, Building and Managing Brands Across Boundaries 4.7 Building Brands Online, Indianisation of Foreign Brands and Taking Indian Brands Global. 4.8 Umbrella Branding – Introduction and Concept.	12
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9

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Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
I	Introduction	Lecture	Pick a brand, attempt to identify its sources of brand equity. Assess its level of brand awareness and the strength, favourability, and uniqueness of its association. Debate on Brands vs. Products Constituents of a Brand.		The students must understand the functions of International Marketing The students must gain practical knowledge of understand MNCs and TNCs.	20%
II	Brand Positioning	Lecture	Discuss the Role of Social Media in Brand Building.		The students must get acquainted with the different entry modes in International Markets.	30%
III	Brand Image	Lecture	Case study on Brand Loyalty. Presentation on Brand Identity.		Students must understand different stages in PLC in International Market.	30%

IV	Brand Valuation	Lecture	Group discussion Building Brands Online Presentation on taking Indian Brands Global.		Students must understand what are the Environmental influences on Pricing decision.	20%
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Unit	Evaluation Method	Marks (100)			Project/Practical (If any) 2 Credits 50 Marks
		Formative Assessment		Summative Assessment	
		CCE I	CCE II	SEMESTER (50)	
I	MCQ Assignments	Nil	Nil	MCQ/ Written Examination	Equity Brand Models and Kernel Models.
II	MCQ Presentations Assignments	Nil	Nil	MCQ/ Written Examination	Brand Positioning and Building Concepts.
III	MCQ Presentation Assignments	Nil	Nil	MCQ/ Written Examination	Brand Image Process and Brand Audits.
IV	MCQ and Presentation		Nil	MCQ/ Written Examination	Brand Valuation Process and its tools.

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Brand Management	Gulnar Sharma Karan Singh	Himalaya Publishing House
2	Brand Management: Principles and Practices	Dutta, K	Oxford University Press
3	The Seven Principles of Brand Management	Gupta, N. R	Tata McGraw-Hill Education
4	Brand Management: The Indian Context	YLR Moorthi	Vikas Publishing House
5	Building Strong Brand	David Aaker	Simon & Schuster,

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Introduction	Beginning Graphic Design: Branding & Identity - YouTube	HOW TO: Design a Brand Identity System - YouTube	What is Branding? - Why is Branding important? - Get the Answers Here (oberlo.in)
2	Brand Positioning	What Is Brand Positioning? [With Examples] - YouTube	Brand Positioning Brand Repositioning FMCG Marketing Sandeep Ray - YouTube	Brand Positioning: Definition, Importance, Examples and Strategy Steps (marketing91.com)
3	Brand Image	Brand Image I Marketing Management I Dr. Vijay Prakash Anand - YouTube	Brand Equity, Brand Image, Brand Loyalty - YouTube	What Is Brand Image? - Importance & Examples Feedough
4	Brand Valuation	BRAND VALUATION by CA. Sudipta Bhattacharjee on #CARing - YouTube	Brand Valuation methods of Brands F.Y.B.Com Sem 2 SPPU Lecture 7 - YouTube	Brand Valuation – Approaches And Methods - Advertising, Marketing &

TY BBA IB Semester-VI			
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Course Code: B3-21/606B	Subject: International Banking and Finance Management	Marks : 100 Credits : 2+2
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Course Objectives :

Course Objectives :

1. : To study various functions of Indian Banks and various ways of creating in International Market Management.
2. To understand the role of commercial bank in export and import as well as get fundamental knowledge about LIBOR and MIBOR
3. To impart the basic knowledge about various International Financial Institutions.
4. To impart fundamentals knowledge of International Financial Services & Depository banks.

Course Outcome:

After completing the course, the student shall be able to -

CO1: Understand various functions of Indian Banks and various ways of creating in International Market Management.

CO2: Understand the role of commercial bank in export and import as well as get fundamental knowledge about LIBOR and MIBOR

CO3: Apply the basic knowledge about various International Financial Institutions.

CO4: Gain fundamentals knowledge of International Financial Services & Depository banks.

