

*Progressive Education Society's*  
**Modern College of Arts, Science and Commerce,**  
**(Autonomous)**  
*Shivajinagar, Pune – 5*

Third Year of B.B.A. (IB)-SEM V  
(Under NEP 2024)

**Course Code: 24BaBibU5601**

**Course Name: International Relations  
(Major Core)**

**Teaching Scheme: 4 Hours per week**

**Credit: 04**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

The students will be able to understand the importance of International Relations and why international relations plays an important role for smooth functioning of business to help every economy boost up in terms of trading factors since every economic condition are based on scarcity and economic problems.

**Course Objectives:**

1. To Study the Importance of International relations
2. To Understand the different types of Global issues
3. To Study the role of International Organizations in Trade

**Course Outcomes:**

On completion of the course, student will be able to–

| CO No | Course Outcomes (COs)                                                                                         | Blooms Cognitive Level |
|-------|---------------------------------------------------------------------------------------------------------------|------------------------|
| CO 1  | Student will be able to <b>analyze</b> the broad history of international relations                           | 04                     |
| CO 2  | Student will be able to <b>access</b> the key concepts and theories of international relations                | 06                     |
| CO 3  | Student will be able to <b>identify</b> and discuss the major actors and processes of international relations | 04                     |
| CO 4  | Student will be able think <b>critically</b> about the fundamental dimensions of international relations      | 05                     |
| CO 5  | Student will be able to <b>explain</b> contemporary international political issues                            | 04                     |
| CO 6  | Student will be able to <b>apply</b> ideas confidently, thoughtfully and respectfully                         | 03                     |

**Course Contents:**

| Chapter 1 | Introduction of International Relations                                                                                                                                                                                                                                                                                                                                                                                                                                 | Lectures       |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
|           | 1.1 Economic Relations<br>1.2 Socio –Cultural Relation<br>1.3 Legal Relations<br>1.4 Political Relations                                                                                                                                                                                                                                                                                                                                                                | 12             |
| Chapter 2 | Regional Economic Treaties                                                                                                                                                                                                                                                                                                                                                                                                                                              |                |
|           | 2.1 European Union [EU]<br>2.2 Current Practices of European Union [EU]<br>2.3 South Asian Association for Regional Co-operation [SAARC]<br>2.4 SAARC and their current Practices<br>2.5 SAPTA (SAARC Preferential Trading Arrangement) and them current practices<br>2.6 North Atlantic Free Trade Agreement [NAFTA] & their current Practices<br>2.7 Brazil, Russia, India, China, and South Africa (BRICS)<br>2.8 Comprehensive Economic Partnership Agreement(CEPA) | 14             |
| Chapter 3 | Socio-Cultural Relations                                                                                                                                                                                                                                                                                                                                                                                                                                                |                |
|           | 3.1 Social Structure – Dualism in Indian Society<br>3.2 Problem of uneven income distribution<br>3.3 Culture and workplace Religious and ethical systems<br>3.5 Diamond model                                                                                                                                                                                                                                                                                           | 12             |
| Chapter 4 | Legal Relations                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |
|           | 4.1 Indo-USA relations in context to tariffs<br>4.2 MOU with European Union for free trade<br>4.3 Trade Related Intellectual Property Rights [TRIPs]<br>4.4 Trade Related Investment measures [TRIMs]<br>4.5 G-20, G-7                                                                                                                                                                                                                                                  | 12             |
| Chapter 5 | Trade Relations                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |
|           | 5.1 Instruments of Trade Policy<br>5.2 Tariffs<br>5.3 Subsidies<br>5.4 Quotas<br>5.5 Dumping – Meaning and Antidumping policies<br><br>Experiential Learning: Power Point Presentations                                                                                                                                                                                                                                                                                 | 10             |
|           | <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>60 hrs.</b> |

### Recommended Books:

- 1) International Business –Competing in the Global Market place Charles Hill, Arun Kumar Jain, TATA McGraw Hill.
- 2) International Economics – W. Charles Sawyer, Richard L. Sprinkle, Prentice Hall India.
- 3) International Business Environment – Black and Sundaram, Prentice Hall India.
- 4) The Global Business Environment – Tayeb, Monis H, Sage Publication, New Delhi Text & cases.
- 5) International Business Environment – Francis Cherunilam, Prentice Hall India.
- 6) Economic Environment of Business – Gosh, Biswanath, south Asia Book, New Delhi.
- 7) [www.goodreads.com/shelf/show/international-relations](http://www.goodreads.com/shelf/show/international-relations).
- 8) [journals.sagepub.com/home/ire](http://journals.sagepub.com/home/ire).
- 9) Bailys, John, Steve Smith, and Patricia Owens. *The Globalization of World Politics: An Introduction to International Relations*
- 10) Mingst, Karen A., and Ivan M. Arreguín-Toft. *Essentials of International Relations*.

### E Books:

- 1) <https://library.oapen.org/bitstream/id/ab86bf74-adb0-4da4-af91-81d1cf34c25a/1007712.pdf>
- 2) <https://www.e-ir.info/textbooks/>
- 3) <https://www.kharagpurcollege.ac.in/studyMaterial/231813Introduction-to-International-Relations-Theories-and-Approaches-by-Robert-Jackson-Georg-S%C3%B8rensen-z-lib.org.pdf>

### Additional Readings:

- 1) <https://www.youtube.com/watch?v=PzUlHr4mZH8>
- 2) <https://www.youtube.com/watch?v=h6CiMdp1c-Q>

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**Third Year of B.B.A. (IB) SEM V**  
**(Under NEP 2024 )**

**Course Code : 24BaBibU5602      Course Name : International Banking  
and Finance (Major Core )**

**Teaching Scheme: TH 4 Hours/Week      Credit : 04**

**Examination Scheme: CIA : 40 Marks      End-Sem : 60 Marks**

**Prerequisite:** Knowledge of Domestic Banking is expected.

**Course Objective -:**

1. To acquaint students with Global Banking Practices & various methods for financing in International trade.
2. To make them strong to overcome the international Trade Risks.

**Course Outcomes:**

On Completion of the course, student will be able to-

| <b>CO No.</b> | <b>Outcome</b>                                                        | <b>BL</b> |
|---------------|-----------------------------------------------------------------------|-----------|
| 1             | Understand the International Financial System of Banks                | 2         |
| 2             | Analyzing role of Commercial bank for increasing international trade. | 4         |
| 3             | Remembering process of debt settlement                                | 1         |
| 4             | Evaluate the risk involved in international trade.                    | 5         |
| 5             | Identify the role of different international financial agencies.      | 3         |
| 6             | Create awareness among students about top five currency in the world. | 6         |

## Course Contents:

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |             |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Chapter 1 | <b><u>Introduction to Indigenous Banking :</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 14 Lectures |
|           | <p><b>1.1</b>Meaning and Definition of 'Bank'</p> <p><b>1.2</b> Functions of Bank<br/> A. Primary functions:<br/> Accepting deposits: Demand deposits: Current and Savings; No<br/> Frills Account, Time deposits-Recurring and Fixed deposits,<br/> Flexi Deposits<br/> Granting Loans and Advances- Term Loan, Short term credit,<br/> Overdraft, Cash Credit, Purchasing, Discounting of bills,<br/> B. Secondary functions:<br/> Agency Functions- Payment and Collection of Cheques, Bills and<br/> Promissory notes, Execution of standing instructions, Acting as<br/> a Trustee, Executor.<br/> General Utility Functions: Safe Custody, Safe deposit vaults,<br/> Remittances of funds, Pension Payments, Acting as a dealer in<br/> foreign exchange.</p> <p><b>1.3</b> Various Ways of creating Relations in International Market<br/> Management Contract, Franchising, Use of Logo, Mergers &amp;<br/> Acquisition, Opening of Branch Offices.</p> <p><b>1.4</b> Modern Banking Services : NET Banking/<br/> E Banking, Plastic Money</p> |             |
| Chapter 2 | <b><u>Role of Commercial Banks</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 14 lectures |
|           | <p><b>2.1</b> A. Role of Commercial Banks,<br/> B. Mergers and Acquisitions of Banks<br/> C. MFI : Micro Finance Institutions &amp; its Role</p> <p><b>2.2</b> Role &amp; Functions of EXIM Bank &amp; ECGC [Export Credit<br/> Guarantee Corporation]</p> <p><b>2.3</b> Types of Bank Deposits &amp; advances for Importer &amp;<br/> exporter</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |             |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |             |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
|           | ( i.e. NRE- Non Resident External A/c<br>NRO-Non Resident Ordinary A/C<br>FCNR-Foreign Convertible Non Resident A/C<br><b>2.4</b> NRNR – Non Resident Non repatriate A/c<br>Deposits]<br><b>2.5</b> Introduction of Nostro, Vostro & Laro Account)<br><b>2.6</b> Transactions (i.e Bill Discounting, Pre & Post<br>shipment<br>Financing, Package Financing Concept of Fee Based &<br>Fund<br>Based Financing(Bank Guarantee, Letter of Credit)<br>Loan<br>Syndications                                                                                                                                                                                                                                                                          |             |
| Chapter 3 | <b><u>International Debt Settlement</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 08 lectures |
|           | <b>3.1</b> Methods of Settlement of International Debts,<br>Open Account, Advance Remittances<br><b>3.2</b> Detailed Study Of Letter of Credit Transactions<br><b>3.3</b> Concepts of Factoring & Forfeiting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |             |
| Chapter 4 | <b><u>Role of International Financing Agencies</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 14 lectures |
|           | <b>4.1</b> World Bank, IMF-International. Monetary Fund,<br>BIS- Bank for International settlement,<br><b>4.2</b> Modern Ways of Financing of International trade –<br>Private Equity, Block Deals, FDI, FII, ADR-<br>(American Depositary Receipts)<br>GDR & ECBs – External Commercial Borrowings<br><b>4.3</b> Central Banking System of the USA<br>Structure of the Federal Reserve,<br>Functions and Objectives<br><b>4.4</b> Central Banking System of China<br>Structure and Governance,<br>Role in Socialist Market Economy<br><b>4.5</b> Central Banking System of Russia<br>Structure and Legal Framework,<br>Monetary Policy Strategy,<br>Ruble Exchange Rate Management.<br><b>4.6</b> Meaning of Currency Risk & Hedging Techniques |             |
| Chapter 5 | <b><u>International Currency Market</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 10 lectures |
|           | <b>5.1</b> United States Dollar (USD)<br>Most traded currency globally<br>Used as international reserve currency<br><b>5.2</b> Euro (EUR)<br>Meaning – History of Euro Currency                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |             |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|  | <p>Features –Why does this Market Exist?</p> <p>5.3 Japanese Yen (JPY)<br/>Major Asian currency<br/>Widely used in carry trade</p> <p>5.4 British Pound Sterling (GBP)<br/>One of the oldest currencies<br/>Important in global finance</p> <p>5.5 Chinese Yuan (CNY)<br/>Growing global importance,<br/>Used in international trade settlements</p> <p><u>Experiential Learning : Case study on BREXIT / Visit to HDFC Bank Foreign Currency Dept / ECGC Bank / NABARD /NIBM/ A speech of Foreign Exchange Expert</u></p> |    |
|  | <b>Total No. of Lectures =</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 60 |

