

**BBA GBM (1 YEAR)**

**Course of Study**

<b><u>S. NO</u></b>	<b><u>SUBJECT</u></b>	<b><u>SUBJECT CODE</u></b>
1	Accounting for managers	GBM 101
2	Managerial Finance	GBM 102
3	Global Awareness	GBM 103
4	Business Law & Management	GBM 110
5	Micro Economic Analysis	GBM 105
6	General English	GBM 106
7	Introduction to Information & IT	GBM 107
8	Foreign Language	GBM 108

**Unit I**

Modern Definition of Accounting, Accounting Transactions: Basic Accounting procedures, Journal Ledger, Trial Balance, Sub Division of Journal, Fundamental accounting assumptions, Accounting Standards in India (Setting Process, Names)

**Final Accounts:** Preparation of Trading, Profit & Loss Accounting and balance sheet.

**Unit II**

**Insurance claims:** Fire Insurance claim for loss of stock and loss of profit or Consequential Loss, Poor Selling Line and Treatment of Abnormal items.

**Unit III**

**Branch Accounts:** Dependent and Independent Branches, Foreign branch.

**Unit IV**

Valuation of **goodwill** and Valuation of **shares**.

**Unit V**

**Consignment Accounts:** Import Terms, Treatment of Normal & Abnormal loss, Valuation of Unsold Stock.

**Suggested Readings:**

1. Financial Accounting: Jain, Khandelwal, Parikh, Menaria, Salvi, Ramesh Book Depot, Jaipur
2. Financial Accounting: R. L. Gupta, Sultan Chand & Sons, New Delhi
3. Financial Accounting: P. C. Tulsian

**Unit I**

Financial Management; Financial goals: Profit v/s Wealth maximization; Financial functions- investment, Financing and dividend decisions; Financial planning.

**Unit II**

Capital Structure: Meaning and determinates.

Operating and Financial Leverage: Their measure; Effects on profits, analyzing alternate financial plans, combined financial and operating leverage.

Cost of Capital: Significance of cost of capital, Calculating cost of debt; preference shares, Equity capital and Retained earnings; combined (weighted) cost of capital.

**Unit III**

Capital Budgeting: Nature of Investment decisions, Investment Evaluation Criteria, Payback period, Accounting rate of return, Net Present Value, Internal rate of return, Profitability index; NPV and IRR Comparison.

**Unit IV**

Dividend Policies: Forms of dividends and stability in dividends, Determinants, Issues in dividend policies; Walter's model, Gordon's Model, M.M. Hypothesis.

**Unit V**

Management of Working Capital : Nature of working capital, Significance of working capital, Operating cycle and factors determining working capital requirements; Methods of Working Capital.

**Unit I**

Economy, Culture, Religion, Demography, Political System, Geographical location of - Japan, South Korea, Saudi Arab, UAE, Pakistan, Afghaistan and Srilanka.

**Unit II**

Economy, Culture, Religion, Demography, Political System, Geographical location of - USA, Mexico, Canada, Brazil, Argentina and Venezuela.

**Unit III**

Economy, Culture, Religion, Demography, Political System, Geographical location of- U.K, France, Spain, Italy, Germany, Poland, Switzerland and Norway.

**Unit IV**

Economy, Culture, Religion, Demography, Political System, Geographical location of- China, Russia, Singapore, Indonesia, Australia, New Zealand and South Africa.

**Unit V**

International Organizations (objective & working) WTO, EU and SAARC.

**References:**

Census of Various Nations

<http://www.ciaworldfactbook.us/>

<https://www.wto.org/>

[https://europa.eu/european-union/index\\_en](https://europa.eu/european-union/index_en)

<http://saarc-sec.org/>

**Unit 1**

**Indian Contract Act – 1872:** Meaning & Essentials of a Valid Contract, types of contract, offer&acceptance, contractual capacity of the parties, free consent, consideration, legality of object and consideration, void agreements

**Unit 2**

**The consumer protection act, 1986:** Introduction to consumer protection act, consumer protection council, dispute redressal agencies I & II

**Unit 3**

**Recent trends in management I:** management by objective: concept & framework, features & advantages, stress management: measures to overcome, technique, stress reduction & relief.