Unit	Unit Title	Contents	No of Lectures
I	Introduction of Indian Banking and Finance	1.1 Meaning and definition of Bank 1.2 Functions of Bank 1.2.1 Primary Function of Bank 1.2.2 Secondary Function of Bank 1.2.3 General Utility Function 1.3 Various ways of creating Relations in International Market Management, Franchising, Mergers and Acquisition	12
II	Role of Commercial Banks in Import and Export	2.1 Role of Commercial Bank 2.2 Role and Functions of EXIM & ECGC 2.3 Types of Bank of deposit and advances for Importer and Exporter i.e NRE NRO 2.4 Introduction to LIBOR MIBOR	12
III	International Financial Institutions	3.1 International Financial Institutions: 3.1.2 International Monetary Fund 3.3 World Bank 3.4.1 International Finance Corporation (IFC) 3.4.2 Asian Development Bank (ADB) 3.4.3 Bank for International Settlement	12

IV	International Financial Services	<p>4.0 Merchant Banking- Meaning-Types-</p> <p>4.1 Responsibilities of Merchant Bankers- Role of Merchant Banker in Issue Management</p> <p>4.1.2 Regulation of Merchant Banking in India.</p> <p>4.2 Loan Syndication and Asset backed Finance.</p> <p>4.3 Depository Services- Role of NSDL and CDSL</p>	12
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9
Total Number of Lectures			57

Unit	Unit Title	Teaching methodology	Project 2 credits	Outcome expected		Weightage of Marks (%)
				Conceptual understanding	Knowledge/Skills/Attributes etc	
I	Introduction of Indian Banking and Finance	PPT Group Discussion Video		Understand various functions of Indian Banks and various ways of creating in International Market Management.	Fundamental knowledge Disciplinary knowledge	20%
II	Role of Commercial Banks in Import and Export	PPT Group Discussion Video		Understand the role of commercial bank in export and import as well as get fundamental knowledge about LIBOR and MIBOR	Ability Skills Decision Making Skills	30%
III	International Financial Institutions	PPT Group Discussion Participative Learning		Apply the basic knowledge about various International Financial Institutions.	Professional Skills	30%
IV	International Financial Services	PPT Group Discussion Video		Gain fundamental knowledge of International Financial Services & Depository banks.	Professional Skills	20%

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	International Financial Management	P G Apte	Tata McGraw Hill Education
2			
3	International Business	Francis Cherunilam	PHI Learning Pvt Ltd
4			
5	International Finance	Rajiv Srivastav	Oxford University Press

Guidelines for Projects

**Course Code for SEC (Skill Enhancement Course)
Semester V - TYBBA and TYBBA (IB)
Course Code – B2-21 / 506 & B3-21/506**

Total Credits – 2

Project and Viva for 50 marks

Introduction With an intensive study on a topic, students would explore the subject in detail, gather information and explain the same, seek challenges if any after investigation, the methods used to solve the problem, the results of the investigation and the conclusions inferred and a set of recommendations that can be implemented. The project can be descriptive with existing systems/ prevailing conditions of the topic under Research.

Structure of the project report

A) Introduction– Based on the topic of study (from the chosen specialization of BBA), e.g. if it is a study on of Marketing practice, an introduction as to what is Marketing and its practices, and other relevant information should be given in context to the organization where this project is undertaken.

B) Background- A brief background about the company/organization under study, like

Name, Location etc. and relevant details like organization structure, existing systems related to the particular subject under study and a brief write up of the problem you have identified, and you want to study in that organization.

C) Methodology– It forms the crux of the report. It should clearly identify the Problem, the main objective of the study, the scope which indicates the usefulness of the project, how applicable it is, and how it can be used by the organization for improved performance. Review of Literature can be done included, which indicates the research done so far with regard to the subject. The relevant data gathered should be presented in the form of tables, graphs, flow charts etc. Detailed discussion about the present practices related to the subject. If new practices/augments have been introduced, a discussion of the same may be done. Analysis of the data collected or the effect of the new practices on the existing one.

Survey: Depending on the course objectives, the examiner may use the following criteria for evaluating learning through the survey method.

- The research aptitude of the student.
- The fundamental knowledge of the student with regards to the questionnaire, nature of questions.
- The depth of the conclusions drawn, analysis done by the student.
- The student's understanding of the problem area after data collection through survey method.

D) Conclusions & recommendations: Based on the study done, the recommendations are based on the conclusions of the study. It is important to indicate that a set of recommendations should follow from the conclusions inferred. The recommendations should have value to the organization. If possible, quantify the benefits that can be gained from following the recommendations. Indications as to what other techniques can be applied to improve the systems viz. Cost-saving techniques, precautions.

