

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Global Business)
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

3rd Semester Course Structure

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed Moocs
				Theory	Practical	Tutorial	Offline #	Online	Blended	
CC 5	Global business environment	BBA GB 301	6	5	0	1	✓			As per MAKAUT Notification
CC 6	Legal Regulatory Framework of Global Business	BBA GB 302	6	5	0	1	✓			
CC 7	Managerial Economics	BBA GB 303	6	5	0	1	✓			
GE 3	Students will have to select from the GE Basket		6						✓	
SEC 1	Statistics Lab I	BBA GB 354	2	0	2	0	✓			
			26							

Only in case offline classes are not possible due to reasons like COVID Pandemic the classes will be in synchronous online mode

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CC-5 Global Business Environment

Credits- 5L+1T

Course Objective: The course is designed to empower participants in international business, nature of international business environment, international trade and business of operations under a global business environment perspective. To introduce the students to the challenges faced by managers in the global business environment and to develop a global perspective.

Sl	Course Outcome	Mapped modules
1	Relate International business with international business environment.	M1
2	Explain and make use of the principles and practices of international trade.	M1, M2
3	Take part in originating business plans with strategic approaches and business operations.	M2, M3
4	Analyse and appraise foreign exchange markets.	M2, M3, M4
5	Examine and assess exchange rate theories and foreign exchange risk.	M1, M2, M3, M4, M5

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6	Examine and explain international logistics, international marketing and international human resource management.	M1, M2, M3, M4, M5, M6
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Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
M 1	International Business and Nature of International Business Environment	10	15%	1, 2	
M 2	International Trade	10	20%	1, 2, 3	
M 3	Strategic Approaches and Business Operations	8	20%	1, 2, 3	
M 4	Foreign Exchange Markets	10	15%	2, 3, 4, 5	
M 5	Exchange Rate Theories and Foreign Exchange Risk	10	15%	2, 3, 4, 5	
M 6	International Logistics, International Marketing and International Human Resource Management	12	15%	2, 3, 4, 5	

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		60	100		
	Tutorials	16			
	Total	76			

Global Business Environment

6 credits

Module 1 : International Business and Nature of International Business Environment:

(a) International Business : Nature, importance and scope – Globalisation and factors causing globalisation- adapting to changing needs- country attractiveness- Trends in Global FDI - Trends in FDI with reference to India. **[5 L]**

(b) Nature of International Business Environment: Forces – Political environment – Legal Environment – Technology – Cultural Environment – Country Classifications – Economic Trade Policies **[5 L]**

Module 2 : International Trade

International Trade: Theory - Mercantilism, absolute advantage and comparative advantage -Modern Theories of Trade- Heckscher Ohlin, Michael Porters Model, Life Cycle Model **[10L]**

Module 3 : Strategic Approaches and Business Operations:

(a) Strategic Approaches : Standardisation Vs Differentiation, Modes of Entry- Exporting, Licensing, Franchising, Turnkey project, Mergers and Acquisition, Joint Venture and Wholly owned subsidiary; Organisational structure- mixed matrix **[5L]**

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(b) Business Operations: Facility location; globalisation and its effect on supply chain **[3L]**

Module 4 : Foreign Exchange Markets

Foreign Exchange Markets: Determining exchange rates; Fixed and flexible exchange rate system; Participants in the Foreign exchange markets; Cash and Spot exchange market; Exchange rate quotes; LERMS; Factors affecting exchange rates, Exchange rate arrangement in India; Overview of FEMA; the role of the International Monetary Fund (IMF)

[10L]

Module 5: Exchange Rate Theories and Foreign Exchange Risk

(a) Exchange Rate Theories: Purchasing Power Parity, Interest Rate Parity and Fisher Effect **[5L]**

(b) Foreign Exchange Risk: Transaction exposure, transaction exposure and economic exposure, Management of exposures- Internal techniques and external techniques

[5L]

Module 6: International Logistics, International Marketing and International Human Resource Management

(a) International Logistics - international logistics - the usefulness of free trade zones **[5L]**

(b) International Marketing - how a foreign target market is selected - the pricing strategy for export items - analysis for estimating market potential **[5L]**