### Recommended Books by National and International Authors/Publications:

1. International Finance-----Prof A.V. Rajawade
2. Fundamentals of Financial Management ----- Eugene F. Brigham, Joel F. Houston
3. International Finance-----P. G. Apte.
4. **International money**----- **Prof. Adrian Buckley**
5. Exchange Control Regulations-----Nabhi
6. International Financial Management-----MachiRaju.
7. Principles & Practice of Banking----- [Part I & II) By Prof Varshney.
8. Fundamentals of Banking-----Dr. MukundMahajan
9. Foreign Exchange-----Indian Institute of Banking & Finance
10. International Banking-----Indian Institute of Banking & Finance

+

**RBI Bulletins**

**CRISIL REPORTS**

**Websites :**

[www.rbi](http://www.rbi)

[www.ecgc](http://www.ecgc)

[gold.org](http://gold.org)

**+ Additional**

**You Tube :**

**Recorded Budgetary speeches (live from Loksabha) of Finance Minister of Govt. of India (last 3 years).**

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**Third Year of B.B.A. (IB) Sem-V**  
(Under NEP 2024)

**Course Code: 24BaBibU5603**

**Course Name: E- Commerce Technology  
(Major Core)**

**Teaching Scheme:** TH: 2 Hours/Week

**Credit: 02**

**Examination Scheme:** CIA: 20 Marks

**End-Sem: 30 Marks**

**Prerequisite Courses:**

1. Knowledge of digital equipment handling
2. Knowledge of internet and software handling
3. Knowledge of digital cards

**Course Objectives:**

- |               |                                                                                                  |
|---------------|--------------------------------------------------------------------------------------------------|
| 1. Knowledge: | To understand what is E-commerce                                                                 |
| 2. Skills:    | To help students Web Application use in E-Business skills.                                       |
| 3. Attitude:  | To help students to acquaint with application of E-Com and E- Business in the world of business. |

**Course Outcomes:**

On completion of the course, student will be able to,–

| CO No | Course Outcomes (COs)                                                                      | Blooms Cognitive Level |
|-------|--------------------------------------------------------------------------------------------|------------------------|
| CO 1  | The students will be able to <b>identify</b> the scope of Ecommerce.                       | 01                     |
| CO 2  | The students will be able to <b>organise</b> new techniques of data interchange.           | 04                     |
| CO 3  | The students will be able to <b>associate</b> with connectivity and providers of internet. | 02                     |
| CO 4  | The students will be able <b>implement</b> the ways of E-Payments                          | 03                     |
| CO 5  | The students will be able to <b>access</b> the techniques of Ecommerce.                    | 05                     |
| CO 6  | The students will be able to <b>manage</b> the different techniques Internet Marketing     | 06                     |

**Course Contents:**

| <b>Chapter 1</b> | <b>Introduction to E-Commerce</b>                                                                                                                                                                                                                                                                                                                                                                                                        | <b>10 Lectures</b> |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
|                  | 1.1 What is E-Commerce (Introduction And Definition)<br>1.2 Main activities E-Commerce<br>1.3 Goals of E-Commerce<br>1.4 Technical Components of E-Commerce<br>1.5 Functions of E-Commerce<br>1.6 Advantages and disadvantages of E-Commerce<br>1.7 Scope of E-Commerce<br>1.8 Electronic Commerce Applications<br>1.9 Electronic Commerce and Electronic Business<br>(C2C, C2G, G2G, B2G, B2P, B2A, P2P, B2A, C2A, B2B, B2C, B2BC, D2C) |                    |
| <b>Chapter 2</b> | <b>Building Own Website</b>                                                                                                                                                                                                                                                                                                                                                                                                              | <b>10 Lectures</b> |
|                  | 2.1 Reasons for building own website<br>2.2 Benefits of Website<br>2.3 Cost, Time, Reach<br>2.4 Domain Names – Meaning and types of Internet Organizations( .edu, .com, .mil, .gov, .net)<br>2.5 Internet Service Provides<br>2.6 Registering a Domain Name<br>2.7 Web promotion – Meaning and Concept<br>2.8 Types of Website Promotion like Target email, Banner Exchange, Shopping Bots<br>2.9 Building E Commerce website.           |                    |
| <b>Chapter 3</b> | <b>Internet, Extranet and Intranet</b>                                                                                                                                                                                                                                                                                                                                                                                                   | <b>10 lectures</b> |
|                  | 3.1 Definition of Internet<br>3.2 Evolution of Internet<br>3.3 Advantages and Disadvantages of the Internet<br>3.4 Definition of Intranet & Extranet<br>3.5 Components of Intranet<br>3.6 Extranet and Intranet Difference<br>3.7 Internet Marketing<br>3.7.1 Meaning of Internet Marketing<br>3.7.2 Pros & Cons of Online Shopping<br>3.7.3 Different Techniques of Internet Marketing                                                  |                    |
|                  | <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>30 Hours</b>    |

**Recommended/Reference Books:**

1. E-Commerce Concepts, Models, Strategies :- G. S. V. Murthy  
Himalaya Publishing House
2. E- Commerce: - Kamlesh K Bajaj and Debjani Nag
3. Electronic Commerce: - Gray P. Schneider
4. E-Commerce, S. Jaiswal – Galgotia.
5. Frontiers of electronic commerce – Kalakata, Whinston, Pearson.

**Books by Foreign Authors (International Reference Books)**

1. E-Business & E-Commerce Management : Strategy, Implementation and Practice : Author – Dave Chaffey
2. Ecommerce Evolved: The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business : Tanner Larsson (Author)
3. E-Commerce Business Model 2020 : Jim Work and George Brand (Author)
4. Rayport, J. F. & Jaworski, B. J. INTRODUCTION TO E-COMMERCE, New York McGraw-Hill Irwin.
5. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, John Wiley.
6. Electronic Commerce : Authors: Turban, E., King, D., Lee, J.K., Liang, T.-P., Turban
7. "Web Design: Introductory" by Jennifer T. Campbell and Jessica Minnick.
8. "The Principles of Beautiful Web Design" by Jason Beaird and James George

**Websites/E-Books:**

1. <https://www.freebookcentre.net/business-books-download/E-Commerce-Notes.html>
2. <https://www.freebookcentre.net/Business/E-Business-Books.html>
3. [https://ebooks.lpude.in/computer\\_application/msc\\_it/term\\_3/DCAP306\\_DCAP511\\_E-COMMERCE\\_AND\\_E-BUSINESS.pdf](https://ebooks.lpude.in/computer_application/msc_it/term_3/DCAP306_DCAP511_E-COMMERCE_AND_E-BUSINESS.pdf)

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**Third Year of B.B.A. (IB)**  
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**Course Code : 24BaBibU5604**

**Course Name : Legal Aspect of Business  
(Major Core)**

**Teaching Scheme: TH:2 Lectures per Week**

**Credit : 02**

**Examination Scheme: CIA : 20 Marks**

**End-Sem : 30 Marks**

**Prerequisite Course:**

- Students must get a brief introduction of Legal Framework in commercial world.
- Creating Legal Awareness is the basic prerequisite.

**Course Objectives:**

- To Study basic knowledge of Business Law.
- To learn application Business Law in day to day business life.
- To understand the The Information Technology Act,2000
- To create and make use of Digital Signature & Electronic Signature
- To understand Electronic Governance

**Course Outcomes:**

On completion of the course, student will be able to

| Co No | Course Outcome                                                                        | Blooms<br>Cognitive Level |
|-------|---------------------------------------------------------------------------------------|---------------------------|
| 1     | Remembering the basics of Contract                                                    | 1                         |
| 2     | Understand the legal background required for commercial activities.                   | 2                         |
| 3     | Apply this legal knowledge to his benefit.                                            | 3                         |
| 4     | Analyze the characteristics of a valid contract                                       | 4                         |
| 5     | Evaluate Digital Signature & Electronic Signature<br>Along with Electronic Governance | 5                         |
| 6     | Create & Design the Electronic Records                                                | 6                         |

## Course Contents:

|           |                                                                                                                                                                                                                                                                                                                                                                                                          |             |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Chapter 1 | Introduction                                                                                                                                                                                                                                                                                                                                                                                             | 17 lectures |
|           | <b>Indian Contract Act 1872(Section 1 to 75)</b><br>1.1 Definition, Kinds and concept of contracts.<br>1.2 Offer and Acceptance.<br>1.3 Consideration<br>1.4 Capacity of Parties<br>1.5 Free Consent<br>1.6 Legality and Objects of consideration<br>1.7 Void Agreements<br>1.8 Performance of Contract<br>1.9 Discharge of Contract and Remedies<br>(The Act is to be discussed with latest amendments) |             |
| Chapter 2 | <b>The Information Technology Act,2000</b>                                                                                                                                                                                                                                                                                                                                                               | 13 lectures |
|           | 2.1 Definitions<br>2.2 Digital Signature & Electronic Signature<br>2.3 Electronic Governance<br>2.4 Attribution, Acknowledgement and Dispatch of Electronic Records<br>2.5 Duties of Subscribers<br>2.6 Penalties, Compensation and Adjudication<br>(The Act is to be discussed with latest amendments)                                                                                                  |             |
|           | Total Lectures                                                                                                                                                                                                                                                                                                                                                                                           | 30          |

### References:

1. An Introduction to Mercantile laws -: by N.D.Kapoor
2. Business Law -: N.M. Vechlekar
3. Business Laws -: Kucchal M.C.
4. Encyclopedia of Cyber Laws and Crime Series -Nature of Cyber Laws – Edited by S.R.Sharma(Anmol Publication Private Ltd-New Delhi)

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**Third Year of B.B.A. (IB) SEM - V**  
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**Course Code : 24BaBibU5201**

**Course Name : Global Business  
Ethics (Elective I)**

**Credit : 02**

**Teaching Scheme: TH: 2 Hours/Week**

**Examination Scheme: CIA : 20 Marks**

**End-Sem : 30 Marks**

**Prerequisite Courses:**

- Some Basic Knowledge of Morals and Ethical Practices is required.