1. Important guidelines while writing the project report.

- Medium of instruction should be simple and good English while writing the report. Avoid grammatical errors.
 - Follow all the structure of the report as mentioned above.
- Avoid ambiguity define and clearly state the problem and objectives. Important to include references, bibliography and list of tables.
- The report should also include a Certificate from the guide and acknowledgments for support provided by different people while undertaking the project (if any)
 - The report should be in around 40 to 50 pages.(minimum)
 - The following should be included in the Project Report in the same sequence as given below:
 - 1) Acknowledgment - to all those who have helped the student complete the project.
 - 2) Certificate from the guide (if help from a guide has been taken). (See appendix I)
 - 3) Table of contents, chapter wise with the appropriate page numbers.
 - 4) Actual project content following the given format.
 - 5) Bibliography - It is important for students to list the Book.

In the beginning of the semester course teacher and students should plan their project timeline.

A) Proforma for project timeline card

(Students should strictly follow the dates as mentioned below)

Name of the student

Specialization

Roll No:

Mobile no:

Name of the Company and contact person, if any:

Project Title -

Time Line Details

Sr No	Task to complete	Last Date	Review date And remark	Student's sign	Teacher's Sign
1	Selection of a Topic / Area in which the Study to be done				
2	Identify the objectives and Methodology of the study. (Theory and material collection)				
3	Questionnaire design , (Based on Primary data or Secondary data) Collection of data and information, about company (If applicable)				
4	Analysis of data – interpretation etc.				
5	Submission of summary of findings and Listing down findings , suggestions and conclusions				
6	Finalization of the entire project Report.				
7	Spiral Bound Copy submission and internal (Mock- Viva voce)				
8	<u>Hard Bound Copies last Submission date</u>				

If Student fails to follow the date, then He / She will not be allowed to submit Project Report.

Name of the guide and Signature:

B) Format for Completion Certificate

Date:

This is to certify that

Mr. / Ms. _____ of _____ Roll
no. _____ having specialization in _____ has successfully completed
his / her project titled
_____ as per the norms of
Garware College of Commerce (Autonomous) under the guidance (Name of the Course Teacher) for the
academic year _____.

Internal Guide

External Guide

HOD /Principal

Internship + Viva

Manual of Internship Program for

B.B.A. and B.B.A.(IB) Students (Semester VI) Under Choice Based

Credit System

Course Code B2- 21/ 607 & B3-21/607

Total Credits – 4

Introduction :

Youth plays a crucial role in achieving the economic prosperity of the country. In the present scenario, it is found that most of the youth being educated is facing severe unemployment problems due to a lack of skills and technical knowledge. Most of them are unaware of the developments taking place in the modern world.

A student requires a new vision with curricular support for employment. Apprenticeship/internship has a prominent role to play in linking higher education with the requirements of the industry and the world of work. The internship is considered to be one of the most effective ways to develop skilled manpower for the country. The internship facility is offered to the students to bridge the gap between theory and practical work.

National Skill Development Initiative will empower all individuals through improved skills, knowledge, nationally and internationally recognized qualifications to gain access to employment and ensure India's competitiveness in the global market.

The National Education Policy 2020 also emphasizes Practical Assignments and Skill Development to the students across institutes of higher learning in various streams.

In this view, Savitribai Phule Pune University has come up with a concept to provide 'Internship' to all students studying in semesters V & VI across the faculty of commerce.

The internship program will provide valuable work experience to the students, help them explore a career path and develop and refine skills that will eventually give themselves an edge in the job market

The University has established a pool of business establishments that is willing to provide practical exposure to the students. The certificate awarded by these establishments will add value to the academic credentials of participating students.

Eligibility for Internship Program

The students who have sought admission to the semesters V & VI of T.Y.B.B.A and B.B.A. (IB) under Choice Based Credit System need to undergo 'Internship Program'. The internship program is compulsory.

Nature of Internship Program.

A student has to undergo minimum of sixty hours of practical training in business establishments. The list of these establishments will be provided by the College. In case, a student is unable to join the enlisted establishment, he/ she can choose an establishment in consultation with the concerned teacher.

Salient features of Internship Program The fundamental framework of the internship are as below:

- a. The internship is of four credits in the VI semester.
- b. Internship will be of minimum sixty clock hours.
- c. The Internship Program is based on the contents that are prescribed for all the papers under relevant disciplines.
- d. The Internship Program shall be part-time or full-time depending on the nature of jobs.
- e. Successful completion of the Internship Program is mandatory, in case a student could not complete the internship as per prescribed standards he/she would have to undergo the Internship Program again in different establishment.
- f. A student is entitled to a 'Completion Certificate' after successful completion of the Internship Program.
- g. The internship provider may select the apprentice student for regular employment depending on the skill set and nature of performance exhibited by the student.
- h. A student is solely responsible for his behavior in the business establishment during the Internship Program.

i. Types of Internships

1. On Job – Students can register with any organization, business, traders, or office.
2. Virtual internships - Another option is a virtual internship which can be completed remotely. This means the intern can work from home rather than in the office. Virtual internships can be attractive and flexible, Finance,HR, Marketing or from any discipline students can work as per the need of the employer.