**Unit 4**

**Recent trends in management II:** Management of change: organizational change, resistance to change, measures to overcome the resistance, process of organizational change, recent trends in change.

**Unit 5**

**Recent trends in management III:** Management of crisis: introduction, type of crisis, workplace violence & rumors and Total quality management: meaning, Principles, tools & techniques.

**Suggested Reading**

N.D . Kapoor, Business Law: Sultan chand. & Sons, New Delhi

R.L Nolakha, Business Regulatory Framework Ramesh Book Depot, Jaipur

C.B. Gupta, Principles & practices of management

R.L Nolakha, Principles & practices of management

**UNIT-I**

**Introduction of Economics:** Definitions of economics, Nature, Scope, Importance, Micro Economics, Basic economic problems, Market forces in solving economic problems.

**UNIT-II**

**Demand Analysis:** Meaning of demand, types of demand, law of demand, elasticity of demand- Price, Income and cross elasticity of demand. Methods of measuring elasticity of demand and Practical Problems

**UNIT-III**

**Utility Analysis & Indifference Curve Analysis:** Meaning, kinds of utility, Law of diminishing marginal utility, indifference curve, marginal rate of substitution, budget line, consumer's equilibrium, consumer surplus.

**UNIT- IV**

**Production Function, Cost & Revenue analysis:** Meaning of production, factors of production, laws of returns, scales of production, Cost concepts, short run and long run cost analysis, cost curves.

**UNIT- V**

**Market Analysis:** Price and output determination under perfect competition market, monopoly market, monopolistic competition market, oligopoly market.

**Recommended Books**

1. Managerial Economics- Som dev Agarwal; Ramesh Book Depot; Jaipur
2. Textbook of Economic Theory- Stonier and Hague; Longman Green and Co., London
3. Micro Economics- M.L.Seth; M.L. Jhingar, Vrinda Publications, New Delhi.
4. Managerial Economics- Theory and Application- D.M.Mithani
5. Business Economics- Saraswat, Varshney, Lodha, Bhandari

**Unit I**

**Grammar:**

Tenses

Modal auxiliaries

Voice – active and passive

Reported speech

Gerunds, Infinitives

Preposition, conjunction, determiner.

**Unit II**

**Building Vocabulary:**

Antonyms, synonyms, one word substitute,

Homophones, phrasal verbs

**UNIT III**

Foreign words

Common errors in English.

**Unit IV**

**Reading:**

Comprehension

Précis writing

**Unit V**

**Writing:**

Letter- formal and informal, essay

Report, application

Notice / circular

**Recommended Books**

Wren & Martin

## **Unit I**

### **Introduction to Information Technology**

Data & Information. Needs of Information, Information generation process; Quality

Of information; Role of IT in information generation; Computer Hardware and personal computers. Computer System as information processing system: Types of computer systems; Hardware option. CPU, input devices, storage devices, communication devices; Configuration of these devices and their applications: Automatic devices for logistic bar coding and management system.

## **Unit II**

### **Computer Software**

Operating system; Features, Functions, Application software used in Commerce, Programming Languages. Introduction to PC Based Software Packages: Accounting and Statistical Software packages. Tally.

## **Unit III**

### **Internet and World Wide Web**

Internet technologies and access devices: Concept of World Wide Web and Internet browsing: www as a marketplace; concept of e commerce and business models of e-commerce.

Computer networking : Modem, LAN, WAN, Dial-up Connections. Leased Line Connection.

## **Unit IV**

### **Office Applications**

Word Processing –Meaning and role of word processing in creating of documents, editing, formatting, and printing documents, using tools such as spelling check. Thesaurus, etc in word processors; Presentation and graphics on personal computers.

Electronic spreadsheet:- Structure of spreadsheet and its application to accounting finance and marketing functions of business; Absolute and relative cell reference; Formulae; Chart, Graphics and formatting of worksheet; Sorting data with other desktop applications: Strategies of creating error free worksheet.