**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 analyse the role of Ethics on business, Government and Society.
4. To analyse the Ethical scenario with respect to Environment and consumer protection.
5. To learn various Business Ethics practices in view point of International Business.

**Course Outcomes:**

On Completion of the course, student will be able to-

| <b>CO No.</b> | <b>Outcome</b>                                                                         | <b>BL</b> |
|---------------|----------------------------------------------------------------------------------------|-----------|
| 1             | Remembering key meaning, nature and types of ethics & business ethics                  | 1         |
| 2             | Understanding the concept of Ethics & Moral                                            | 2         |
| 3             | Evaluate scope of the business with the Ethical Practices in the International level.. | 5         |
| 4             | Apply ethical principles in marketing, foreign trade & IPR                             | 3         |
| 5             | Creating awareness among the students about ethical issues in business.                | 6         |
| 6             | Analyze ethical issues in global economy.                                              | 4         |

## Course Contents

|                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                    |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| <b>Chapter 1</b> | <b>Introduction of Ethics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>08 lectures</b> |
|                  | 1.1 Meaning and nature of Ethics, Definition of Morals & Ethics.<br>1.2. Types of Ethics, Importance of Ethics, Nature of Ethics.<br>1.3. Business Ethics- Meaning and nature. Importance of ethics in business.<br>1.4Types of Ethics<br>1.5 Types of Business Ethics                                                                                                                                                                                                                                                                                                                                                                                                                                |                    |
| <b>Chapter 2</b> | <b>Business Ethics in Global Economy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>10 Lectures</b> |
|                  | 2.1 Concept of Globalization<br>2.2 Developing Business Ethics in Global Economy<br>2.3 Ethics in Global Marketing & Advertising<br>2.4 Ethical perspectives in Employment<br>2.5 Ethics in IT & E-commerce<br>2.6 Environmental Ethics<br>2.7 Ethics and Cross- culture influences<br>2.8 Role of Business Ethics in Developing a Civilized Society                                                                                                                                                                                                                                                                                                                                                  |                    |
| <b>Chapter 3</b> | <b>Moral issues in Business Justice &amp; Economic system</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>12 lectures</b> |
|                  | 3.1. Difference between Ethics and Morals<br>Ethics related to environment protection.<br>3.2. Ethics relating to Consumer protection- A Social responsibility<br>3.3. Business ethics arguments for and against social responsibility.<br>3.4. functional ethics-types of ethics according to functions of business:<br>Marketing ethics,<br>Foreign trade ethics and<br>3.4 Introduction to IPR<br>3.5 Ethics relating Intellectual Property Rights: Patents, Copyrights, Trade Marks, Designs.<br><br><b>Experiential Learning :</b><br>The Speech/Seminar on Ethical Practices in Foreign Trade/ Caselet of NGO / SEBI/<br>A Physical/Virtual Ethical Business<br>Competition/Poster Presentation |                    |
|                  | <b>Total No. of Lectures =</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>30</b>          |

### **Recommended Books :**

1. Business Ethics (IInd Edition) :- A Kantian Perspective : Norman E. Bowie
2. Business Ethics: -----O.C. Ferrel, John Paul Fraedrich, Linda Ferrell.
3. Global Ethics An Introduction:-----2<sup>nd</sup> Edition - Wiley
4. Business Ethics:-----Gautam Pherwani
5. Business Ethics: ----- Ritu Pamraj
6. Business Ethics: ----- Prof. Agalgatti

### **International Journal :**

1. Business Ethics - Free Journal Articles : **Cambridge University Press**

### **Websites:**

[www.wto.org](http://www.wto.org)

[www.cambridge.org](http://www.cambridge.org)

[www.societyforbusinessethics.org](http://www.societyforbusinessethics.org) - Society for Business Ethics

<https://www.wipo.int/about-ip/en/>

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Third Year of B.B.A. (IB)-SEM V  
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**Course Code: 24BaBibU5202**

**Course Name: Business Taxation**  
**(Major Elective)**

**Teaching Scheme: 2 Hours per week**

**Credit: 02**

**Examination Scheme: CIA: 20 Marks**

**End-Sem: 30 Marks**

**Prerequisite Courses:**

This course provides a comprehensive understanding of business taxation, focusing on Goods and Service Tax (GST). Students will examine the principles, concepts and key areas, gaining insights into impact on business operations.

**Course Objectives:**

On completion of the course, student will be able to,—

- 1) To develop an understanding of provisions of goods and service tax.
- 2) To acquire the ability to apply such provisions to address or solve issues in moderately complex scenarios.
- 3) To analyze the legal provisions governing GST and application in business transactions.
- 4) To examine the tax implications of GST on different business activities.

**Course Outcomes:**

| CO No | Course Outcomes (COs)                                                                                                           | Blooms Cognitive level |
|-------|---------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO 1  | Describes the legal framework work of GST, regulations thereby explaining the tax implications on various business transactions | 1                      |
| CO 2  | Interpret tax laws and to assess impact of GST on business operations                                                           | 2                      |
| CO 3  | Calculate GST liabilities and obligations for different business scenarios.                                                     | 3                      |
| CO 4  | Analyze the implications of GST on business decisions                                                                           | 4                      |
| CO 5  | Create compliance frameworks for businesses to ensure adherence to GST.                                                         | 5                      |
| CO 6  | Analyze the factors such as cost, risk and compliance for effective planning thereby to minimize tax liabilities.               | 6                      |

**Course Contents:**

| Chapter 1    | Introduction to Indirect Taxes                                                                                                                                                                                                                                                                                                     | Lectures       |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
|              | 1.1 Concept and features of indirect taxes<br>1.2 Difference between direct and indirect taxes<br>1.3 Background of indirect taxes.<br>1.4 Constitutional validity of GST: Meaning of GST, GST council, tax rates, HSN Codes.<br>1.5 GST advantages and disadvantages                                                              | 10             |
| Chapter 2    | Levy, Collection and Input Tax Credit                                                                                                                                                                                                                                                                                              |                |
|              | 2.1 Introduction to GST Law<br>2.2 Levy and Collection of CGST and IGST<br>2.3 Basic concepts of Time, Place and Value of Supply<br>2.4 Input Tax Credit<br>2.5 Computation of GST Liability<br>2.6 Registration<br>2.7 Tax Invoice – Electronic Way Bill<br>2.8 Returns and Payment of Taxes<br>2.9 GST treatment for Exports-LUT | 10             |
| Chapter 3    | Filing of GST Returns and audit                                                                                                                                                                                                                                                                                                    |                |
|              | 3.1 Overview of GSTR-1, GSTR-3B, GSTR-4, GSTR-5, GSTR-6, GSTR-7, GSTR-8, GSTR-9, GSTR-10, GSTR-11<br>3.2 Audit by tax authorities U/s 65, special audit U/s 66<br>3.3 Audit by department, power of departmental audit.<br>3.4 Returns – authorization of audit<br>3.5 Audit procedure.<br>3.6 Assessment under Chapter-XII        | 10             |
| <b>Total</b> |                                                                                                                                                                                                                                                                                                                                    | <b>30 hrs.</b> |

**Recommended Books (Latest Editions):**

- 1) Indirect Tax, V.S. Datey, Taxmans Publications Pvt. Ltd.
- 2) Indirect Tax Laws, Bhalchandran V, Sultan Chand & Sons Publications.

**E Contents:**

[www.upgad.com/scm/msu](http://www.upgad.com/scm/msu)

[www.sematicscholar.org](http://www.sematicscholar.org)

[www.infor.com](http://www.infor.com)

[www.coursera.org](http://www.coursera.org)

[www.projectmanager.com](http://www.projectmanager.com)

[www.icaai.com](http://www.icaai.com)

[www.icm.com](http://www.icm.com)

<https://www.cbic.gov.in/>

<https://cbic-gst.gov.in/>

<https://gstcouncil.gov.in/>

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**Third Year of B.B.A. (IB) Semester V**  
**( Under NEP 2024 )**

**Course Code:** 24BaBibU5203

**Course Name :** Business Reporting & Analysis  
(Major Elective)

**Teaching Scheme:** TH:2 Hours/Week

**Credit:** 02

**Examination Scheme:** CIA : 20 Marks

**End-Sem : 30 Marks**

**Prerequisite Courses:**

- It is expected that, students have the background of report writing.
- Understanding of need for report writing.

**Course Objectives:**

- To Study the significance of report writing.
- To learn and develop the skills of appropriate reporting.
- To learn to analyze the reports, and take action in the given situation.