3. Externships/Shadow–Internship- Observation-based internship – Instead of actually working in an organization the student can observe the employer while working and he/she will record the observations on working. This is another option for an internship. Externships provide brief experiential learning opportunities for students, typically consisting of few days or few weeks.

Outcome

Internship learning outcomes will focus on knowledge and abilities that prepare students for potential employment. This will enable students to demonstrate workforce professional abilities within the required domain of their chosen subject.

Suggestive Tie-ups for colleges

The colleges may sign MOUs with industry associations like FICCI, CII, MCCIA, commercial and non-commercial or organizations, enterprises, offices and industry, etc. Sector Skill Councils (SSC) and Board of Apprenticeship Training (BOAT) will play an important role in helping the colleges in identifying industries for internships.

Guidelines for Teachers

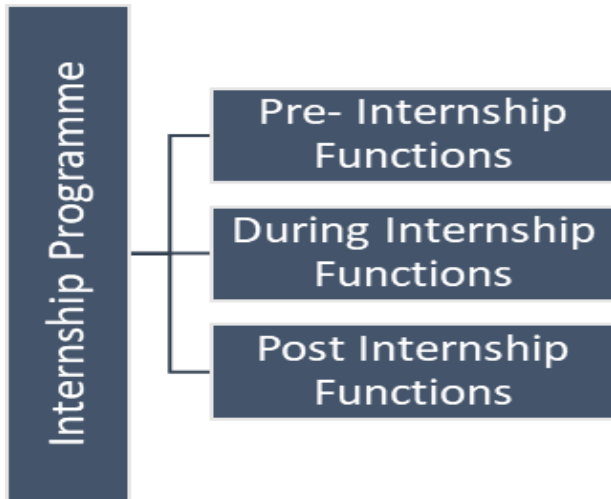
Teachers' contribution in planning and implementation of Internship Program is very crucial and pivotal. Teachers need to play the role of a guide and mentor to make the Internship Program a flagship initiative.

Meaningful execution of the Internship Program will add significant value not only to the skill set of students but will enhance institutional image to a significant extent.

The college teachers should encourage offering the internship to the students. It will make the students aware of the program along with its merits to motivate them to opt for an internship. The colleges must promote Industry-Academia linkages and improve college credibility along with improving the teaching-learning process.

For effective implementation of the Internship Program, it is advised that the concerned department constitutes an 'Internship Program Execution Cell'. The cell will plan and implement the Internship Program by taking into an account the guidelines issued by the University. The cell is also expected to monitor and review the progress and outcomes of the program at regular intervals and make necessary changes.

Role of teachers in execution of the Internship Program is divided into three sections:



Guidelines for TeachersPre-

Internship Functions

Teachers are expected to carry out following Pre-Internship functions:

1. Internship Program Execution Cell:

The concerned department needs to institute 'Internship Program Execution Cell'. The composition of the cell will be as below:

- Principal of the college : Chairman
- Vice -Principal / HoD : Member Secretary
- Convener, Soft Skills Development Cell : Member
- Subject Teachers : Member
- Industry Expert(s): Member
- Student representative : Member

Following are the functions of the cell:

- a.** Preparation of exhaustive outline of the Internship Programme.
- b.** Communication of the outline to the concerned students well in advance.

- c. Contacting concerned companies/ establishments and organization of meetings to finalize the program.
- d. Preparation of subject wise ‘Hands- on training contents list’(Internship contents).
- e. Getting the contents approved by the Internship providing companies/ Establishments.
- f. Preparation Internship Program for each Discipline Specific Special Subject ensuring that the hands-on training contents fit in properly.
- g. Establishment of query/ grievances/ difficulties redressal mechanism to solve students’issues related to Internship Program.
- h. Establishment of ‘Feedback Mechanism’ for both students and Internship providing companies.
- i. Preparation of ‘Progress Card’ to record the progress of students during the Internship Program.

2. ‘Soft Skill Development Program’

The concerned department needs to organize sessions on ‘soft skills development in association with the ‘Soft Skills Development Cell’ of the college. This program will help students to accommodate themselves in the professional environment at a faster pace. Contents of the program may be finalized in association with the industry experts and needs of students.