Introduction to MS PowerPoint: Animation, Templates, Creating presentation.

## **Unit V**

### **Database**

Data Base Management System: Concept of data base management system Data field, records and files; Sorting and indexing data, searching records designing queries and reports and linking of data files.



- 1. Introduction and motivation**
  1. Organization of class
  2. Why is it important to learn German
- 2. Short chat**
  1. Greeting
  2. Passing
  3. Introduce yourself
  4. Seek clarification and help
- 3. Alphabet and pronunciation**
  1. Similarities of the alphabet
  2. Differences of the alphabet
  3. Pronunciation
- 4. About yourself**
  1. Personal information
  2. Nationality
  3. Profession
  4. Language
- 5. Living situation**
  1. Where you live
  2. Describe your house
  3. Members of family
- 6. Orientation and transport**
  1. Information and clarification of places
  2. Directions to public places
  3. Transport
- 7. What about you?**
  1. Ask and express interests and preferences
  2. To invite, to accept and to refuse
  3. How to spend your leisure
- 8. Ask basic questions**
  1. About the time
  2. Day, week and months
  3. Cardinal numbers
  4. Weather
- 9. Daily routine**
  1. Routines
  2. Related activities
- 10. Grammar:**
  1. tenses
  2. Groups of words

Nouns, articles, adverbs, pronouns, adjectives, possessive pronouns, verbs

**B.COM GBM (II YEAR)**

**Course of Study**

<b><u>S. NO</u></b>	<b><u>SUBJECT</u></b>	<b><u>SUBJECT CODE</u></b>
1	Cost Accounting	GBM 201
2	International Business Law	GBM 202
3	International Marketing	GBM 203
4	International Human Resource Management	GBM 204
5	International Economics	GBM 205
6	EVS	GBM 206
7	E-Commerce	GBM 207
8	Foreign Language	GBM 208

## B.COM IN GLOBAL BUSINESS MANAGEMENT – II YEAR

### **COST ACCOUNTING – GBM - 201**

#### **UNIT I: Introduction:**

Meaning of Cost, Costing, Cost Accounting & Cost Accountancy, Nature and Scope of Cost Accounting, Cost concepts and classification, Objectives of Cost Accounting.

Accounting for Material: Material control, Concept and Techniques, Pricing of Material issues: FIFO, LIFO, Simple Average, Weighted Average Method, Treatment of Material Losses, Economic Order Quantity, Various Stock Levels, Inventory Turnover Ratio, Concept of A.B.C. Costing.

#### **UNIT II: Accounting for Labour & Overheads:**

Labour cost Control Procedure, Labour Turnover, Idle Time and Overtime, Methods of Wage payment: Time and Piece rates, Incentives schemes (Individual and Group both)

Accounting for Overheads: Meaning, Classification of Overheads, Allocation, Apportionment, Reapportionment and Absorption of Overheads, Determination of Overhead Rates, Computation of Machine Hour Rate, Under and Over absorption and its treatment, Blanket Overhead Rate and Departmental Overhead Rate.

#### **UNIT III: Cost Ascertainment:** Unit costing; Cost Sheet, Job Costing

Contract costing: Meaning, Difference between Job and Contract Costing, How to Account for Profit on Incomplete Contracts, Cost plus Contract, Escalation Clause ; Operating costing;

Process costing – Simple Process Account, Treatment of Normal Loss, Abnormal Loss and Abnormal Gain. Valuation of Work in Progress, Meaning and Computation of Equivalent Production, Inter Process Profits and Joint and By products.

#### **UNIT IV: Cost Records:** Reconciliation of cost and financial accounts. Marginal costing includes Decision

Making; Cost-Volume Profit relationship; Break-even Analysis, Preparation of Break-even charts, Profit–volume graph; Practical application of profit – volume ratio.

**UNIT V: Standard costing and Marginal costing:** Standard Costing including Variance analysis (Material, Labour and overhead), Disposal and Reporting of variances to management.