**Course Outcomes:**

On completion of the course, student will be able to–

| <b>Co. No</b> | <b>Outcome</b>                                                | <b>BL</b> |
|---------------|---------------------------------------------------------------|-----------|
| 1             | Understand everything about report writing                    | 2         |
| 2             | Create reports of different types                             | 6         |
| 3             | Remember factors affecting Business Reporting                 | 1         |
| 4             | Apply digital technologies driving the future of reporting.   | 3         |
| 5             | Analyze various areas of business reporting                   | 4         |
| 6             | Evaluate various Tools & Techniques used in Business Analysis | 5         |

## Course Contents:

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |            |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Chapter 1 | <b>Introduction to Business Reporting</b><br>1.1 Introduction to Business Reporting.<br>1.2 Business Reporting- Definition & Importance<br>1.3 Scope of report writing<br>1.4 User of Business Report<br>1.5 Factors Affecting Business Reporting.<br>1.6 Advantages and disadvantages of report writing.<br>1.7 Nature of business report<br>1.8 Qualities of a good business report<br>1.9 Objectives & functions of report writing<br>1.10 Designing of Reporting format<br>1.11 Essential stages of business reporting<br>1.12 Types of reports.                                                                          | 8 lectures |
| Chapter 2 | <b>Digital reporting &amp; Business Strategies</b><br>2.1 How companies have changed their business strategies and reporting<br>2.2 Business reporting in digital world<br>2.3 Digital technologies, driving the future of reporting.<br>Robotic process automation<br>Chatbot's<br>Visualization<br>Machine Learning & Artificial intelligence<br>Forecasting & Predictive analytics<br>2.4 Analysis Parameters : Industry Size, Segment Size, Category Size,<br>2.5 Segment wise contribution,<br>2.6 Growth Patterns & Growth Drivers<br>2.7 Competition CSF, KPI.<br>2.8 Category Attractiveness:<br>Extended BCG matrix, | 8 lectures |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |            |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
|           | Porter's 5 force analysis<br>Diamond Model of Porter<br>2.9 Selective Business Strategies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |
| Chapter 3 | Areas of Business Reporting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 2 lectures |
|           | 3.1 Marketing Reports<br>3.2 Financial Reporting<br>3.3 Inter Company & Intra Company analysis<br>3.4 Macro Economic Analysis<br>3.5 Human Recourses Reports<br>3.6 ESG( Environmental, Social & Governance Standards)<br>Environmental Reporting<br>(Only meaning and importance of above reports is to be explained)                                                                                                                                                                                                                                                                                                                    |            |
| Chapter 4 | Learning actually to analyze various reports                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 12         |
|           | 5.1 How to Analyze financial statements/ reports?<br>Learning Key Matrices<br>5.2 Methods like (1) the income statement, (2) the balance sheet, (3) the cash flow statement, and (4) rates of return<br>5.3 KPI and Key Matrices in Marketing<br>5.4 How to analyze the marketing report?<br>5.5 the 3-3-3 rule in marketing<br>5.6 How to analyze Economic reports?<br>5.7 Methods of analysis of economic report<br>Inductive& deductive methods<br>5.8 Merits & demerits of both the methods and their comparison.<br>5.9 Impact of digital media on business<br>5.10 Dash Boards<br>5.11 Tableau<br>5.12 Power BI- Online and Offline |            |
|           | Total lectures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 30         |

#### Recommended Books:

1. Business Process Analysis – Geoffery Darton (MakshaDarton Publication)
2. Business Analysis by Debra Paul (2007 Publishing – Donald Yeates)
3. International Financial Reporting Analysis – David Alexander & Anne Briton
4. Financial Reporting and Analysis - Charies Gibson.
5. Marketing Metrics & Frameworks-Liberman Sammy M)
6. Report books of MCCIA
7. Annual reports of German Companies

#### Websites & links:

1. <https://infogram.com/create/report>
2. <https://www.iiba.org/professional-development/career-centre/what-is-business-analysis/>
3. <https://www.glowtouch.com/business-analysis-process-flow/>
4. <https://www.softwaretestinghelp.com/business-analysis-tools/>
5. <https://www2.deloitte.com/us/en/pages/finance-transformation/articles/business-reporting-in-a-digital-world.html>
6. <https://reqtest.com/requirements-blog/what-is-business-analysis/>
7. [bef.org](http://bef.org)
8. [investindia.gov.in](http://investindia.gov.in)
9. [www.pwc.in](http://www.pwc.in)
10. <https://www.equitymaster.com/>
11. <https://corporatefinanceinstitute.com/resources/accounting/analysis-of-financial-statements/>
12. <https://funnel.io/blog/6-tips-analyze-marketing-data>
13. <https://unacademy.com/>

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**Third Year of BBA IB (SEM-V)**

**(Under NEP 2024 Course)**

**Course Code: 24BaBibU5204      Course Name: International Agribusiness Management**

**Teaching Scheme: 2 Hours per week**

**Credit 02**

**Examination Scheme: CIA: 20 Marks**

**End-Sem: 30 Marks**

**Prerequisite Courses:**

1. The study of International Agribusiness will teach you about the commercial side of agriculture, both in India and internationally. It will cover all aspects of the growing, processing, training and financing of food and fibers, and gain valuable transferable business skills. The study also includes management and sustainability of agrifood value chain and sharpens acumen for business

**Course Objectives:**

1. To make the students aware of the national and international agricultural scenario.
2. To develop an awareness among students about EXIM policy and agri marketing
3. To learn the types of Agro based industry

**Course Outcomes:**

On completion of the course, student will be able to –

| <b>CO No.</b> | <b>Outcome</b>                                                                                                                               | <b>BL</b> |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1             | <b>Identifying</b> reason why agro base industry play a vital role especially to a country like India where the basic occupation is farming. | 3         |
| 2             | <b>Evaluate</b> strategic advantages in Indian agro business.                                                                                | 5         |
| 3             | <b>Analyze</b> the scope in food industry through agro business.                                                                             | 4         |
| 4             | <b>Understand</b> the export licensing process for food industry.                                                                            | 2         |
| 5             | <b>Creating</b> awareness for promoting agro business at international level.                                                                | 6         |
| 6             | To know <b>how</b> EXIM policies apply in agro business.                                                                                     | 1         |

**Course Contents:**

| Chapter 1 | Introduction                                                                                                                                                                                                                                                                                                                               | lectures |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|           | 1.1 Meaning, Scope, Importance. Impact of international agri business on Indian Economy<br>1.2 Comparative study of Indian Agro products with other countries Agro products.<br>1.3 Strategic Advantage to Indian agro products (Environmental advantage & Governmental advantage)<br>1.4 Challenges in international agricultural markets | 10       |
| Chapter 2 | Agro Based Industries                                                                                                                                                                                                                                                                                                                      |          |
|           | 2.1 Scope in India Food processing Industries Meaning, Future prospects of processed food industry, Farm Machinery.<br>2.2 Dairy Industry – Characteristics, product range, future growth Sugar Industry<br>2.3 Constraints in export of processed food Study of international License for food industry                                   | 10       |
| Chapter 3 | India in International Agricultural Trade                                                                                                                                                                                                                                                                                                  |          |
|           | 3.1 India's agricultural exports and imports<br>3.2 Major export commodities (rice, spices, tea, etc.)<br>3.3 Role of Agricultural and Processed Food Products Export Development Authority ( <b>APEDA</b> )<br>3.4 Government policies and export promotion<br>3.5 Future prospects of Indian agribusiness with AI                        | 10       |
|           | Total                                                                                                                                                                                                                                                                                                                                      | 30 hrs.  |

### Recommended Books:

1. Agri business mgt. - by Smita Diwase – Everest Publishing
2. Agri business mgt. – by Urkude/Rajesh.L – Milona
3. Agri business mgt. in India – Subhash Bhawe
4. Agricultural Mktg. in India – Acharaya & Agarwal – Oxford & IBH publishing company
5. Ayele, S., A. Duncan, A. Larbi, and T. T. Khanh. 2012. “Enhancing Innovation in Livestock Value Chains through Networks: Lessons from Fodder Innovation Case Studies in Developing Countries.” Science and Public Policy 39 (3): 333–346

### Websites

<https://www.scribd.com/presentation/933745381/International-Agribusiness>  
<https://raubikaner.org/wp-content/themes/theme2/PDF/AECON-311.pdf>

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**Third Year of B.B.A. (IB)-Semester V**  
**(NEP 2024 Pattern)**

**Course Code : 24BaBibU5501**

**Course Name : Business Report Writing  
(VSC)**

**Teaching Scheme: TH:4 Hours/Week**

**Credit: 02**

**Examination Scheme: CIA : 20 Marks**

**End-Sem : 30 Marks**

**Prerequisite Courses:**

- It is expected that, students have the background of report writing.
- Understanding of need for report writing.

**Course Objectives:**

- To Study the significance of report writing.
- To learn and develop the skills of appropriate reporting.
- To learn to analyze the reports, and take action in the given situation.

**Course Outcomes:**

On completion of the course, student will be able to–

| <b>Co.<br/>No</b> | <b>Course Outcome</b>                                                                                                                                             | <b>BL</b> |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1                 | Understand everything about report writing                                                                                                                        | 2         |
| 2                 | Create reports of different types                                                                                                                                 | 6         |
| 3                 | Remember factors affecting Business Reporting                                                                                                                     | 1         |
| 4                 | Apply digital technologies for preparing various reports.                                                                                                         | 3         |
| 5                 | Analyze various areas of business reporting                                                                                                                       | 4         |
| 6                 | Evaluate various Tools & Techniques used in Business Analysis ( data visualization and Business Intelligence tools like Dash boards) for business report writing. | 5         |

Students will write different reports based on the knowledge gained by the syllabus of the subject.

Comprehensive reports should be prepared by individual students based on MNCs.

(Different companies are to be identified. For example German MNCs. Similarly inter export performance of various companies for five years is to be considered.)

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**Third Year of B.B.A. (IB) Semester 5**  
**( Under NEP2024)**

**Course Code : 24BaBibU5301      Course Name : Foreign Language German Paper V**

**Teaching Scheme: TH: 2 Hours/Week**  
**Examination Scheme: CIA : 20 Marks**

**Credit: 02**  
**End-Sem : 30 Marks**

**Prerequisite Courses:**

- German language course prescribed for fifth Semester.