3. Clusters

Few colleges located in geographical vicinity may think of coming together and forming a ‘Cluster’ to implement Internship Program jointly. This will ease the process of contacting the Internship providing companies and execute all related activities. The colleges will save on funds, manpower, and time if the program is implemented through clusters.

4. Credits and Duration

Four credits are allotted to ‘Internship Program’ for 50 marks and 60 hours in VI semester or if students want to pursue collectively 120 hours considering both (Semester V & Semester VI) the semesters then he /she is allowed to do so. In both the semester the students have to prepare a separate report as per the guidelines mentioned

Proposed

Internship

registration

process-

The student will prepare a plan for the proposed internship program. This will be submitted to the subject teacher. The plan may contain the following aspects:

- Format of Slide wise presentation of the proposed plan of Internship program to be prepared and submitted by the student is given below:
- The student is required to keep necessary documents ready, if any, at the time of assessment of the proposal.

Slide No.	Contents
1.	Name of the organization where the internship is proposed to be carried out.
2.	Details of the organization, i.e. nature of business, turnover, branches, market share, etc.
3.	The areas in which he/ she is planning to undergo internship.
4.	Details of the various subject specific concepts learnt by the student before joining the internship.
5.	Allocation of 60 hours of Internship Program.
6.	List of the skills that he/she is planning to acquire during Internship Program.
7.	A brief note on how the Internship Program may benefit him/herto better develop skills in his / her subject.
8.	<p>A note on the preparation done by the student before joining the Internship Program. This note may include the following:</p> <ul style="list-style-type: none"> a. Completion of soft skills program, b. Completion of a certificate / diploma in related area, c. Previous job experience in related area.

9.	Details of the primary discussion that the student had with any officer/ authority of the internship providing organization about the proposed work.
10.	Proposed outcome of the Internship Program

- Students may add more slides providing additional information about the proposed Internship Program.
- The evaluation of the proposed Internship Program is to be done on the basis of above parameters.
- Teachers may provide suggestions to make the proposed internship more meaningful. Such suggestions must be communicated to the students in writing.

Guidelines for Teachers

During Internship Functions for students

1. The students are expected to maintain a register which will be monitored by teachers on regular intervals.
2. Internship record / log register : - will contain-
 3. College name
 4. Course details
 5. Name of the student
 6. Roll number and Contact details.
 7. Name of the organization
 8. Details of the organization, i.e. nature of business , department /section
 9. Name of the reporting authority / concerned department head.
 10. Allocated work description and regular attendance of the student.

Maintaining the work related record by the employer on the following parameters,

- a. Regularity / punctuality of student
- b. Behavior / soft skills

- c. Inclination to learn new things.
- d. Ability to put theory into practice.
- e. Ability to take initiative for problem solving.
- f. Commitment to the assigned task.
- g. Overall progress and performance (Whether satisfactory or not)
- h. Overall feedback.
- i. Work Completion certificate.

Guidelines for Teachers

Post – Internship Functions

- After the students have successfully completed the Internship Program, teachers are required to convene a batch wise meeting of students to know their experience and overall opinion about the utility and effectiveness of the program.
- Teachers should also try to compare the feedback received from the students regarding the industry requirements with the prevailing curriculum and try to bridge the gap by organizing guest lectures, assigning projects to the student, organizing industrial visits etc.
- These endeavors will help students to undergo the Internship Program in a more confident manner.

Discipline Specific Special courses- Semester VI – (minimum 60 hours)
Maximum Marks – 50

Methodology for Evaluation:

1. This evaluation is to be done after the student has successfully completed the Internship Program.
2. The student will prepare a presentation based on the work performed by him/ her during the internship program.
3. The student is supposed to prepare a PowerPoint Presentation

4. The evaluation panel will consist of one internal and one external examiner. Industry experts may be invited to evaluate the students.

The parameters for evaluation are as below:-

- Hard Skills learnt by the student.
 - Soft skills / communication skills developed by the student.
 - Outcome of the Internship Program.
 - Feedback received from the Internship Providing organization.
 - Value addition in the overall knowledge of the student.
 - Quality and contents of the presentation.
 - Contribution of the student towards the organization.
- Format of Slide wise presentation of work performed by the student during the Internship program is given below.

