

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
(Formerly West Bengal University of Technology)

**Syllabus for BBA Global Business Programme**  
(Effective for Students Admitted in Academic Session 2019-2020)

**SEMESTER-IV**

**Paper : Introduction to Global Business**

**Paper Code: BBA – GB 401**

**Contacts Hours / Week:3L+1T**

**Credit: 4**

**Introduction:**

This introductory course focuses on the core concepts and techniques for entering the international marketplace. Emphasis is on the effect of socio-cultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. As an introductory survey course, we will cover a variety of topics to illustrate the unique nature of international business including the patterns of world trade, currency exchange and international finance, globalization of the firm, international marketing, and operating procedures of the multinational enterprise.

Objective: The course demonstrates how international business variables affect the trade process. It aims to highlight the realities of international business; some of its advantages and its problems that come when business is conducted on the international stage.

<b>Course Content</b>	
<b>Unit/ Module 1</b>	<b>Background for International Business:</b> <ol style="list-style-type: none"><li>1. Definition international business - the rise of globalization – India’s position in international trade [4L]</li><li>2. Theories of International Trade &amp; Investment - the advantages of specialization - the concept of comparative advantage [4L]</li><li>3. The International Monetary System - the role of the International Monetary Fund (IMF) - fixed and floating exchange rates - the impact of European currency (EURO) and US Dollar [2L]</li></ol>
<b>Unit/ Module 2</b>	<b>International Financial Market:</b> <ol style="list-style-type: none"><li>1. How a foreign exchange market functions [2L]</li><li>2. Economic Integration among Countries - the levels of economic integration - the various arguments of economic integration [2L]</li><li>3. Trade and Investment Policies - the role of foreign aid in international trade and investment - the goals and function of WTO [4L]</li><li>4. Politics and Laws - the reasoning behind the regulation of international business behavior-the Foreign Corrupt Practices Act - the role of international law in the conduct of international business [4L]</li></ol>
<b>Unit/ Module 3</b>	<b>The Cultural Challenge:</b> <ol style="list-style-type: none"><li>1. The role of culture in international business - identify various elements of culture [2L]</li><li>2. Starting International Operations - various entry strategies used by firms to initiate international business activity - indirect exporting and importing - advantages and disadvantages of licensing [4L]</li><li>3. International Logistics - international logistics - the usefulness of free trade zones [4L]</li></ol>
<b>Unit/ Module 4</b>	<b>International Marketing:</b> <ol style="list-style-type: none"><li>1. How a foreign target market is selected - the pricing strategy for export items - analysis for estimating market potential [4L]</li><li>2. International Human Resources - 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 [4L] ,cause and effects,</li></ol>

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Environmental Ethics and Awareness Programmes.[6L]
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**Suggested Reading:** Charles W. Hill, *International Business: Competing in the Global Marketplace*, 11th Edition, McGraw-Hill Custom Publishing, North Ryde.

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**Paper: Management Information System**

**Paper Code: BBA- 402**

**Contacts Hours / Week:3L**

**Credit: 4**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	<b>Introduction:</b> a) Data, Information, and Knowledge, Information Technology - Concept, Features and Components, Information Systems - Concept and types of Information Systems, Role of IT in business and society. b) MIS Concept, evolution and meaning of MIS; Information system for competitive advantage, MIS function in an organization. Limitations of MIS (8L)
<b>Unit/ Module 2</b>	<b>Information and Managerial Effectiveness:</b> a) Information as a corporate resource, types of information –operational, tactical and strategic; Levels of management and information needs of management; Quality of information; b) Information systems for finance, marketing, manufacturing, human resource areas. (6L)
<b>Unit/ Module 3</b>	<b>Understanding information system:</b> Concepts; sub-systems and super-systems; Types of information systems, Transaction processing systems, MIS decision support systems, Executive support system; Enterprise Resource Planning (ERP)(Features, merits, issues and challenges in implementation) (6L)
<b>Unit/ Module 4</b>	<b>System Development Life Cycle:</b> Sequential Process of software development; Waterfall model. (3L) Development and Management of Data Bases: Relation databases, DDL, DCL, DML, Data Base Management Systems (DBMS) and their components, Concept of entity and relationships, ER Diagram, Data Model, Data dictionary, Introduction to SQL Queries. (9L)
<b>Unit/ Module 5</b>	<b>Data Communication and Networking:</b> Uses of computer networks, types of networks, network topologies; Network Devices, Intranets, Internet and Extranet. (3L) Security Issues Relating to Information Systems: Threats to information systems; Vulnerability, risk and control measures, Firewall, Antivirus, Risk Management (5L)