**Course Objectives:**

- To read and understand different vocabulary regarding life in the city, working environments, modes of traveling etc.
- To listen and understand the language in day-to-day situations when spoken at a slow speed i.e. speaking about festivals and celebrations, life in the city, working environments, modes of traveling etc.
- Focus will be on the four main aspects of learning German as foreign language, namely reading, listening, writing, and speaking. Have knowledge of basic Grammar
- The course would also provide a primary insight into cultural studies of German speaking countries
- As per the European Reference framework for languages the course would be equivalent to A1+ level
- To Study different vocabulary regarding life in the city, working environments, modes of traveling etc

**Course Outcomes:**

**After successful completion of this course students will able to:**

| <b>CO No</b> | <b>Course Outcomes (COs)</b>                                                                                                       | <b>Blooms Cognitive level</b> |
|--------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| <b>CO 1</b>  | Recognize and memorize the vocabulary about life in the city, working environments, modes of traveling etc.                        | 1                             |
| <b>CO 2</b>  | Describe and summarize about life in the city, working environments, modes of traveling etc.                                       | 2                             |
| <b>CO 3</b>  | Categories life in the city, working environments, modes of traveling etc                                                          | 4                             |
| <b>CO 4</b>  | Determine a structure of sentences, answers about different topics in day-to-day life. Prepare a telephone conversation or dialogs | 3                             |
| <b>CO 5</b>  | Formulate a letter or E-Mail, invitations, blogs etc.                                                                              | 6                             |

|             |                                                                |   |
|-------------|----------------------------------------------------------------|---|
| <b>CO 6</b> | Choose correct words, phrases to express day-to-day situations | 5 |
|-------------|----------------------------------------------------------------|---|

### Course Contents

| Chapter No | Details of contents                                                                                                                                                                             | No, Lectures |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Chapter 1  | <b>Leben in der Stadt</b>                                                                                                                                                                       |              |
|            | 2.1 ein Vorstellungsgespräch verstehen<br>2.2 Gespräche bei Banken und Behörden verstehen<br>2.3 höflich um etwas bitten<br>2.4 eine Stadt beschreiben<br>2.5 Email schreiben                   | 9            |
| Chapter 2  | <b>Arbeitswelten</b>                                                                                                                                                                            | No. Lectures |
|            | 3.1 Personen vorstellen<br>3.2 Berufswünsche äußern<br>3.3 über einen Traumberuf schreiben<br>3.4 ein Telefongespräch vorbereiten, telefonieren<br>3.5 Informationen aus einem Text weitergeben | 12           |
| Chapter 3  | <b>Ganz schön mobil</b>                                                                                                                                                                         | No. Lectures |
|            | 4.1 Informationen erfragen<br>4.2 eine Wegbeschreibung verstehen und geben<br>4.3 über Vor- und Nachteile sprechen<br>4.4 die eigene Meinung sagen<br>4.5 eine Grafik beschreiben               | 9            |
|            | Total                                                                                                                                                                                           | 30           |

Reference books: Netzwerk neu A1, A2 Kursbuch and Übungsbuch, Klett  
Netzwerk A1, A2 Kursbuch and Arbeitsbuch, Klett  
Menschen A1, A2 Kursbuch and Arbeitsbuch  
Lagune A1, A2 Kursbuch and Arbeitsbuch  
Grammatik Intensivtrainer A1, A2. Langenschied 2006  
Brücke 1 (Balbharati publication)

Websites:

1. <https://www.deutsch-perfekt.com>
2. <https://dw.de>
3. <https://www.goethe.de>
4. <https://mein-deutschbuch.de>
5. [Liveworksheets.com](https://www.liveworksheets.com)

**TYBBA-IB**  
**SEMESTER-VI**

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**Third Year of B.B.A. (IB)-SEM VI**  
**(Under NEP 2024)**

**Course Code: 24BaBibU6601**

**Course Name: International Business in service sector**  
**(Major Core)**

**Teaching Scheme: TH: 4 Lectures per Week**

**Credit: 04**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

1. Students must have brief knowledge of services.
2. Should be able to distinguish between marketing of goods and marketing of services.

**Course Objectives:**

- 1) To develop an understanding of key service concepts, characteristics, service marketing mix, and major global service trends.
- 2) To help students understand global service consumer behaviour, cultural influences, service quality models, and basic service design principles.
- 3) To help learn & understand global service delivery, branding, and pricing practices.
- 4) To recognize emerging global trends including anatomization, gig economy, personalization, and crisis management.

**Course Outcomes:**

On completion of the course, student will be able to,-

| CO No | Course Outcomes (COs)                                                                                                                            | Blooms Cognitive level |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO 1  | Understand core service concepts, distinguish goods from services, apply the 7Ps, and identify major global service trends.                      | 01                     |
| CO 2  | Evaluate cultural influences on service consumption, use service design tools, and apply service quality models in global contexts.              | 02                     |
| CO 3  | Apply global service delivery, branding, and pricing strategies effectively.                                                                     | 05                     |
| CO 4  | Identify and interpret emerging trends such as the gig economy, platform ecosystems, and crisis management.                                      | 06                     |
| CO 5  | The strong Comparative study w.r.to <u>organizing</u> the Collected Data, the hurdles can be overcome successfully.                              | 04                     |
| CO 6  | Overall the end user can implement these:<br>To make it Profit Making business by Understanding the international trade through services sector. | 03                     |

**Course Contents:**

|           |                                                                                                                                                                                                                                                                                                                                                                  |             |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Chapter 1 | Foundations of International Service Marketing                                                                                                                                                                                                                                                                                                                   | 15 Lectures |
|           | 1.1 Meaning and features of International services<br>Differences between goods and services<br>Characteristics of services (Intangibility, Inseparability, Perishability, Variability)<br>Importance of International services in the global economy<br>Service marketing mix (7 Ps) overview<br>Role of Services in International trade                        |             |
| Chapter 2 | Global Service Consumer Behaviour & Service Design                                                                                                                                                                                                                                                                                                               | 15 Lectures |
|           | Understanding international service consumers<br>Cultural factors affecting service expectations<br>Cross-cultural communication in service delivery<br>Service design and blueprinting<br>Service quality models (SERVQUAL, GAP Model)<br>Managing customer satisfaction and service encounters across countries<br>Factors Influencing International customers |             |
| Chapter 3 | International Service Delivery, Branding & Pricing                                                                                                                                                                                                                                                                                                               | 15 lectures |

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                 |             |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
|                | Meaning of international service delivery and global service processes<br>Standardization vs. adaptation in global service delivery<br>Service recovery strategies in international markets<br>International service branding and global brand positioning<br>Brand equity in services<br>Factors influencing international service pricing<br>Pricing strategies and impact of currency fluctuations on global service pricing |             |
| Chapter 4      | International Service Operations, Strategy & Emerging Issues                                                                                                                                                                                                                                                                                                                                                                    | 15 lectures |
|                | International Service Operations Management<br>Off shoring, Outsourcing & Shared Service Centres<br>Global Service Strategy<br>Quality & Performance Measurement in International Services<br>Technology & Innovation in Global Services<br>Sustainability, Ethics & Regulatory Issues<br>Emerging Global Service Trends<br>Role of AI in service sector<br>Global service delivery model<br>Managing service level agreement   |             |
| Total Lectures |                                                                                                                                                                                                                                                                                                                                                                                                                                 | 60 Lectures |

### Recommended Books:

- 1) Services Marketing: Integrating customer focus across the firm (7<sup>th</sup> Edition), Zeithaml, V. A., Bitner, M. J., & Gremler, D. D - Mc Graw-Hill Education Publication.
- 2) Services marketing: People, technology, strategy (8th Edition), Lovelock, C., Wirtz, J., & Chatterjee, J. (2018) - Pearson Education Publication.
- 3) Services marketing (2nd Edition), Jha, S. M. - Himalaya Publishing House
- 4) Services marketing and management, Gupta, S. L., & Govindarajan, M. (2017) - Prentice Hall India Publication
- 5) “Services Marketing: People, Technology, Strategy” , Lovelock & Wirtz - Pearson Publication
- 6) Vasanti Venugopal, Raghu V.N., Services Marketing – Himalaya Publishing House
- 7) S. Shajahan, International Business, Macmillan.
- 8) V.Jauhari, Kirti Dutta Services, Oxford University Press
- 9) Datta, Sundaram, Indian Economy – S. Chand and Co, Delhi
- 10) Service Management, by James A. Fitzsimmons, Mona J. Fitzsimmons
- 11) International Business – Environments and Operations’ John D. Daniels, Lee H. Radebaugh and Daniel P. Sullivan Pearson, ‘pearson publication
- 12) Plans for service Business, Oxford. McDonald Mrlcoln Adrian Payne,
- 13) Marketing professional services: winning new business in the professional services sector: Roe, Michael M: Chartered Institute of Marketing
- 14) Services Marketing -The Indian Perspective, Ravi Shanker, Excel Books Publication, New Delhi
- 15) Service Management, V.N. Raghu, Vasanti Venugopal, Himalaya Publishing House, Mumbai

**E Books/Links:**

- 1) Research on International Service Marketing: <https://bookstore.emerald.com/research-on-international-service-marketing-hb-9780762311859.html>
- 2) Services Marketing – SGH Warsaw School of Economics:  
[https://www.researchgate.net/publication/314949424\\_Services\\_Marketing](https://www.researchgate.net/publication/314949424_Services_Marketing)
- 3) Internationalization of Service Firms (Research Article):  
[https://www.researchgate.net/publication/278408192\\_Internationalization\\_of\\_service\\_firms](https://www.researchgate.net/publication/278408192_Internationalization_of_service_firms)
- 4) <https://egyankosh.ac.in/bitstream/123456789/37978/1/Unit-10.pdf>
- 5) <https://www.econstor.eu/bitstream/10419/109469/1/ewp-352.pdf>
- 6) [en.wikipedia.org › wiki › International\\_business](https://en.wikipedia.org/wiki/International_business)

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**Third Year of B.B.A. (IB)-Semester VI**  
**(Under NEP 2024 )**

**Course Code : 24BaBibU6602      Course Name : International Business Law**  
**(Major Core)**

**Teaching Scheme: TH:4 Hours/Week**

**Credit: 04**

**Examination Scheme: CIA : 40 Marks**

**End-Sem : 60 Marks**

**Prerequisite Courses:**

- Students must have the knowledge of legal framework, within which, international business operates.
- Students must have the basic knowledge of Business law.