Slide No.	Contents
1.	Name of the organization where the internship was proposed to be carried out and certificate of completion
2.	Contents proposed to be learnt during the Internship Program.
3.	Allocation of 60 hours of Internship Program
4.	List of the officers and the staff members of the Internship Providing organization with designations.
5.	Name and designation of the officer under whom the internship was completed.
6.	Work profile assigned during the Internship Program
7.	Actual work performed during the Internship Program
8.	Skills learnt during the Internship Program

9.	Problems faced while performing the assigned task
10.	How were the problems addressed?
11.	Contribution made towards better functioning of the organization, i.e. any techniques invented to save time, manpower or money, improvised documentation process, development of a model for better customer service, etc. (Optional)
12.	List of the skills required to perform the assigned task, not included in the syllabus.
13.	<p>Opinion of the student about the following -</p> <ol style="list-style-type: none"> 1. Utility of the Internship Program. 2. Adequacy of the time allotted for program. 3. Suggestions for improvement in the syllabus. 4. Will the program improve employability? 5. Suggestions to make the internship program more meaningful and effective. 6. Overall feedback about the internship experience. 7. Any other information.

➤ **Students need to submit following documents at the time of final evaluation of the work performed during the Internship Program:-**

1. Internship Completion Certificate (Format Enclosed)
2. Duly signed and completed Log Sheet stating hour wise work done. (Format Enclosed)
3. Feedback form duly signed and stamped by the internship provider. (Format Enclosed)

Student Feedback form (Format Enclosed)

Evaluation of the presentation :

a. The student is supposed to prepare a PowerPoint Presentation covering the above aspects.b.The

evaluation is to be done on the basis of:

- a. Regularity and punctuality
- b. Actual work performed.
- c. Feedback by the internship providing organization.
- d. Nature of contribution made.
- e. Skills learnt.
- f. Problem solving initiative taken.
- g. Learning attitude.

c. The evaluation panel will consist of one internal and one external examiner. Industry experts may be invited to evaluate the proposal and make suggestion(s), if any.

Formats required for Internship Program.

- 1. Letter to Internship Providing Organization for inclusion of students.**
- 2. Undertaking from student about his/ her behavior to the college**
- 3. Undertaking from student about his/ her behavior to the organization**
- 4. Log Sheet of work performed during internship.**
- 5. Internship completion certificate**
- 6. Feedback from internship provider organization.**
- 7. Feedback from student**

LETTER TO INTERNSHIP PROVIDING ORGANISATION FOR INCLUSION OF STUDENTS

College Letter Head

To,

The Manager(HR),

----- Co Ltd.

Subject :- Request for inclusion of students of our college for Internship Program...

Madam / Sir,

The College has introduced 'Internship Program' for Third Year BBA/ BBA(IB)

The purpose of the internship program is to provide hands-on training and experience to the students about various aspects of business and commercial activities. The internship will also enhance employability of students.

In view of this, I request you to provide following students of our college (List enclosed) with an opportunity for internship in your esteemed organization.

We would appreciate if you could provide exposure of the following business activities to these students:-

Mention here the key contents of the discipline specific

Subject selected by the student.

We look forward to a mutually rewarding academic association with your organization.

Thank you.

Sincerely, Coordinator,

Principal Internship

Program

UNDERTAKING FROM STUDENT

1. Name of the Student :
2. Class : T.Y.B.B.A / B.B.A.IB)
3. Division and Roll Number :
4. Present address :
5. Permanent address :
6. Contact Number :
7. Contact Number (Parent) :
8. Email ID :

To,

The Principal,

----- College, -----

Subject : Undertaking

Respected Madam / Sir,

I am studying in semester VI of T.Y.BBA /BBA(IB) I am going to join -----

(Name of the organization) for my sixty hours internship program during -----

to --. ----- I assure that I will follow all the rules and instruction issued by the internship providing organization. I will be responsible for my behavior and performance during the internship period.

Thank you. Yours

obediently,

(Name & Signature of parent)

(Name & signature of the student) Date :

UNDERTAKING FROM STUDENT

To,

The Manager (HR),

----- (Place)

Subject : Undertaking ..

Respected Madam / Sir,

I am a student of ----- College. I am studying in semester VI of T.Y.BBA/BBA(IB) I am going to join your esteemed organization for my sixty hours internship program during -----to -----.

I assure that I will follow all the rules and instruction issued by you. I will be solely responsible for my behavior and performance during the internship period.

I will not disclose any information that is made available to me to anyone during or after the internship period.

I assure you that I will do my best and the internship opportunity provided to me will be a mutually rewarding experience.

Thank you.

