

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of BBA (Global Business)
Effective from academic session 2023-2024

Semester 3

MANAGERIAL ECONOMICS

Paper Code: FYBBAGB 301

Credits-5

Module 1: Introduction, Profit Theory and Profit Management [10L]

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

(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.

Module 2: Theory of income determination [25L]

Macroeconomics – scope and basic concepts, Concept of Aggregate Demand and Aggregate Supply, Marginal Propensity to Consume(MPC), APC, MPS, MPI: Basic concepts Only, Paradox of thrift.

National Income Accounting - Concepts and measurement of GDP, GNP, NNP, NI and DPI - Circular flow of income – Real and Nominal GDP –Implicit deflator.

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

Module 3: Business and Economic Models [10L]

Business and Economic Models- Regression Analysis; Business Forecasting Methods, Game Theory, Inventory Models.

Module 4: Optimization and Marginal Analysis [10L]

(a) Optimization: Concept of Slope, Derivatives, Constrained Optimization. Marginal Analysis: Break-Even analysis for managerial decision making.

Module 5: International Economic environment [10L]

International trading environment: Foreign Trade theories and Competitive Advantage; Modern Theories of Trade- Heckscher Ohlin, export import policy, Foreign Exchange Management; balance of payment, Devaluation, Trade Restrictions, impact of globalization

Module 6: Indian Economic Environment [10L]

Indian Economic Environment: New industrial policy 1991, economic liberalization in India, Privatization, Public Private Partnership Programs, Parallel economy, Industrial Sickness, Niti Ayog

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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. Mithani D.M: A course in Business Economics, Himalaya Publishing
6. Dubedi, Principles of Economics, Vikas Publishin
7. Varshney R.L & Maheshwari K.L: Managerial Economics, Sultan Chand & Sons

BUSINESS REGULATORY FRAMEWORK

Paper Code: FYBBAGB 302

Credit –5

Module 1: Legal Framework of International Business

- (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 [15L]
- (b) International Tax Law; EU and International IP Transactions [10L]
- (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 [10L]
- (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 [5L]
- (e) Subsidies and Countervailing Duties – WTO Provisions – Administration – Procedure and Emerging Trends – Regulatory Framework for Subsidies & Countervailing
duties in India – Doha Development Round [5L]

Module 2: Legal Framework of India

- (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 distributors. International Commercial Contracts [5L]
- (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 [5L]

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- (c) Negotiable Instruments Act: kinds of negotiable instruments; parties to negotiable instrument, negotiation, presentment of payment; dishonour, discharge of negotiable instruments [5L]
- (d) Law of Partnership: Introduction; formation; types; authority rights and liabilities; dissolution of firm [3L]
- (e) Law of Agency: definition; kinds of agency; agents' authority; rights of agent; rights and duties of principal; liabilities of Principal; termination of agents[2L]
- (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 Readings:

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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Semester 4

MARKETING AND SALES MANEGEMENT

Paper Code: FYBBAGB 401

Credit: 4

Module 1: Introduction to Marketing Concepts, mix & Environment [10L]

- a) Nature and scope of marketing; Importance of marketing as a business function and in the economy;
- b) Marketing concepts – traditional and modern; Selling vs. marketing;
- c) Marketing mix;
- d) Marketing environment.

Module 2: Product Management, Branding and New Product Development [10L]

- a) Concept of product, consumer, and industrial goods; Product planning, management and development; Product Portfolio management; Packaging – role and functions; Product life cycle concept.
- b) Brand name and trade mark; Branding Strategies
- c) New Product development process
- d) Case Study

Module 3: Pricing Strategies and Distribution [10 L]

- a) Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates. Mark up Vs. Mark down pricing. Concept of breakeven pricing concept. Pricing strategies
- b) 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.
- c) Case Study

Module 4: Integrated Marketing Communication [10 L]

- a) Methods of promotion; Optimum promotion mix;
- b) Advertising media – their relative merits and limitations; Characteristics of an effective advertisement;
- c) Sales Promotion Techniques
- d) Introduction to personal selling and public relation
- e) Introduction to Digital marketing or promotion
- f) Case Study

Module 5: Consumer Behaviour and Segmentation [10L]

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- a) Nature, scope and significance of consumer behaviour; Factors influencing consumer behaviour.
- b) Market segmentation – concepts and importance; Bases for market segmentation.
- c) Targeting and Positioning; Positioning Errors
- d) Case Study

Module 6: Introduction to Personal Selling process [10 L]

- a) 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.
- b) Buyer-seller dyads; Product knowledge; Customer Knowledge – buying motives and selling points.