**Course Objectives:**

- To Study the international law, which governs the global business.
- To understand the role of United Nations in promoting international business.
- To know the international Dispute Settlement Machinery.
- To understand the role of Government of India, in promoting international business.

**Course Outcomes:**

On completion of the course, student will be able to–

| Co.No | Outcome                                                                                 | Blooms Cognitive Level |
|-------|-----------------------------------------------------------------------------------------|------------------------|
| 1     | Apply legal knowledge to his benefit, in international business.                        | 3                      |
| 2     | Understand the legal role of United Nations                                             | 2                      |
| 3     | Analyze and select the available dispute settlement machinery.                          | 4                      |
| 4     | Remember the Role & functions of Indian Government, and Ministry of Commerce & Industry | 1                      |
| 5     | Evaluate WTO's role in conducting various ministerial conferences                       | 5                      |
| 6     | Create information about QUAD                                                           | 6                      |

## Course Contents

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |             |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Chapter 1 | Introduction to International Business law & International Sale of Goods                                                                                                                                                                                                                                                                                                                                                                                                                                     | 10 lectures |
|           | 1.1 Understanding International Business law<br>1.2 Need and importance<br>1.3 Scope and objectives of international business law<br>1.4 Understanding International Legal system<br>Code Law<br>Common Law<br>Islamic Law<br>Foreign Corrupt Practices Act<br>1.5 Unification of law of International Sale of Goods<br>1.6 Conflict of Law& Jurisdiction<br>1.7 Alternate Dispute Resolution (ADR) vs litigation<br>Case cum stories to be shared<br>1.8 Understanding the concept of Reverse Globalization |             |
| Chapter 2 | Role of United Nations in International Business Law                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 12 lectures |
|           | 2.1. United Nations and Rule of Law<br>2.2 United Nations & It's impact on Trade<br>2.3 Charter of United Nations<br>2.4 United Nations Conference on Trade & Development (UNCTAD)<br>2.5 United Nations Commission on International Trade Laws (UNCITRAL)<br>2.6 UNCITRAL Model for Inter Credits & Guaranties<br>2.7 2.8 UNCITRAL Model for Electronic-commerce<br>2.9 UNCITRAL Convention                                                                                                                 |             |
| Chapter 3 | International Dispute Settlement Machinery                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 12 lectures |
|           | 3.1 International Court of Justice-<br>History of the Court<br>Members of the court<br>How the court works?<br>3.2 Constitutional Jurisdiction(contentious jurisdiction & Advisory jurisdiction)<br>3.3. Registrar of the Court<br>3.3 Evaluation<br>3.4 World Bank Inspection Panel- Functions & Procedure<br>3.5 International Clauses for Settlement of Investment Disputes (ICSID)-                                                                                                                      |             |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|           | 3.6 Tribunal, Function & Procedure<br>3.7 International commercial Arbitration & Enforcement of Foreign Awards<br>3.8 Quadrilateral Security Dialogue(QSD also known as QUAD)<br><hr/> 3.9 Creation of QUAD<br>3.10 Trilateral and Security Dialogue<br>3.11 Quadrilateral Initiative<br>3.12 Formal initiation isolates China<br>3.13 India's fear of destabilization in region<br>3.14 Australian departure and support<br>3.15 Japanese Diplomacy                                                                                                                                                                                                                                                                                                                             |    |
| Chapter 4 | India's trade policy , laws, treaties , conventions and Government Organizations relating to International Trade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 14 |
|           | 4.1 Current Foreign Trade Policy 2026-2030 of India<br>4.2 Kyoto Protocol<br>4.3 Ottawa Protocol<br>4.4 Role & functions of Indian Government<br>4.5 Bodies for promotion of International Trade<br>4.6 Ministry of Commerce & Industry<br>4.7 Board of Trade<br>4.8 Commodity Organization<br>4.9 Export Promotion Council<br>4.10 Commodity Boards<br>4.11 Service Institutions<br>4.12 Indian Government Trade Representative Abroad<br>4.13 India Trade Promotion Organization<br>4.14 Council for Trade Development and Promotion<br>4.15 Federation of Indian Chambers of Commerce & Industry<br>4.16 Listing of Councils in Indian Chambers of Commerce<br><br>Experiential Learning:<br>Students to write a small report on New Foreign Trade Policy 2021-2026 of India. |    |
| Chapter 5 | WTO's role in conducting various ministerial conferences                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 12 |
|           | 5.1 Uruguay Round of negotiations<br>5.2 Replacement of GATT with WTO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|  | 5.3 An overview of WTO's role in creating institutional framework, trade in services, intellectual property and trade complexities<br>5.4 WTO & Ministerial conferences (Briefing of all conferences)<br>5.5 Singapore ministerial conference, 1996<br>5.6 DOHA Round<br>5.7 Developing countries and DOHA Round<br>5.8 WTO's 13 <sup>th</sup> Ministerial conference (MC13) Abu Dhabi, United Arab Emirates.<br>5.9 AI Summit – New Delhi |    |
|  | Total Lectures                                                                                                                                                                                                                                                                                                                                                                                                                             | 60 |

#### Books :

1. International Law- H.O.Agrawal- Central Law Publication
2. International Economics Law- S.R. Myneni
3. Environmental Law- Jaiswal P.S.
4. Customs Law Practice & Procedure-V.S. Datey- Taxmann
5. Indian Foreign Trade – Raj Agrawal Excel Books
6. World Trade Organization- Institute of Company Secretaries of India
7. Kyoto Protocol- Aspects & Prospects- Amey Satish Pitale- Think Line- A Guna Gaurav Nyas Publication

#### Websites & Links

1. <https://velocityglobhttpal.com>
2. <https://uncitral.un.org/en/about>
3. <https://www.icj-cij.org/en/court>
4. [https://en.wikipedia.org/wiki/Quadrilateral\\_Security\\_Dialogue](https://en.wikipedia.org/wiki/Quadrilateral_Security_Dialogue)
5. [www.indiatradefair.com](http://www.indiatradefair.com)
6. [Commerce.gov.in](http://Commerce.gov.in)
7. [MyGov.in](http://MyGov.in)
8. [https://www.wto.org/english/thewto\\_e/minist\\_e/mc13\\_e/mc13\\_e.htm](https://www.wto.org/english/thewto_e/minist_e/mc13_e/mc13_e.htm)
9. [www.wto.org](http://www.wto.org)

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Third Year of B.B.A. (IB)-SEM VI  
(Under NEP 2024)

**Course Code: 24BaBibU6603**

**Course Name: Import & Export Procedure  
(Major Core)**

**Teaching Scheme: 4 Hours per week**

**Credit: 04**

**Examination Scheme: CIA: 40 Marks**

**End-Sem: 60 Marks**

**Prerequisite Courses:**

The students will be able to understand the documentation and procedure of import and exports, exposure of various types of containers.

**Course Objectives:**

- 1) To understand the world Trade environment. Develop a foundation understanding of world trade dynamics including the key economic, political, and legal factors that influence international Business
- 2) To learn the documentation process involved in import and export transactions, including regulatory compliance, customs procedures, and statutory requirements.
- 3) To provide learners with a clear understanding of the essential procedures, documentation, and regulatory requirements involved in the import process.
- 4) To understand various schemes

**Course Outcomes:**

On completion of the course, student will be able to–

| CO No | Course Outcomes (COs)                                                                                                       | Blooms Cognitive level |
|-------|-----------------------------------------------------------------------------------------------------------------------------|------------------------|
| CO 1  | Recall and explaining the key components of world trade, including the major import and export procedure and documentations | 01                     |
| CO 2  | Understand fundamental concepts and procedures of export operations                                                         | 03                     |
| CO 3  | Explain the key steps, documents, and formalities involved in the import procedure.                                         | 02                     |
| CO 4  | To know the pros and cons of various schemes                                                                                | 04                     |

|             |                                                                                          |    |
|-------------|------------------------------------------------------------------------------------------|----|
| <b>CO 5</b> | How to manage export strategically as entrepreneur                                       | 06 |
| <b>CO 6</b> | Review the role of government and government organizations in import & export procedure. | 05 |