## **Objectives**

To impart basic knowledge regarding the various important commercial laws of the world to be internationally vibrant

### **Unit I:**

International Law: Meaning & Definition of International law, Origin of International law, History of Law, Principles of International law, Sources of International law, Constitution of International law and Types of International laws

### **Unit II:**

**Intellectual property rights:** Laws and Rules in relation to IPRs in World as well as India, Regulation of Intellectual Property in international business law, Trademark, Copyright, Patent.

### **Unit III:**

**Customs Act, 1962 :** Definitions , Types of Duties ,Section 2- 14

### **Unit IV:**

**Foreign Exchange Management Act, 2000 :** Definitions , Objectives, FERA v/s FEMA, Liberalised Remittance scheme, Authorised Person-Duties, Powers, Section 3-20,

### **Unit V:**

**Competition Act, 2002 :** Definitions, Section 3-6, CCI-Section 7-18, Powers & Duties

## **Recommended Books**

1. International Business Law by Richard Schaffer, Filiberto Agusti and Beverley Earle

**Publication:**

*CENAGE Learning*

2. International Law by Antonio Cassese

3. International Law and the Use of Force by Christine Gray

4. International Law by Malcolm N. Shaw

## **INTERNATIONAL MARKETING – GBM 203**

**Objective** To study & critically analyze the basic concepts of international marketing and to cater the needs of marketing industries.

**Unit I** International marketing – meaning, nature, Need & importance of international marketing, Problems & challenges, Difference between international marketing and domestic marketing, Factors to be considered in selecting foreign market or country

**Unit II** Methods of entry into foreign market, Product: meaning, types of product, Product Planning, Steps in product planning & development, Important decisions in product planning, Product Mix, Product life cycle

**Unit III** Price: meaning, Objectives of pricing, Factors affecting pricing decisions in international marketing, Types/ Methods of pricing, Terms of export price quotations

**Unit IV** Types of foreign sales agents, Content & clauses of agency contract, Market Segmentation, Basis of market segmentation

**Unit V** Advertising- meaning, characteristics, Advertising copy, Components of advertising copy, Types of advertising copy

### Reference Books

1. Varshney and B. Bhattacharya – International Marketing Management.
2. Francis Cherunilam – International Marketing.
3. M. Sampangi – a) ABC of Export Marketing and b) International Trade
4. Paul V. Horn – International Trade Principles and Practices.
5. John D. Daniels and Lee H. Radebaugh – International Business
6. Export and Import Policy of Government of India issued from time to time.
7. Annual Report of the Department of Commerce, Ministry of Commerce and Industry, Government of India issued from time to time.
8. Dr. RK Kothari, Dr. PC Jain, Dr. Mukesh Jain – International Marketing, RBD Publications

**UNIT 1**

**INTERNATIONAL BUSINESS:** meaning, nature, stages, approaches, goals, advantages and problems, of international business

**INTERNATIONAL HUMAN RESOURCE MANAGEMENT:** meaning, objectives, challenges of IHRM, qualities of global managers, difference between domestic and international HRM.

**REPATRIATION:** meaning, phases of repatriation, reasons of repatriation

**UNIT 2**

**INTERNATIONAL HUMAN RESOURCE PLANNING:** meaning, issues of global division of labor, issues in supply of international human resources, types of hr requirement by MNC's, recent trends in international staffing.

**RECRUITMENT:** meaning, sources/techniques of recruitment

**SELECTION:** issues in employee selection, selection criteria for international staffing,

**EXPATRIATE:** meaning, reasons for expatriate failure, results of expatriate failure

**RECRUITMENT & SELECTION PROCESS**

**UNIT 3**

**INTERNATIONAL PERFORMANCE MANAGEMENT:** meaning, challenges of international performance management, types of international assignees, reasons of performance appraisal, process of international performance appraisal, problems, measures for effective performance appraisal.

**UNIT 4**

**TRAINING AND DEVELOPMENT:** meaning & objectives of cross cultural training (CCT), training strategies, merits & demerits of CCT, methods of training, areas of global training and development, process of CCT, evaluation of the effectiveness of training, emerging trends in training.