(c) International Human Resource Management - the objectives of human resource management in an international firm - how the HR function changes as a firm goes global - differences and similarities of training employees in different countries

[2L]

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Suggested Reading

1. Adhikary, Manab, Global Business Management, Macmillan, New Delhi.
2. Black and Sundaram, International Business Environment, Prentice Hall of India, New Delhi.
3. Aswathappa, International Business, Tata Mc Graw Hill publications, New Delhi.
4. Wild, J.J., and K.L. Wild, International Business: The challenges of globalisation, Pearson
5. Hill, C.W.L., International Business, McGraw-Hill Irwin
6. Apte, International Financial Management, Tata McGraw Hill

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CC 6- Legal Regulatory Framework of Global Business

Credits- 5L+1T

Course Objective: The course is designed to provide knowledge about legal regulatory framework and about the legal environment in which business operates both internationally and nationally.

Sl	Course Outcome	Mapped modules
1	Define and relate international business environment, in the global business perspective.	M1
2	Recall and explain introduction to foreign trade policy.	M1, M2, M3, M4, M5
3	Assess and adapt to institutional environment.	M1, M2, M3, M4, M5
4	Interpret and discuss on legal framework of international business, international tax law.	M1, M2, M3, M4, M5
5	Define, demonstrate the knowledge of Indian Contract Act, Sale of Goods Act, Negotiable Instruments Act, Law of Partnership, Law of Agency, Law of Insurance, Laws regarding regulation of Industries	M1, M2, M3, M4, M5

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Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
M 1	International Business Environment	5	10%	1, 2	
M 2	Foreign Trade Policy & Procedure	5	10%	1, 2	
M 3	Institutional Environment	5	10%	1, 2, 3, 4, 5	
M 4	Legal Framework & International Business	10	20%	1, 2, 3, 4, 5, 6	
M 5	Legal Framework of India	35	50%	1, 2, 3, 4, 5, 6	
		60	100%		
	Tutorials	16			
	Total	76			

Legal Regulatory Framework of Global Business

Module 1: International Business Environment

[5 L]

Meaning of Environment - Dimensions - PEST to STEEPLE -Internal Environment and External Environment - SWOT Analysis - Various approaches to Assess competitiveness including Michael Porter's 5- Forces Model - Global Competitiveness Index, trends and Issues with Multi National Enterprises (MNEs) and Foreign Direct Investment (FDI)

Module 2: Foreign Trade Policy and Procedure

[5 L]

Introduction to Foreign Trade Policy - Institutional Framework for Export Promotion – Export Incentives and Facilities - EPZ/FTZ/100% EOUs - Quality Control for Exports - Export Prospects for Select Products and Services - International Commercial Arbitration-Shipment and Post Shipment Finance - SEZ-

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Incentives and Benefits - Method of Realizing Export Payments and Ensuring Guaranteed Export Payment - Central Excise Clearance Formalities - Customs Regulations and Clearance Formalities for Exports & Imports - Duty Draw Back Claims Procedure - Foreign Trade Financing - Export & Import - Foreign Exchange Risk Management - International Credit Management

Module 3: Institutional Environment

[5 L]

Pre WTO Scenario, difference between GATT and WTO - Trade Related Institutions - WTO and UNCTAD - WTO - Basic Principles, various agreements, Functions and Areas of Operations, Dispute Settlement Mechanism (rules and procedures) - IMF, IBRD, ADB – Commodity Agreements

Module 4 : Legal Framework of International Business

[10 L]

(a) Legal Framework of International Business - Nature and complexities; Code and common laws and their implications to business. concept of Cross Border Transactions Process of payment for export and import, EXIM policy, legal safeguards available for payment defaults, international legal environment, Multilateral and Bi-lateral Treaties, India's Policy towards Multilateral and Bi-lateral Treaties

(b) International Tax Law; EU and International IP Transactions

(c) licensing, franchising, joint ventures, e-commerce transactions-Issues and problems in taxing e-commerce transactions, Nature of contract; taxable jurisdiction; how business is transacted through e-commerce