### Course Contents:

| Chapter 1 | Introduction to export import framework                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Lectures |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|           | 1.1 Meaning of export, import. Categories of export,<br>1.2 Overview of import export policy.<br>1.3 Understanding Import export code (IEC) licensing, and regulations. Trade policy.<br>1.4 Strategy and preparation of foreign trade.<br>1.5 Identifying the foreign market.<br>1.6 DGFT related documentation at single place<br>1.7 Methods of entering in international market<br>1.8 Role of Technology in Foreign Trade, Digital documentation, Online portals like DGFT, ICEGATE, RBI-EDPMS/IDPMS                                                                                  | 15       |
| Chapter 2 | Export Procedure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |          |
|           | 2.1 Meaning of export and foreign trade Objectives and importance of exports.<br>2.2 Steps involved in export procedure, Basic Documentation for Export.<br>2.3 Payment Terms and Export Financing (Letter of Credit, advance payment, open account, collection basis)<br>2.4 Excise Clearance for Export (Documentation for excise/GST clearance)<br>2.6 Packaging, Labelling, and Marking for Export (export packaging norms, Product labelling requirements and international standards, Handling marks, barcodes, eco-friendly packaging)<br>2.7 GST treatment for import and exports. | 15       |
| Chapter 3 | Import procedure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |          |
|           | 3.1 Meaning & types of imports,<br>3.2 Import licensing & restrictions 3.3 IEC (Import Export Code) relevance for imports, Concept of IGM (Import General Manifest)<br>3.3 Concept of Import General Manifest (IGM)<br>3.4 Steps in import procedure <ul style="list-style-type: none"> <li>Placing an import order</li> </ul>                                                                                                                                                                                                                                                             | 15       |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                         |                |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
|           | <ul style="list-style-type: none"> <li>• Letter of Credit</li> <li>• Customs clearance</li> <li>• Bill of Entry</li> <li>• Arrival of goods</li> <li>• Payment terms (advance, LC, DA/DP, etc.)</li> </ul> 3.5 Custom broker<br>3.6 Import documentation (Bill of Lading, Insurance Certificate, etc.)<br>3.7 Import financing and banking formalities                                                                                  |                |
| Chapter 4 | Duty Drawback & Remittance Scheme                                                                                                                                                                                                                                                                                                                                                                                                       |                |
|           | 4.1 Duty Drawback; Export Promotion Mission (EPM) and major schemes like RoDTEP Scheme (Remission of Duties and Taxes on Exported Products), RoSCTL Scheme (Rebate on State and Central Taxes and Levies)<br>4.2 Advance License, Special Interest License, Advance Authorization Scheme, EPCG Scheme (Export Promotion Capital Goods) MOORE<br>4.3 Export–import finance and credit: LC, pre/post-shipment finance, guarantee schemes. | 15             |
|           | <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>60 hrs.</b> |

### Recommended Books:

- 1) Foreign Trade – Theory, Procedures, Practices and Documentation, Dr. Khushpat S. Jain,
- 2) Dr. Apexa V. Jain - Himalaya Publication
- 3) EXIM policy 2004-09 Import – Export Documentation, By M.I. Mahajan - Himalaya Publication.
- 4) Export Management, by D.C. Kapoor - Himalaya Publication
- 5) Export Management, Himalaya Publication

### E- Resource:

<https://www.dgft.gov.in/CP/?opt=export-import-guide>,  
<https://indiantradeportal.in/>  
<https://www.trade.gov.in/>  
<https://importexportfederation.com>

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Third Year of B.B.A. (IB)-SEM VI  
(Under NEP 2024)

**Course Code: 24BaBibU6201**

**Course Name: Global Supply Chain and Logistics  
Management**

**(Major Elective)**

**Teaching Scheme: 2 Hours per week**

**Credit: 02**

**Examination Scheme: CIA: 20 Marks**

**End-Sem: 30 Marks**

**Prerequisite Courses:**

The students will be able to understand the importance of International Relations and why international relations plays an important role for smooth functioning of business to help every economy boost up in terms of trading factors since every economic condition are based on scarcity and economic problems.

**Course Objectives:**

- 1) To introduce fundamentals and strategic aspects of supply chain management.
- 2) To provide an understanding of sourcing and distribution strategies
- 3) To introduce the importance of packaging and labelling in logistics and supply chain management.
- 4) To study emerging trends and technologies in SCM and logistics, and their impact on business operations.

**Course Outcomes:**

On completion of the course, student will be able to–

| CO No | Course Outcomes (COs)                                                                        | Blooms Cognitive level |
|-------|----------------------------------------------------------------------------------------------|------------------------|
| CO 1  | To understand fundamental aspects for strategic supply chain management.                     | 1                      |
| CO 2  | Understand fundamental concepts and procedures of export operations                          | 2                      |
| CO 3  | To acquire the ability to evaluate and design effective sourcing and distribution strategies | 3                      |
| CO 4  | To gain knowledge of essential aspects of packing and packaging                              | 4                      |
| CO 5  | Directing the role of distribution.                                                          | 5                      |
| CO 6  | Reviewing the role of transportation.                                                        | 6                      |

**Course Contents:**

|           |                                                                                                                                                                                                                                                                                                                                                                                                |                |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Chapter 1 | Introduction to Global Supply Chain Management                                                                                                                                                                                                                                                                                                                                                 | Lectures       |
|           | 1.1 Meaning and definition of strategic supply chain management,<br>1.2 Objectives and importance of strategic supply chain management,<br>1.3 Scope of strategic SCM, Global Supply Chain Model<br>1.4 Difference between traditional SCM and strategic SCM                                                                                                                                   | 10             |
| Chapter 2 | Sourcing strategies in SCM                                                                                                                                                                                                                                                                                                                                                                     |                |
|           | 2.1 Introduction to Sourcing & Distribution,<br>2.2 Meaning, definition, objectives, advantages and limitations of sourcing and distribution.<br>2.3 Role of sourcing and distribution in SCM.<br>2.4 Types of sourcing: single, multiple, global, local, joint ventures, 2.5 Strategic sourcing process,<br>2.6 Make-or-buy decisions and supplier selection criteria<br>2.7 Global Sourcing. | 10             |
| Chapter 3 | Recent trends in SCM and Logistics Management                                                                                                                                                                                                                                                                                                                                                  |                |
|           | 4.1 Meaning, definition, objectives, advantages and disadvantages of Technology driven supply chain management.<br>4.2 Blockchain,<br>4.3 E- Commerce and Green logistics<br>4.4 Gamification,<br>4.5 Warehouse, Automation & Robotics (Next Generation Distribution)<br>4.6 Artificial intelligence and Cloud based SCM<br>4.7 Warehouse, Automation and user of robotics in SCM              | 10             |
|           | <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                   | <b>30 hrs.</b> |

**Recommended Books:**

- 1) Strategic Supply Chain Management: The Five Disciplines for Top Performance, Shoshanah Cohen & Joseph Roussel - McGraw Hill Publication
- 2) Supply Chain Management: Mikihisa Nakano - Springer Publication.
- 3) Strategic Management: Concepts and cases, Rahul Altekar - PHI Learning Publication.
- 4) Supply Chain & Logistic Management – Donald Boowersox David class M.Cooper
- 5) Sales and Distribution Management – Dr. S.L. Gupta
- 6) Distribution Management – S. Eilton
- 7) David Simchi Levi, Philip Kaminsky, Edith Simchi Levi, Designing & Managing the Supply Chain - Concepts, Strategies and Case Studies Logistics

## WEB SITES

[www.upgad.com/scm/msu](http://www.upgad.com/scm/msu)

[www.sematicscholar.org](http://www.sematicscholar.org)

[www.infor.com](http://www.infor.com)

[www.coursera.org](http://www.coursera.org)

[www.projectmanager.com](http://www.projectmanager.com)

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**Third Year of B.B.A. (IB)**  
**(Under NEP 2024 )**

**Course Code : 24BaBibU6202    Course Name : Management Accounting  
 ( Major Elective)**

**Teaching Scheme: TH:2 Lectures per Week**

**Credit : 02**

**Examination Scheme: CIA : 20 Marks**

**End-Sem : 30 Marks**

**Prerequisite Courses:**

- Students must have background of Accounting and Management.
- Numerical ability combined with Managerial skills is the basic prerequisite.

**Course Objectives:**

- To study basic knowledge of Management Accounting.
- To learn application of Accounting as Manager.
- To understand the differences between cost control and cost management.
- To calculate different types of ratios.
- To understand the accounting background required as a manager.

**Course Outcomes:**

On completion of the course, student will be able to :

| Co No | Course Outcome                                                                 | Blooms Cognitive Level |
|-------|--------------------------------------------------------------------------------|------------------------|
| 1     | Remembering different types Accounting                                         | 1                      |
| 2     | Understand concept of Management Accounting                                    | 2                      |
| 3     | Apply theoretical knowledge towards Cost control and Cost Reduction            | 3                      |
| 4     | Analyze the importance of Ratio Analysis                                       | 4                      |
| 5     | Evaluate advantages and disadvantages of different types of accounts.          | 5                      |
| 6     | Interpret, create and calculate different types of ratios to his own benefits. | 6                      |

**Course Contents:**

| Chapter 1 | Introduction                                                                                                                                                                    | 09 Lectures |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
|           | 1.1 Major types of Accounting :<br>Financial Accounting<br>Cost Accounting<br>Management Accounting<br>1.2 Management Accounting:<br>Need, Essentials of Management Accounting, |             |

|           |                                                                                                                                                                                                                                                                                                                                                                                                                         |             |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
|           | Importance, Objectives, Scope, Functions, Principal systems and Techniques, Advantages, Limitations, 1.3 Distinction between Financial Accounting and Management Accounting, Distinction between Cost Accounting and Management Accounting.                                                                                                                                                                             |             |
| Chapter 2 | Cost Control and Cost Reduction                                                                                                                                                                                                                                                                                                                                                                                         | 05 lectures |
|           | 2.1. Meaning of Cost Control<br>Essentials for success of Cost Control<br>Cost Control Technique<br>2.2 Meaning of Cost Reduction<br>Essentials for success of Cost Reduction<br>Fields covered by Cost Reduction<br>Cost Reduction Programme<br>2.3. Distinction between Cost Control and Cost Reduction                                                                                                               |             |
| Chapter 3 | Analysis & Interpretation of Ratios.                                                                                                                                                                                                                                                                                                                                                                                    | 16 Lectures |
|           | 3.1 .Ratio Analysis<br>Meaning of Ratio, Necessity and Advantages of Ratio.<br>3.2 According to the nature of items<br>a. Balance Sheet Ratios<br>b. Revenue Statements or Profit and Loss Account Ratios<br>c. Inter Statement or Composite Ratios<br>3.3 Functional Classification<br>a. Liquidity Ratios<br>b. Leverage Ratios<br>c. Activity Ratios<br>d. Profitability Ratios<br>(Problems on all types of ratios) |             |
|           | Total Lectures                                                                                                                                                                                                                                                                                                                                                                                                          | 30 lectures |

#### Recommended Books

1. M. Y. Khan,. K. P. Jain:: Management Accounting
2. I.M. Pandey::Management Accounting (Vikas)
3. S.P.Jain & K.L. Narang : Cost Accounting- Principles and Practice(Kalyani Publishers)

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**Third Year BBA IB (SEM –VI)**  
**(Under NEP 2024)**