**INTERNATIONAL TEAM TRAINING:** meaning, advantages, process.

**UNIT 5**

**INTERNATIONAL COMPENSATION MANAGEMENT:** meaning, objectives, theories, components of compensation, variables influencing compensation, compensation administration, approaches to international compensation management

**Recommended Books**

Personnel Management- C.B. Mamoria

Human Resource Management- Garvy Dessler

Human Resource Management- Mirza and Saiyadin

**UNIT I**

India's Foreign Trade- Composition and Direction of India's Foreign Trade, Foreign Aid- Types, Merits and Demerits of Foreign Aid, Free Trade v/s Protection- Arguments in favor and against, Methods of Protection- Tariff, Quotas, Subsidy

**UNIT II**

Gains from International Trade-Computation, Balance of Trade and Balance of Payment-Structure, Causes of adverse BOP, Measures to correct BOP.

**UNIT III**

Exchange Rate- Fixed v/s Flexible Exchange Rate, Arguments in favour and against fixed and flexible exchange rate. Exchange Control-Objectives and Methods

**UNIT IV**

International Financial Institutions- International Monetary Fund, International Bank for Reconstruction and development, International Development Association, International Finance corporation, United Nation Conference on Trade and Development.

**UNIT V**

Regional Economic Groups- ASEAN Regional Forum, SAFTA, NAFTA, European Union, COMESA, Group-15, OECD, OPEC

**Recommended Books**

- International Economics-M.L.Jhingan

**ENVIRONMENTAL STUDIES – GBM - 206**

<b>UNIT 1</b>	Global environment degradation and problems arising from exploitation of Natural Resources Global warming- Climate change and Ozone layer Depletion. 6 Lectures
<b>UNIT 2</b>	Environmental Pollution, Types, Causes, Effects and Control. <b>Environment Protection Act , 1986</b> Powers of the government Constitutional provisions concerning environmental protection Penalties and offences <b>Forest conservation act, 1980</b> Provisions concerning Forest Conservation Penalties National forest policy 1988 8 Lectures
<b>UNIT 3</b>	<b>Air (prevention and control of pollution) Act, 1981-</b> Provisions concerning Air Act, 1981 Powers and functions of the control boards Prevention and control of Air Pollution Penalties 4 Lectures
<b>UNIT 4</b>	<b>Solid waste management</b> Causes, Effects and Control Measures of Urban and Industrial Wastes. 3 Lectures
<b>UNIT 5</b>	<b>Disasters and Disaster Management</b> - Flood, Earthquake, Cyclone and Landslides Environmental Cases Bhopal Gas Tragedy Chernobyl Accident Ganga Water Pollution Hurricane Katrina Uttarakhand Disaster 9 Lectures



## Objectives

To understand how to use computer applications in commercial field and business

**Marks: 100**

## Topics

### UNIT I

**Electronic Commerce & Applications:** E-commerce: The revolution is just beginning, the visions and forces behind E-commerce, Understanding E-commerce. Advantages of e-commerce. **Technologies of E-commerce:** The Internet: Technology background, the internet today, the world wide web. Working of Search, Engines, and Internet Security.

### UNIT II

**E-commerce business models and concepts :** E-commerce business models, Major business-to-consumer (B2C) business models, Major business-to-business (B2B) business models, Business models in emerging E-commerce areas, How the internet and the Web change business.

### UNIT III

**E-commerce Payment System:** Characteristics of payment system, SET Protocol for credit card payment, E-cash, E-check, Micropayment system,

### UNIT IV

**E-commerce strategies:** Strategies for marketing, Sales and Promotions, Strategies for Purchasing and support activities, Strategies for Web Auctions, Virtual Communities, and web portals,

### UNIT V

**Ethical, Social, and Political issues in E-commerce :** Understanding ethical, social, and political issues in E-commerce, Privacy and information rights, Intellectual property rights, Governance, Public safety and welfare.