Yours sincerely,(Name & signature of the student)

Date :

Place

:

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Letter Head of the Internship Provider Organisation

- 1. Name of the Student :
- 2. Name of the College : T.Y.BBA/BBA(IB)
- 3. Division and Roll Number :
- 4. Address :
- 5. Contact Number :
- 6. Email ID :
- 7. Special Subject :
- 8. Internship start date :
- 9. Internship end date :

LOG SHEET OF WORK PERFORMED DURING INTERNSHIP

Date	Time		Total Hours	Details of work done	Signature of officer	Signature of student
	From	To				

Total Hours						

Certified that ----- (Name of the student) has satisfactorily completed the internship program assigned to him.



Name & Signature of Supervisor Name & signature of manager Name & signature of section in charge

Date :

INTERNSHIP COMPLETION CERTIFICATE

Letter Head of the Internship Provider Organisation

To,

The Principal,

----- College,

----- (Place)

Subject: Internship Completion Certificate

Dear Madam/ Sir,

I am happy to inform you that following students of your college have successfully completed the No. of Hours..... Internship Program' in this organization.

Sr. No.	Name of the student	Roll No.	Aadhar No.	Special Subject
1.				
2.				
3.				
4.				
5.				

6.				
7.				
8.				

These students have been provided with adequate exposure and necessary hands- on training pertaining to their special subject.

I am confident that these students will perform effectively in similar type of organizations.I

wish them every success in future endeavors.

Thank you.

Sincerely,



Name & Signature (Authorised Signatory)

FEEDBACK FROM INTERNSHIP PROVIDER ORGANISATION

Dear Madam/ Sir,

Please provide your valuable feedback about the performance of the student on following parameters. Your feedback will enable us to make necessary changes in the internship process.

Thank you.

Coordinator- Internship Program

Internship Program feedback form

Sr. No.	Particulars	Details
1)	Name of the Supervisor/ Officer	:
2)	Department	:
3)	Designation	:
4)	Name of the Student	:
5)	Name of the College	:
6)	Roll Number	:
7)	Special Subject	:

Part – A – Individual Ranking (Please tick the suitable checkbox)

No.	Parameter for feedback	Excellent	Very Good	Good	Satisfactory	Needs improvement
1)	Domain Knowledge					
2)	Communication Skills					
3)	Punctuality & Dedication					

4)	Ability to work in teams					
5)	Problem solving skills					
6)	Quality of work done					
7)	Effectiveness					
8)	Efficiency					
9)	Ability to take Initiative					
10)	Positive attitude					
11)	Appearance					
12)	Using full potential at work					
13)	Work habits					
14)	Honesty & Integrity					
15)	Creativity					

Please turn over

Part B – SWOC analysis of the student (Please mention below the strengths and weaknesses of the student and the areas for improvement)

Part C – Suggestions to make the internship program more productive and effective.

1. -----
2. -----
3. -----
4. -----

5. -----

Part D – Changes required in the curriculum to improve employability of students.

1. -----

2. -----

3. -----

4. -----

5. -----

Name, Designation and Signature of the Supervisor / Reviewing Officer Place of Review :



Date of Review :

STUDENT FEEDBACK FORM

1. Name of the Student :
2. Class : T.Y.BBA/BBA(IB)
3. Division and Roll Number :
4. Present address :
5. Contact Number :
6. Email ID :

Please provide your rating about following aspects pertaining to your Internship Experience on the scale of 10; where 10 means strongly agree, and 0 means do not agree at all.

Sr. No.	Parameter	Response
1.	The pre- internship training provided by the college was very useful	
2.	I was properly introduced to the task assigned to me in the organisation	
3.	I was given proper guidance to carry out my responsibility	
4.	My supervisor / officer was very cooperative and supportive	
5.	I found my task interesting and worth learning	
6.	My supervisor / officer addressed to my queries/ doubts quickly	
7.	I received due respect from my colleagues in the organisation	

8.	The contents of the syllabus match with the practical work	
9.	The knowledge that I gained in the college was useful to carry out internship program in a satisfactory manner	
10.	The Internship Program is very useful to enrich my knowledge	

Please give your suggestions to make the internship program more productive and effective.

1. -----

2. -----

3. ----- **Please give your overall feedback about your experience during the internship (Not mentioned above).**

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Signature & Name of the student with date.

TYBBA-IB Semester-VI

Course Code: B3-21/606C	Subject : Recent Trends in Supply Chain Management	Marks : 100 Credits : 2+2
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Course Objectives :

- 21. To make the students aware of the global dynamics in Supply Chain Management.
- 22. To know the modern warehousing trends.
- 23. To introduce the concepts of Digital Supply Chain, Smart Operations and Industry 4.0.
- 24. To make the students aware of the global trends in Supply Chain Management.