**Course Code: 24BaBibU6203**

**Course Name: Study of Global Economics**  
**(Major Elective)**

**Teaching Scheme: 2 Hours per week**

**Credit 02**

**Examination Scheme: CIA: 20 Marks**

**End-Sem: 30 Marks**

**Prerequisite Courses:**

The students will be able to understand the Study of Global Economics and why globalization in India plays an important role in business especially in 21<sup>st</sup> century

**Course Objectives:**

1. To Study the Importance of Global Economics
2. To understand the global drivers
3. To Study the role of the changing world order

**Course Outcomes:**

On Completion of the course, student will be able to-

| <b>CO No.</b> | <b>Outcome</b>                                                                           | <b>BL</b> |
|---------------|------------------------------------------------------------------------------------------|-----------|
| 1             | Analyze Economic Scenario of Indian Economy as well as World Economy.                    | 4         |
| 2             | Understanding the concepts of Global Economics and differentiate economic branches.      | 2         |
| 3             | Evaluate trade barriers and trade policies                                               | 5         |
| 4             | Remember the various international trade theories.                                       | 1         |
| 5             | . Students can discuss working of international financial organization and institutions. | 6         |
| 6             | Identify role of various global financial institution for development of economy.        | 3         |

## Course Contents:

| Chapter 1 | Introduction to Global Economics                                                                                                                                                                                                                            | lectures |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
|           | 1.1 Meaning and Scope of Global Economics<br>1.2 Difference between Micro, Macro & International Economics<br>1.3 Macro Economics in Global Perspective.<br>1.4 Globalization – Meaning, Features & Importance                                              | 10       |
| Chapter 2 | International Trade                                                                                                                                                                                                                                         |          |
|           | 2.1 Meaning and Importance of International Trade<br>2.2 Theories of International Trade<br>Absolute Advantage (Adam Smith)<br>Comparative Advantage (David Ricardo)<br>2.3 Trade Barriers – Tariffs, Quotas, Subsidies<br>2.4 Free Trade vs Protectionism  | 10       |
| Chapter 3 | Study of International Monetary Fund [IMF] and World Bank                                                                                                                                                                                                   |          |
|           | 3.1 Nature & Functions of Global financial markets IMF & World Bank<br>3.2 Emerging markets<br>3.3 Poverty Aid<br>Case studies: Global Trade<br>3.4 Experiential Learning-Model making and presentations- [title-Globalization in 21 <sup>st</sup> century] | 10       |
|           | Total                                                                                                                                                                                                                                                       | 30 hrs.  |

## Recommended Books

1. International Business – Text and Cases Francis Cherunilam –Prentice Hall of India
2. International Business – Competing in the Global Market place –Charles W Hill and Arun Kumar Jain – Tata McGraw Hill

3. Business Environment –Text And cases- Justin Paul, Tata McGraw Hill
4. International Business – Bhalla V.K., Anmol Publications, New Delhi
5. International Business Environment –Black and Sundaram, Prentice Hall of India
6. Economic Environment of Business – Gosh, Biswanath, South Asia Book, New Delhi

### **Websites**

<https://testbook.com/ugc-net-commerce/drivers-of-globalization>  
<https://velocityglobal.com/glossary/global-human-resource-management/>  
<https://www.imf.org/en/About/Factsheets/Sheets/2022/IMF-World-Bank-New>

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**Third Year of B.B.A. (IB)-Semester VI**  
**(Under NEP 2024 )**

**Course Code : 24BaBibU6204    Course Name : International Project Management**  
**( Major Elective)**

**Teaching Scheme: TH: 4 Hours/Week**

**Credit : 02**

**Examination Scheme: CIA : 20 Marks**

**End-Sem : 30 Marks**

**Prerequisite Courses:**

- Students should have the basic knowledge of project management
- Students should have the mind set to develop various projects, and must be curious about the management of international projects.

**Course Objectives:**

- To Study everything related to project management.
- To learn to design, execute and deliver a good project at international level.
- To find out various hurdles, which may come, when a project is being executed.

**Course Outcomes:**

On completion of the course, student will be able to

| Co No | Course Outcome                                                                                                   | Blooms Cognitive Level |
|-------|------------------------------------------------------------------------------------------------------------------|------------------------|
| 1     | Remembering characteristics and complexities of project                                                          | 1                      |
| 2     | Understand Strategy planning & Project Management                                                                | 2                      |
| 3     | Apply theoretical knowledge, whenever, student is handling any project, as a team member or as a project manager | 3                      |
| 4     | Analyze the importance of time, Cost and Quality Planning                                                        | 4                      |
| 5     | Evaluate Project Delivery & Control along with understanding different cultural issues.                          | 5                      |
| 6     | Create & Design the project for himself                                                                          | 6                      |

## Course Contents

|           |                                                                                                                                                                                                                                                                                                                                                                                                                      |             |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Chapter 1 | Introduction to International Project Management                                                                                                                                                                                                                                                                                                                                                                     | 08 lectures |
|           | 1.1 Introduction<br>1.2 Definition of Project<br>1.3 What is Project Management?<br>1.4 Characteristics of a Project<br>1.5 Roll of Project Manager and skills required, Knowledge required,<br>1.6 Complicities of a Project<br>1.7 Different Types of Projects<br>1.8 7'S framework of Project Management                                                                                                          |             |
| Chapter 2 | Strategy planning & Project Management                                                                                                                                                                                                                                                                                                                                                                               | 05 lectures |
|           | 2.1 Need for Strategy in Project Management<br>2.2 Strategic Planning Process<br>2.3 Resource Co-ordination<br>2.4 Project performance measurement<br>2.5 Waterfall Model<br>2.6 Agile project development<br>Introduction to SCRUM<br>2.6 Work breakdown structure<br>2.6.1 How to make WBS?(Phases in WBS)                                                                                                         |             |
| Chapter 3 | Time, Cost and Quality Planning                                                                                                                                                                                                                                                                                                                                                                                      | 10 lectures |
|           | 3.1 Process<br>3.2 Gantt Charts<br>3.3 Estimating<br>3.4 Critical Path Analysis<br>3.5 Arrow – on- Arrow Diagrams<br>3.6 Scheduling<br>3.7 Quality Conference Planning<br>3.8 Quality Performance Planning<br>3.9 Project Structure Teams<br>3.10 Organization<br>3.11 Project Management Tools& software's ( Kissflow , Trello, Asana, Zoho projects, Wrike, Monday.com, Proof hub, Clarizen, Airtable,Kanban Tool) |             |
| Chapter 4 | Project Delivery & Control                                                                                                                                                                                                                                                                                                                                                                                           | 07 lectures |
|           | 4.1 Requirement of Control System<br>4.2 Defining System, Characteristics of control system & its Importance<br>4.3 Defining Variation Limits<br>4.4 Measurement, Making Process Visible<br>4.5 Feedback & Corrective Action<br>4.6 Project Completion & Handover                                                                                                                                                    |             |

|  |       |             |
|--|-------|-------------|
|  | Total | 30 lectures |
|--|-------|-------------|

#### Recommended Books & Links

1. Project Management – Harvey Maylor (Pearson Education)

2. Project Management – Vasant Desai (Himalaya Publication)

1 <https://www.workbreakdownstructure.com/>

2 <https://projectinsight.com>

3 <https://project-management.com/>

4 <https://www.proofhub.com/>

5 <https://www.pmi.org/learning/library/outsourcing-project-management-services->

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**Third Year of B.B.A. (IB) Sem-VI**  
**(Under NEP 2024)**

**Course Code: 24BaBibU6501**

**Course Name: Lab Course on  
International Business  
VSC P (2)**

**Teaching Scheme: TH: 4 Hours/Week**

**Credit: 02**

**Examination Scheme: CIA: 20 Marks**

**End-Sem: 30 Marks**

**Prerequisite Courses:**

To help the students understand the concept, importance, evolution and functions of management in the dynamic scenario along with the understanding of Indian Business Environment.

**Course Objectives:**

- Apply course concepts and theory in a practical context
- To learn the import and export procedure.
- To study the process of production & supply chain management

**Course Outcomes:**

On completion of the course, student will be able,-

| <b>CO No</b> | <b>Course Outcomes (COs)</b>                                                                  | <b>Blooms Cognitive Level</b> |
|--------------|-----------------------------------------------------------------------------------------------|-------------------------------|
| <b>CO 1</b>  | <b>Identify</b> the usages of case studies on International Business                          | 01                            |
| <b>CO 2</b>  | <b>Understanding</b> of International Market and major Issue related to International Market. | 02                            |
| <b>CO 3</b>  | Leaners should <b>apply</b> theoretical frameworks to real-world case studies.                | 03                            |
| <b>CO 4</b>  | <b>Analyze</b> case studies using relevant theoretical frameworks                             | 04                            |
| <b>CO 5</b>  | <b>Evaluate</b> practical knowledge of Import Export Procedure.                               | 05                            |

|             |                                                                              |    |
|-------------|------------------------------------------------------------------------------|----|
| <b>CO 6</b> | <b>Creating</b> awareness of International Business Laws among the students. | 06 |
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### Course Contents

The course will consist of solving cases

- Four cases on International Marketing.
- Four cases on Production and Supply Chain Management.
- Four cases on International Business Law.
- Four Cases on Import Export Procedure.

### Books:

- 1) Production and Operation Management – By B.S. Goel (Pragati Prakashan)
- 2) Short cases in Management by Pooja Agarwal
- 3) Indian Business Case Studies Volume VIII(Indian case studies in Business Management.
- 4) International Marketing Management – Varshney and Bhattacharya
- 5) International Law- H.O.Agrawal- Central Law Publication

### E Books/Link:

- 1) <https://amzn.eu/d/2erBr10>
- 2) <https://www.linkedin.com/pulse/7-mini-case-studies-successful-supply-chain-cost-rob-o-byrne>
- 3) [www.masterstudies.com](http://www.masterstudies.com)
- 4) [Commerce.gov.in](http://Commerce.gov.in)