## TEXT BOOKS:

1. E-Commerce Fundamentals and application (Henry Chan) Wiley publication
2. Electronics Commerce (Gary Schneider) Thomson Course technology
3. E-Business Organizational and technical foundation (Michael P) Wiley Publication

## REFERENCES:

1. E- Commerce Strategies, Technology and applications (David) Tata McGrawHill
2. Introduction to E-commerce (jeffrey) Tata- Mcgrawhill
3. E-Business and Commerce- Strategic Thinking and Practice (Brahm) biztantra
4. Using Google Aps engine (Severance) O'reilly
5. Hadoop : The Definitive Guide (White) O'reilly

**Introduction and motivation**

Organisation of class  
Why is it important to learn German

**Short chat**

Greeting  
Passing  
Introduce yourself  
Seek clarification and help

**Alphabet and pronunciation**

Similarities of the alphabet  
Differences of the alphabet  
Pronunciation

**About yourself**

Personal information  
Nationality  
Profession  
Language

**Living situation**

Where you live  
Describe your house  
Members of family

**Orientation and transport**

Information and clarification of places  
Directions to public places  
Transport

**What about you?**

Ask and express interests and preferences  
To invite, to accept and to refuse  
How to spend your leisure

**Ask basic questions**

About the time  
Day, week and months  
Cardinal numbers  
Weather

**Daily routine**

Routines  
Related activities

**History Grammar:**

Tenses  
Groups of words

- Nouns, articles, adverbs, pronouns, adjectives, possessive pronouns, verbs

**B.COM GBM (III YEAR)**

**Course of Study**

<b><u>S. NO</u></b>	<b><u>SUBJECT</u></b>	<b><u>SUBJECT CODE</u></b>
1	Management Accounting	GBM 301
2	Export Import Management	GBM 302
3	International Banking & Finance	GBM 303
4	Entrepreneurship Development	GBM 304
5	Statistics & Research Methodology	GBM 305
6	Security Analysis & Portfolio Management	GBM 306
7	Desertation	GBM 307
8	Foreign Language	GBM 308

## B.COM IN GLOBAL BUSINESS MANAGEMENT – III YEAR

### **MANAGEMENT ACCOUNTING – GBM - 301**

#### **Unit I:**

**Introduction to Management Accounting:** - Origin, scope, functions and principles, Changing role of management accounting and recent developments. Management accounting and corporate governance, Difference between Management Accounting, Financial Accounting and Cost Accounting.

#### **Unit II:**

**Financial Statements Analysis:** Meaning and Definition, Objective, Importance, Type of Financial Analysis, Tools and Techniques of Financial Analysis Limitations of Analysis, Analysis of Comparative Financial Statements and Common - size Statement.

#### **Unit III:**

**Accounting Ratios:** - Classification, advantages and limitations; inter-firm comparison. Calculation and interpretation of financial Ratios.

#### **Unit IV:**

**Cash flow Analysis:-** Concept, meaning and definitions, objectives, Importance and Limitations, Uses of Cash flow statement, Difference between Funds Flow Statement and Cash flow statement. Classification of cash flows, preparation and usefulness.

#### **Unit V:**

**Fund Flow Analysis:** Meaning and Definitions, Objectives, Sources and Application of Funds, Difference between Funds Flow Statement and Balance Sheet. Preparation of Fund Flow statement.

## **EXPORT IMPORT MANAGEMENT – GBM – 302**

### **Unit I : Preliminaries for Exports and Imports:**

Introduction to WTO & trade liberalization – Export Import strategies – concept and Preparation for Export Marketing – Steps of exporting as an Entrepreneur.

Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers

### **Unit II : Export Import Documentation**

Aligned Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – Insurance Certificate

Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.

### **Unit III : Export-Import Procedure**

Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds.

Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents.

### **Unit IV: Logistics, Shipping & Containerization**

Logistics: benefits of efficient logistic system – critical elements of logistic system – international transport system

Shipping: characteristics – role of intermediaries – latest trends in logistics operations – ocean freight structure – shipping conferences and their freighting methods – types of ships & international trade

Containerization: history – types – benefits of containerization – container leasing practices – inland container depots.