(d) Antidumping duties: WTO Provisions on Anti-Dumping-, Anti-Dumping Duties, Procedure and Developments – Regulatory Framework for Anti Dumping in India – Recent Anti Dumping Cases in India

(e) Subsidies and Countervailing Duties – WTO Provisions – Administration – Procedure and Emerging Trends – Regulatory Framework for Subsidies & Countervailing duties in India – Doha Development Round

Module 5 : Legal Framework of India

[35 L]

(a) Indian Contract Act (1872): nature of contract, offer and acceptance, capacity of parties to contract, free consent, consideration, legality of object, agreement declared void, performance of contract, discharge of contract, remedies for breach of contract, Special Contract: indemnity, guarantee, bailment and pledge, agency. International business contract – legal provisions; Payments terms; International sales agreements; Rights and duties of agents and

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distributors. International Commercial Contracts
L]

[8

(b) **Sale of Goods Act, 1930:** formation of contracts of sale, goods and their classification. Price, conditions and warranties, transfer of property in goods, performance on the contract of sales, unpaid seller and his rights, sale by auction, hire purchase agreement, remedies for breach of contract [6 L]

(c) **Negotiable Instruments Act:** kinds of negotiable instruments; parties to negotiable instrument, negotiation, presentment of payment; dishonour, discharge of negotiable instruments

[3 L]

(d) **Law of Partnership:** Introduction; formation; types; authority rights and liabilities; dissolution of firm

[2 L]

(e) **Law of Agency:** definition; kinds of agency; agents' authority; rights of agent; rights and duties of principal; liabilities of Principal; termination of agents

[5 L]

(f) **Law of Insurance:** Insurance law regulations in India – development and growth and Regulatory authorities; Contract of Insurance; Insurance Intermediaries, Fundamental Principles; types of Insurance; Regulatory framework; IRDA Act 1999; regulations 2000, 2002, 2015

[5L]

(g) **Laws regarding regulation of Industries:** Industries Development and Regulation ACT 1951; MRTP Act, Foreign Exchange Management Act ,1992; Consumer Protection Act 1986; Competition Act

[5L]

Suggested Books:

1. Richard Schaffer, Filiberto Agusti, Lucien J. Dhooge. International Business Law and Its Environment.9th edition. 2014. ISBN 978-1285427041.
2. August, Ray, Mayer, Don, and Bixby, Michael. (2013). International Business Law: Text, Cases, and Readings Sixth Edition. Upper Saddle River, NJ: Pearson Education, Inc.
3. Other materials: various legal texts, such as laws, distributed during the semester.

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CC 7- Managerial Economics

Credits- 5L +1T

Course Objective: The course is designed to provide knowledge about economic concepts and theories. Also to equip students with the necessary theory and techniques and the ability to apply them in order to enhance managerial decision making.

Sl	Course Outcome	Mapped modules
1	Recall and explain profit theory and management	M1
2	Make use of the theory of income determination	M1, M2, M3, M4, M5, M6, M7
3	Relate and examine business and economic models.	M1, M2, M3, M4, M5, M6, M7
4	Explain and apply optimization and marginal analysis	M1, M2, M3, M4, M5, M6, M7
5	Analyse and assess international trading environment and settlement of international commercial disputes.	M1, M2, M3, M4, M5, M6, M7
6	Outline the International Organizations and Indian Economic Environment.	M1, M2, M3, M4, M5, M6, M7

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Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
M 1	Introduction, Profit Theory and Profit Management	5	15	1, 2	
M 2	Theory of income determination	12	15	2, 3	
M 3	Business and Economic Models	10	15	2, 3	
M 4	Optimization and Marginal Analysis	8	20	2, 3,4	
M 5	International trading environment and Settlement of International Commercial disputes	12	20	1, 2,3,4,5	
M 6	International Organizations	5	5	1, 2	
M 7	Indian Economic environment	8	10	1, 2	
		60	100		
	Tutorials	16			
	Total	76			

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Managerial Economics

Module 1: Introduction, Profit Theory and Profit Management

(a) Introduction: Concepts of Business Economics, Role of Business environment, Business Decisions.