Course Outcome :

After completing the course, the student shall be able -

CO1: Understand the global dynamics in Supply Chain Management.

CO2: Know the concepts of the modern warehousing trends.

CO3: Get an overview of Digital Supply Chain, Smart Operations and Industry 4.0.

CO4: Understand the global trends in Supply Chain Management.

Unit	Unit Title	Contents	No of Lectures
I	Global Dynamics in Supply Chain Management	1.1 Economic Risks to Supply Chain-Demand Shock, Currency Fluctuation, Supply Shock, Industrial Unrest, Impacts of Natural Disasters, Pandemics and Climate Change 1.2 Societal Risks to Supply chain, Risks and Security in Air Cargo Supply chain 1.3 Political Risks to Supply Chain	12

		1.4 Future challenges in Supply Chain	
II	Modern Warehousing Trends	2.1 Stacking and Racking 2.2 Automated Storage and Retrieval Systems 2.3 Inventory tracking through Bar Code and RFID 2.4 Returns Management	12
III	Digital Supply Chain, Smart Operations and Industry 4.0 concepts	3.1 Robotic Process Automation (RPA) and Artificial Intelligence (AI) in Procurement 3.2 Block chain 3.3 Internet of Things 3.4 The fourth Industry revolution 3.5 Cyber Physical Systems 3.6 Smart connected products 3.7 Drones and Unmanned Vehicles	12
IV	Global Trends in Supply Chain	<ul style="list-style-type: none"> ○ Sustainable Supply Chain ○ Humanitarian Supply Chain ○ Resilient Supply Chain ○ Supply Chain Visibility 	12
Total No of Teaching Lectures			48

Total No of Lectures for Evaluation	9
	57

Unit	Unit Title	Teaching methodology	Project (If any)	Weightage of Marks (%)	
I	Global Dynamics in Supply Chain Management	PPT, Discussion method, Case studies	Report on Primary/secondary data related to – 1. Study of warehouses or stores management. 2. Study of food service providers or transport aggregators	<ul style="list-style-type: none"> • Disciplinary knowledge • Critical thinking • Reflective Thinking • Problem Solving • Professional Skills 	25%
II	Modern Warehousing Trends	PPT, Discussion method, Case Study, videos	3. Study of retail supply chain 4. Study of restaurants/ fast food supply chains.	<ul style="list-style-type: none"> • Disciplinary knowledge • Critical thinking • Reflective Thinking • Problem Solving 	25%
III	Digital Supply Chain, Smart Operations and Industry 4.0 concepts	PPT, Discussion method, Videos and Pictures of Smart operations		<ul style="list-style-type: none"> • Disciplinary knowledge • Critical thinking • Reflective Thinking • Problem Solving • Professional Skills 	25%
IV	Global Trends in Supply Chain	PPT, Discussion method, Quiz.		<ul style="list-style-type: none"> • Critical thinking • Professional Skills • Analytical Skills • Decision Making Skills 	25%

Unit	Evaluation Method	Marks (100)			Project 2 Credits
		Formative Assessment		Summative Assessment	
		CCE I	CCE II	SEMESTER (50 M)	50 M
I	MCQ on basics of Procurement, Case study solving	-	-	MCQ/ Written Examination	Project report with Viva-voce
II	MCQ and Case study solving	-	-	MCQ/ Written Examination	
III	MCQs	-	-	MCQ/ Written Examination	
IV	MCQs	-	-	MCQ/ Written Examination	

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Supply chain management: Strategy, planning and operations	Chopra S and P Meindl	Bizantra, New Delhi
2	Logistics Management	Donald Bowersox and Closs	Tata Mc.Graw Hill, New Delhi
3	Logistics Management- The supply chain imperative	V.V. Sople	Pearson India
4	International Supply Chain Management	David Stewart	Cengage Publications
5	Logistics Management	Reji Ismail	Excel Books

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCS etc)	Films	Journals/Articles/ Case studies
1	Digital Supply Chain, Smart Operations and Industry 4.0 concepts	-	-	E-Book The Essentials of Supply Chain Management– New Business Concepts and Applications – by Hokey Min
2	Modern Warehousing Trends		-	E-book – Global Logistics by Donald Waters
3	Modern Warehousing Trends	https://youtu.be/6EDCnhbUpgE	-	-
4	Global Dynamics in Supply Chain Management	https://youtu.be/HxXJ8Q2GCs4	-	-