### **Unit V : Incoterms & Export Incentive Schemes**

Incoterm: Terms & conditions – purpose & scope – structure – incorporation of incoterms into the contract of sale – incoterm groups.

Export incentive schemes: Duty exemption Schemes – duty remission schemes – export promotion capital goods schemes – special economic zones

## Suggested Books:

1. **Export Import Management:** By Justin Paul & Rajiv Aserkar

## **INTERNATIONAL BANKING & FINANCE – GBM - 303**

### Objectives

To groom the student regarding the international banking laws and functioning and to make him expertise in the area of finance management

**Marks: 100**

### International Banking

#### UNIT I

**Organization of International Banking**-Unit Banking, Branch Banking, Chain Banking, Correspondent and Group Banking-their Relative Merits and Demerits. Characteristics of a good Banking System

#### UNIT II

**International Wholesale Banking**- Meaning, Different category of Product.

**Retail Banking**- Factors affecting retail business, Different Retail Banking Products. **Operation of foreign branches of Indian Banks**- Objectives, constraint of Indian Banks, Present Position

#### UNIT III

**International Private Banking**- Products and services. **International Financial centers**- Functions of International Financial Centers

#### UNIT IV

**Risks involved in International Banking**-Types of risks involved in International Banking. Asset/Liability Management-Factors affecting interest rates, Impact of Interest rate changes, Interest rate risk measurement technique.

#### UNIT V

**Banking Regulation Act, 1949**- Main Provisions and features. **Reserve Bank of India Act, 1934**- Provisions.

### Recommended Books

1. **International Banking and Finance:** Francis.A.Lees, John Wiley & Sons
2. **International Banking and Finance:** Ian F. G. Baxter, Carswell, 1989
3. **The Regulation of International Banking:** Richard Dale, Midland Bank 144 -145

## **ENTREPRENEURSHIP DEVELOPMENT – GBM 304**

**Unit - I** Entrepreneur: meaning of entrepreneur, characteristics of entrepreneur, types of entrepreneur, importance of entrepreneur

**Unit – II** Environmental forces or Types of environment which effect entrepreneurship – internal, external, economic, social, political, legal & international. Factors that stops the growth of entrepreneurship

**Unit – III** Steps in promotion of a new venture, Sources of ideas of a new venture, Basis of Idea processing & selection

**Unit – IV** Selection criteria and considerations in choice of site/ location of business, Detail project report (DPR), meaning, objectives, importance of Detail Project Report and its components- raw material, building machinery & assets plan, manpower plan, marketing plan, source of finance, schedule of implementation, projected financial statements.

**Unit – V** Preparation of detail project report of trading, manufacturing and service units.

### **Recommended Books**

**G.S. Sudha, Ramesh Book Depot.**

### **Unit 1**

**Research-** Meaning, Objectives, Significance, Types, Research Process, Defining Research Problem. Research Design- Meaning, Features of good research design, Different Research Designs.

### **Unit 2**

#### **Scaling and Sampling**

Measurement scales, Important scaling techniques.

Sampling theory- Population and samples, Important sampling techniques, Importance of sampling. Testing of Hypothesis- Hypothesis testing of means and proportions (Introduction only)

### **Unit 3**

#### **Collection of Data ,Questionnaire and Report Writing**

Methods of Data Collection, Primary and Secondary Data, Methods of Collecting Primary Data, Drafting or Framing the Questionnaire, Sources of Secondary Data.

Report writing- Layout of research report, significance of report writing, Steps of report writing.

### **Unit 4**

#### **Statistics-Classification and Tabulation :**

Introduction – Organisation of Data, Frequency Distribution, Basic Principles for forming a Grouped Frequency Distribution, Cumulative Frequency. Distribution, Tabulation–Meaning and Importance, Parts of a Table, Requisites of a Good Table, Types of Tabulation.