[2 L]

(b) Profit Theory and Profit Management: Concepts, theories & Measurement of Profit; Profit Planning and Control; Policies on Profit Maximization, alternative profit maximization theories- Baumol's Sales Revenue Maximization Theory.

[3 L]

Module 2: Theory of income determination

Theory of income determination: Keynesian consumption function, Absolute Income Hypothesis, Permanent Income Hypothesis, Relative Income hypothesis

Simple Keynesian theory of output determination, concepts of various Multiplier, Balanced budget multiplier,

IS-LM Framework of income and interest rate determination, concept of crowding out effect, effectiveness of Fiscal and Monetary Policies **[12L]**

Module 3: Business and Economic Models

Business and Economic Models: Regression Analysis and Model Building; Forecasting Methods, Game Theory, Inventory Models. **[10 L]**

Module 4: Optimization and Marginal Analysis

(a) Optimization: Concept of Slope, Derivatives, Constrained Optimization.

[4 L]

(b) Marginal Analysis: Break-Even analysis for managerial decision making.

[4 L]

Module 5: International trading environment and Settlement of International Commercial disputes

(a) International trading environment: Competitive Advantage; foreign trade and export import policy, Foreign Exchange Management; balance of payment, Trade Restrictions, impact of globalization, foreign investment and other foreign collaborations, role of MNCs **[10 L]**

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(b) Settlement of International Commercial disputes: International commercial arbitration, international institutions, drafting and procedure of arbitration agreement [2 L]

Module 6: International Organizations

International Organizations: WTO, IMF & World bank, ASEAN, SAARC, NAFTA, SAPTA, European Commission [5 L]

Module 7: Indian Economic Environment

Indian Economic Environment: New industrial policy 1991, economic liberalization in India, Privatization, role, type and limitations of Public Private Partnership Programs, Industrial Sickness, Niti Ayog [8 L]

Suggested Readings

1. Adhikary, M.: Business Economics, Excel Books
2. Thomas: Managerial Economics, Tata McGraw Hill
3. Keat, P and Philips KYY: Managerial Economics, Prentice Hall
4. Keating, B and Wilson, JH: Managerial Economics, Biztantra
5. Milgrom, & Roberts J.: Economics, Organization and Management, Prentice Hall
6. Mithani D.M: A course in Business Economics, Himalaya Publishing
7. Dubedi, Principles of Economics, Vikas Publishin

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SEC 1- Statistics Lab 1

Credits- 2P

Course Objective: The course is designed to provide students with an understanding of the data and its relevance in business and develop an understanding of the quantitative techniques in statistics. Also to develop the ability to interpret the numerical information that forms the basis of decision-making in business.

Sl	Course Outcome	Mapped modules
1	Understand and explain Diagram	M1
2	Explain and apply frequency distribution	M1, M2
3	Examine and analyse problems with measures of central tendency	M1, M2, M3
4	Make use of measures of dispersion for evaluation	M1, M2, M3, M4

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Module Number	Headline	Total Hours	%age of questions	Blooms level	Remarks (if any)
1.	Diagram	10	35%	1	
2	Frequency Distribution	10	35%	1, 2,3,4	
3	Measures of Central Tendency	4	15%	1, 2,3,4	
4	Measures of Dispersion	4	15%	1, 2,3,4,5	
Total		28	100%		

Statistics Lab 1

Module 1

Construction of a table and the different components of a table. Diagrammatic representation of data: Line diagrams, Bar diagrams, Pie charts and divided-bar diagrams **(10 Hours)**

Module 2

Frequency Distributions- Attribute and variable; Frequency distribution of an attribute; Discrete and continuous variables; Frequency distributions of discrete and continuous variables; Bivariate and Multivariate Frequency Distributions. Diagrammatic representation of a frequency distribution: case of an attribute; case of a discrete variable: column diagram, frequency polygon and step diagram; case of a continuous variable: histogram and ogive. **(10-Hours)**

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Module 3

Measures of Central Tendency Mean, Median and Mode (**4 Hours**)

Module 4

Measure of Dispersion Quartile Deviation, Standard Deviation (**4 Hours**)