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, Macmillan.
7. B. Ghosh: Fundamentals of Marketing Management, Books & Allied

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HUMAN RESOURCE MANAGEMENT

Paper Code: FYBBA GB 402

Credits:4

Module 1: Introduction to Human Resource Management (HRM) [10L]

Introduction to HRM: Concept and Meaning of HRM, Evolution of HRM, Nature, Objectives, Scope, Importance of Human Resource Management, Functions of HRM – Operative and Managerial functions, Role and responsibilities of Human Resource Manager, Role of Line Managers in Managing Human Resources, Challenges faced by HRM, Impact of Globalization on Human Resource Management.

Module 2: Human Resource Planning (HRP) & Talent Acquisition [10L]

Human Resource Planning (HRP): Objectives, Need, Importance and Process of HRP; Human Resource Planning at different levels; Assessing human resource requirements; Human resource demand forecasting – Ratio Trend Analysis, Judgemental Method, Workload Analysis, Delphi Technique; Job Analysis – Job Description, Job Specification. Recruitment: Definitions, Objectives, Process of Recruitment, Source and techniques of Recruitment, Advantages and Disadvantages of different techniques, Recruitment practices in India Selection: Definition, Objective, Differentiation between Recruitment and Selection, Process of selection, Different types of Interview, Common Interview Problems. Induction: Purpose and Process. Placement: significance, Promotion. Transfer. Retention – Need, Objectives, Retention strategies. Retirement: Voluntary Retirement Schemes, Exit Strategies, Retrenchment.

Module 3: Training & Performance Appraisal [10 L]

Training: Definition, Importance, Objective, Process of Training, Methods of Training, Specialized Training: Managerial Grid Training, Sensitivity Training, Personality Development Programmes, Out-Bound Training. Development: Concept, Need, Importance, Techniques of Executive Development, Training Vs Development. Performance Appraisal: Concept, Objectives, Need, Importance, Methods of Performance of Appraisal System, Factors affecting Performance Appraisal

Module 4: Compensation Management [10L]

Wage and Salary: Meaning, need for wage & salary administration, Importance, Factors influencing wage decisions, Concept of wages – Living Wage, Minimum Wage, Fair Wage, Real Wage; Essentials of sound wage structure, Types of wage differentials, Compensation: Job Evaluation – Purpose, Process, Methods; Components of Employee Compensation; Incentives – classification of Incentive schemes; Fringe benefits; Monetary and Non-Monetary reward system.

Module 5: Management of Industrial Relations [10L]

Industrial Relations: Objectives and Importance of Industrial Relations – Prevention and Settlement of Industrial Disputes – Discipline & Grievance Redressal, Trade Unions: Role and Responsibilities, Collective Bargaining, Workers' Participation in Management, Labour Welfare.

Module 6: Emerging Areas [10 L]

Core Competency, Competency Mapping, Skill Matrix, Six Sigma, 5 S, Human Resource Accounting, Human Resource Auditing, Human Resource Information System (HRIS), Green HRM, E-HRM.

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Suggested Readings:

1. D' Cenzo, David A., Robbins, Stephen P. & Verhulst, Susan L. (2012). Human Resource Management. New Delhi: John Wiley and Sons.
2. Rao, V. S. P. (2010). Human Resource Management: Text and Cases. Excel Books.
3. Tripathi, P.C. (2010). Human Resource Development. New Delhi: Sultan Chand & Sons.
4. Durai, P. (2010), Human Resource Management, Pearson Education
5. Jyothi P & Venkatesh D.N (2006). Human Resource Management, Oxford University Press, New Delhi.
6. Gupta C.B (2002). Human Resource Management, Sultan Chand and Sons, New Delhi.