**Suggested Readings:**

1. C. S. V. Murti : Management Information System, Himalaya Publishing House.
2. A.K. Gupta: Management Information System, S Chand.
3. Oka Miland M & Murty: Management Information System.
4. Jaiswal and Mittal: Management Information Systems, Oxford University Press
5. Management Information Systems by Laudon, Laudon, Dass, Pearson

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**Paper : Sales & Marketing Management**

**Paper Code : BBA – 403**

**Contacts Hours / Week:3L+1T**

**Credit: 4**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	<p><b>Introduction:</b></p> <p>1. Nature and scope of marketing; Importance of marketing as a business function and in the economy; Marketing concepts – traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.</p> <p>2. Consumer Behaviour and Market Segmentation: Nature, scope and significance of consumer behaviour; Market segmentation – concepts and importance; Bases for market segmentation.</p> <p>3. Product: Concept of product, consumer, and industrial goods; Product planning and development; Packaging – role and functions; Brand name and trade mark; After sales service; Product life cycle concept.</p>
<b>Unit/ Module 2</b>	<p><b>Price:</b></p> <p>1. Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.</p> <p>2. Distributions Channels and Physical Distribution: Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.</p>
<b>Unit/ Module 3</b>	<p><b>Promotion:</b></p> <p>1. Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement;</p> <p>2. Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman. Nature and importance; Functions of a salesman: Types of selling; Personal selling as a career.</p>
<b>Unit/ Module 4</b>	<p><b>Salesmanship and Qualities of Salesman:</b></p> <p>Buyer-seller dyads; Product knowledge; Customer Knowledge – buying motives and selling points.</p>

**Suggested Readings**

1. Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education
2. Arun Kumar: Marketing Management, Vikas
3. Saxena, Rajan : Marketing Management, Tata McGraw Hill
4. Gandhi, J.C. : Marketing, Tata McGraw Hill
5. Tapan Panda: Marketing Management, Excel Books
6. Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian.
6. B. Ghosh : Fundamentals of Marketing Management, Books & Allied
7. Condiff, Still and Govani et.al: Sales Management; Prentice Hall of India

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**Paper : Human Resource Management**

**Paper Code: BBA- 404**

**Contacts Hours / Week:3L+1T**

**Credit: 4**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	<b>Human Resource Management :</b> 1. Overview : Scope & Coverage of HRM, Development of HR Functions, Structure and Function of HR Manager, Role of Line Managers in Managing Human Resources. 2. Human Resource Planning : Need for HR Planning Assessment of available HR in the Organization, Work load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy. 3. Employment Administration : Recruitment & Selection of HR – Methods and Processes; Training & Development of HR – Types and Techniques; Performance Appraisal – Instruments and Administration; Discipline & Grievance Handling; Wage & Salary Administration.
<b>Unit/ Module 2</b>	<b>Industrial Relations in India :</b> 1. Concepts, Theory, Approaches, Context of IR; Growth and Structure of Trade Unionism, Trends in Industrial Disputes; Industrial Disputes Settlement Machinery under ID Act, Collective Bargaining; Worker’s Participation in Management; Labour Welfare. 2. Training in Industry: Objectives & Need, Policy, Types – Induction, Supervisory, Managerial; Methods, Evaluation Systems, Budget, Apprenticeship, Worker Education – Schemes and Program.
<b>Unit/ Module 3</b>	1. Management Development Programme : Objectives, Steps, Calendar, Process, Methods & Techniques, Auditing MDPs, Budget, In-Company Training Schemes for Managers, Trainer Development, Role of Trainer. 2. Specialized Training: Managerial Grid Training, Sensitivity Training, Personality Development Programmes, Out-Bound Training, ISO Training.
<b>Unit/ Module 4</b>	1. Training and Career Development: Career Planning, Succession Planning, Career Management. Training in Indian Industries: Practices in PSUs, Private Sectors and MNCs. 2. Emerging Areas : Concept of Human Capital/ Asset, Competency Mapping, Multi-Skilling, Coaching, Mentoring, HRD Audit, Knowledge Employee, Learning Organization.