### **Unit 5**

#### **Correlation :**

Types of Correlation, Karl Pearson's Coefficient of Correlation, Rank Correlation Method, **Time Series Analysis**

:

Components of a Time Series, Mathematical Models for Time Series, Measurement of Trend.

### **Recommended Books**

1. Fundamentals of Statistics : S.C. Gupta
2. Business Statistics : S.P. Gupta
3. Research methods in management- JyotsnaDiwan Mehta
4. Research Methodology- C.R.Kothari



**Objective:** This course aims at providing the students a comprehensive introduction to the areas of Indian Stock market, Security analysis and Portfolio management and equipping them with advanced knowledge for making profitable investment decisions.

## **UNIT- I**

### **Introduction to Investment & Securities**

Meaning of investment, speculation and gambling, Types of investors, Investment objectives, the Investment process. Security market-Meaning of Security, Types of securities

### **Investment planning & alternatives**

Investment avenues, Life Insurance, Mutual funds, Real Assets

## **UNIT- II**

**Primary Market**-Parties Involved, Placement, Pricing of issue

**Secondary Market**-Functions of stock exchange, Investors, Settlement

**SEBI**-Objectives, functions, Role

## **UNIT- III**

### **Risk and Return Concepts –**

Risk and Return- Measurement of return, Meaning and definition of risk –

Types: (Systematic risk- Market risk, Purchasing power risk, Interest rate risk,

Unsystematic risk - Business risk (Internal, External), Financial risk) – Minimizing risk exposure.

## **UNIT – IV**

### **Fundamental Analysis**

Economic analysis, industry analysis, company analysis, financial analysis, Growth in earnings

## **UNIT – V**

### **Portfolio Management**

Approaches in portfolio construction, determination of objectives, selection of portfolio.

International Portfolio Investment

### **Suggested readings:**

1. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd.
2. M. Pandey, Financial Management, Vikas Publishing House Pvt. Ltd.
3. V. K. Bhalla, Portfolio Analysis and Management, Sultan Chand & Sons
4. Fischer & Jordan, Security Analysis and Portfolio Management, Prentice Hall India.

## **DISSERTATION – GBM - 307**

The objective of this course is to prepare the student to conduct a research study of an Industry / organization utilizing the tools and techniques learned in period of study. The focus of the study could be in depth analysis of an industry or a diagnostic problem solving exercise of an organization. The student is expected to conduct a detailed survey of literature. In case of a status report of an industry, it is expected that the student collects all aspects related to a Particular industry analyzes data and presents the findings.

### Report Framework

- (1) Initial pages
- (2) Executive Summary
- (3) Introduction / statement of problem
- (4) Detailed survey of literature
- (5) Methodology / Focus / Scope / Limitations
- (6) Text of the study including analysis
- (7) Conclusions and Recommendations
- (8) Bibliography
- (9) Appendices

### Format of Presentation

- 1) The student is expected to follow the required style for presentation of the report including Tables, References, Bibliography and Appendices
- 2) Literature Survey should be related to the problem of study. Review of the studies in the area and critical examination of them including conclusions of the student should form part of the literature survey.
- 3) Acknowledgement of all sources of information through footnoting and Bibliography is an essential requirement of the study

**Introduction and motivation**

Organization of class  
Why is it important to learn German

**Short chat**

Greeting  
Passing  
Introduce yourself  
Seek clarification and help

**Alphabet and pronunciation**

Similarities of the alphabet  
Differences of the alphabet  
Pronunciation

**About yourself**

Personal information  
Nationality  
Profession  
Language

**Living situation**

Where you live  
Describe your house  
Members of family

**Orientation and transport**

Information and clarification of places  
Directions to public places  
Transport

**What about you?**

Ask and express interests and preferences  
To invite, to accept and to refuse  
How to spend your leisure

**Ask basic questions**

About the time  
Day, week and months  
Cardinal numbers  
Weather

**Daily routine**

Routines  
Related activities

**History**

**Grammar:**

Tenses  
Groups of words

Nouns, articles, adverbs, pronouns, adjectives, possessive pronouns, verbs