INTERNATIONAL FINANCIAL MARKETS AND INSTITUTIONS

Paper Code: FYBBAGB403

Credit-5

Module I : International Finance [25L]

International Financial Environment: Foreign Investments - Pattern, Structure and Effects. Theories of Foreign Direct Investment, Traditional and Modern Theories of FDI, Modes of FDI - Greenfield, Brownfield Investments, Cross Border Mergers and Acquisitions, venture capital, Motives of FDI, FDI Contrasted with FPI.

History of International Monetary System, Present Day Currency Regimes, Regime Choices for Emerging markets, and Emergence of New International Economic Order (NIEO).

Balance of Payments (BOP): Principles of BOP Accounting, Components of BOP, Significance of 'Deficit' & 'Surplus' in BOP, India's BOP and Economic Performance, Capital Mobility and Capital Account Convertibility.

The Foreign Exchange Market, Exchange Rate Determination, and Currency Derivatives: The Foreign Exchange Market – Functions, Participants and Transactions – Exchange Rates and Quotations – Indian foreign Exchange Market, Foreign Currency Derivatives – Currency Options , Futures, Forwards, Swaps – Foreign Currency Derivatives in India , International Parity Conditions – Purchasing Power Parity- Interest rate Parity, Foreign Exchange Rate Determination

Foreign Exchange Exposure & Risk Management: Two dimensions of Foreign Exchange Risk (viz. Exposure & Unanticipated change in Foreign Exchange Rates), Types of exposure

Measuring and Managing Economic Exposure, Transactions Exposure & Translation Exposure : (a) internal hedging strategies. (b) External or market based Hedging strategies.

Module II: International Financial Institutions: [10L]

WTO, IMF & World bank, UNCTAD, ASEAN, SAARC, NAFTA, SAPTA, European Commission, Free trade zones

Module III: International Financial Markets : [20L]

1. International Banking & Money Market- International banking Services – Offshore financial centres, -Capital Adequacy Standards-International Money Markets,

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2. International Capital markets- bond market, equity market, debt market Primary vs Secondary market, Euro market
3. International Equity Sources - Global Equity Markets-Methods of Sourcing - Cross-listing in Secondary Markets- New Equity Issues,
4. International Debt Sources-Debt Management and Funding Goals - International Debt Instruments- International Bank Loans - Euronotes- International Bond Market 4L
5. Introduction to Basic Concept of IFRS.

Module IV Credit Rating Agencies [5L]

Concept - Functions - Different domestic and international Credit Rating Agencies - Popular Symbols – SEBI & Credit Rating.

Module V Financial Management of MNCs [15L]

Foreign Direct Investment and Cross- Border Acquisitions; International Capital structure and the cost of Capital- An Overview- Impacts of Internationalization on the Cost of Capital-

Improving Market Liquidity- Overcoming Market Segmentation- Causes of Segmentation- International Diversification and the cost of capital- International Cost of Capital Models- The Theory of Optimal Financial Structure- Impact of Internationalization on Optimal Financial Structure - Financial Structure of Foreign Affiliates; Multinational Capital Budgeting- Capital Budgeting: An overview- Capital Budgeting for Foreign Projects - Two methods- Foreign Complexities- Parent vs project valuations; Multinational Cash Management- The Management of Multinational Cash Balances- Cash Management Systems in Practice- Transfer Pricing & Related Issues- Blocked Funds

Suggested Readings:

Fabozzi: Financial Markets & Institutions, Pearson

Guruswamy: Financial services and Markets, Thomson Learning

Apte, PG : International Financial Management, Tata McGraw Hill.

Eiteman, Stonehill & Pandey: Multinational Business Finance, Pearson Education

Eun & Resnick: International Financial management, Tata McGraw-Hill
Jeff Madura: International Corporate Finance, Cengage Learning

O' Brien: International Finance, OUP

Butler: Multinational Business Finance, Thomson Learning

Hull: Options, Futures and Other Derivatives, Pearson Education