**Suggested Readings**

1. V.S.P. Rao: Human Resource Management, Excel Books
2. Dwivedi: Human Resource Management, Vikas
3. C.S. Venkata Ratnam & B.K. Srivastava : Personnel Management and Industrial Relations, Tata McGraw Hill.
4. Anjali Ghanekar : Human Resource Management, Everest Publishing
5. A.M. Sheikh : Human Resource Development and Management, S.Chand
6. E.A. Ramaswamy : Managing Human Resources, Oxford University Press

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**Paper: International Economics and Foreign Exchange Management**

**Paper Code: BBA- GB 405**

**Contacts Hours / Week: 3L+1T**

**Credit: 4**

<b>Course Content</b>	
<b>Unit/ Module 1</b>	<p><b>Introduction to International Economics:</b></p> <p>1. The three aspects of International Economics – trade theory, trade policy and international finance.</p> <p>2. Trade Theory Concept of opportunity cost, Ricardo, Production functions, factor intensities, modern theory of Heckcher Ohlin, trade theories post the Heckcher Ohlin model. Introduction to: Technological gap theories and Product Life Cycle. Theories of economies of scale. Linder's Hypothesis</p> <p>3. Trade Policy: Free Trade and Protection. Tariffs, quotas and subsidies. Partial equilibrium diagrams. GATT and Uruguay Round. Formation of WTO. Introduction to important Agreements of WTO. (Agreement on Agriculture, TRIPs, TRIMs, GATS, ATC, SPS etc.) Terms of Trade, Factors affecting them. Exchange Rates, Fixed and Flexible. Exchange Control.</p>
<b>Unit/ Module 2</b>	<p><b>International Finance:</b></p> <p>IMF objectives and brief history: Demise of Bretton Wood. IMF conditionality. Introduction to: Customs union and regional groupings, its impact on world trade. Trade creation and trade diversion. Formation of European Union and introduction of Euro. Concept of Optimum Currency Areas. International capital markets.</p>
<b>Unit/ Module 3</b>	<p><b>Introduction to Foreign Exchange Management:</b></p> <p>1. Management of foreign exchange with special reference of India. India's forex scenario. BOP crisis of 1990, LERMS, convertibility. Finance function: Financial institutions in international trade. Non resident accounts: Repatriable and non repatriable, significance for the economy and bank.</p> <p>2. Methods of IN Trade settlement: Open account, clean advances, documentary credit, and documentary collection. Documentary credit (letter of credit): Types of LC – parties, mechanism with illustration. Documents involved in international trade: Statutory documents, financial documents, transport documents, risk bearing documents. INCOTERMS: CIF, FOB, CIP. Financing of imports by opening of letter of credit: Documents required, trade and exchange control formalities, sanction of LC limit.</p>
<b>Unit/ Module 4</b>	<p><b>Export finance:</b></p> <p>Financing export/ deemed export: Pre ship, and post shipment finance export methods, how to start export? ECGC and other formalities. Uniform customs practices of docu credits – 2006, ICC Paris publication 500: Clauses 1 to 49 with case studies/illustration. Uniform rules collection – 97 revision clauses 1 to 22 with case studies/illustration.</p> <p>8. Introduction to exchange rate mechanism: Spot-forward rate, exchange arithmetic. Forward, swap futures and options</p>

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**Suggested Readings:**

1. International Economics by Paul Krugman.
2. International Economics by Bo Soderstain and John Reed.
3. International Economics by D Salvatore. of HR – Types and Techniques; Performance Appraisal – Instruments and Administration; Discipline & Grievance Handling; Wage & Salary Administration.