



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

B.COM. HONS.+MBA (INTEGRATED DUAL DEGREE) PROGRAM (2018-21) SEMESTER-VI

BCOM601- INTERNATIONAL BUSINESS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
BCOM601	INTERNATIONAL BUSINESS	60	20	20	-	-	3	1	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
***Teacher Assessment** shall be based on following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

This course provides insights on tools and practices that help to identify and interpret international business opportunities. Students will analyze international management-and investment strategies. This course provides insights on tools and practices that help to identify and interpret international business opportunities.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of five questions. Each question will carry 12 Marks and consist of four questions, out of which student will be required to attempt either question number (a) and (b) or question number (c) and (d). Each question i.e. (a), (b), (c) and (d) will be of 6 marks.

Course Outcomes

1. To understand international business theory and practice for understanding the international business context.
2. To provide students with practical tools and theoretical knowledge related to international trade
3. To Understand international business management from the nation-state perspective.

COURSE CONTENT



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Unit I: Introduction to International Business: Framework of International Business, Types of International Business, International Business Theories, Global Marketing Theory of Competitive Advantages, Neo-Classical theory, Modern Approach to International Business, Problems of Trade and Aid to Developing Countries.

Unit II: International Business Decision making: Mode of Entry, Marketing Mix , Factors Affecting decision For International Business.

Unit III: International Institutions: GATT, WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD Introduction to FEMA, Role of ECGC and export Promotion Councils.

Unit IV: India's Foreign Trade: Trends of India's foreign trade, Export and Import Policy, Trade Policy, Balance of Payment, Custom and Tariff Rationalization. Role of Documentation in International Trade. Export Pricing, Methods of International Payments.

Unit V: International Capital Movement: Risk in International Operations, International Investment, Financing of Foreign trade, Foreign Direct Investment. Export Finance, Pre and post Shipment credit.

Suggested Readings

1. Daniels, Radebaugh, and Sullivan, *International Business: Environment and Operations*: (Ed 15th). 2015.
2. Spulber, *Global Competitive Strategy*, 2007
3. John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan, *International Business: Environments and Operations*, Prentice Hall, 10th Edition
4. Donald Ball, Wendell McCulloch, Michael Geringer, *International Business: The Challenge of Global Competition*, Tata McGraw-Hill.
5. Steven Husted, Michael Melvin, *International Economics*, Addison Wesley



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BCOM602 COMPUTERIZED ACCOUNTING SYSTEM

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
BCOM602	COMPUTERIZED ACCOUNTING SYSTEM	60	20	20	-	-	3	1	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
***Teacher Assessment** shall be based on following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

This subject aims at utilizing the computer in maintaining accounting records, making management decisions, and processing common business applications. It will help students to develop further skills in maintaining accounting records and will provide in-depth exposure to accounts receivable/accounts payable, payroll and inventory modules.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of five questions. Each question will carry 12 Marks and consist of four questions, out of which student will be required to attempt either question number (a) and (b) or question number (c) and (d). Each question i.e. (a), (b), (c) and (d) will be of 6 marks.

Course Outcomes

1. To develop understanding of computerized accounting system.
2. To become familiar with the functioning of various accounting softwares.

COURSE CONTENT

Unit-I: Introduction: installation of Tally, ERP latest version, Licensing configurations, Tally Vault Password, Security Control in Tally, ERP–Splitting Company Data, Backup and Restore.



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Unit-II: Accounting: voucher entry, budget, cost centre, balance sheet, profit and loss account, currency, debit note, credit note, and Interest calculation.

Unit-III: Inventory: stock item, sales order, purchase order, delivery note, and rejection out.

Unit-IV: Computerized Tax Liability Calculation.

Unit-V: Payroll: Salary Accounting, Introduction to Payroll, Payroll Masters, Payroll Vouchers, Overtime Payment, Gratuity, Advanced Payroll Transactions, Basic Salary, Overtime, Bonus, Gratuity, Loan, ESI, Provident Fund, Pension, Commission.

Suggested Readings

1. Manoj Bansal, Ajay Sharma, *Computerized Accounting System*, Sahitya Bhawan Publications
2. Bassett, *Computerized Accounting*, BPB Publications
3. *Accountancy Computerised Accounting System*, National Council Of Education
4. Dr.Alok Dwivedi, Prof. C.M. Tembhurnekar, *Computerized Accounting*, Sai Jyoti Publication.
5. Neeraj Sharma, *Computerized Accounting And Business Systems: A text book on the applications of Computers in Accounting and Business*, Lambert.



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BCOM603 CONSUMER BEHAVIOR AND SALES MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
BCOM603	CONSUMER BEHAVIOR AND SALES MANAGEMENT	60	20	20	-	-	3	1	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
***Teacher Assessment** shall be based on following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

1. The basic objective of this course is to develop and understanding about the many aspects of consumer behavior and its applications in marketing.
2. To understand the conceptual foundations of consumer buying behavior.
3. To create awareness of the cultural influence and perception as applied in consumer behavior

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of five questions. Each question will carry 12 Marks and consist of four questions, out of which student will be required to attempt either question number (a) and (b) or question number (c) and (d). Each question i.e. (a), (b), (c) and (d) will be of 6 marks.

Course Outcomes

1. To understand role of marketing in influencing consumer behavior.
2. To analyze the role of marketer & the consumer in advertizing.
3. To sensitize the students to the changing trends in consumer behavior.

COURSE CONTENT

Unit I: Understanding Consumer Behavior and Overview: Definition , Nature , Scope , Application of Consumer Behavior, factors affecting to consumer behavior.



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Unit II: Consumer Decision Making: Decision making process, impulse buying process, decision making criteria, evaluation strategies. Models of Consumer Decision Making - Comprehensive models of consumer decision making

Unit III: Cultural Influence: Manifestation of culture in India, emergence of new consumer culture, cultural diversity and its impact. Changing Indian Consumer Behavior-Drivers of change, consumer trends, new consumption pattern. Future of consumer behavior.

Unit IV: Introduction to Sales Management and Selling process: Nature and Role of Sales Management, Types of Selling, Differences between Selling and Marketing. Various stages of selling process, Sales presentations, closing sale and Follow-up actions.

Unit V: Sales and Operational Management: Sales Planning, Sales Organization, Sales Potential, Sales Forecasting and Budgeting, Territory Design and Sales Quotas, Selection, Training, Motivation and Compensation of Sales Force, Evaluation of Sales Force.

Suggested Readings:

1. Shiffman & Kanuk, *Consumer Behaviour*, Pearson
2. Suja R. Nair, *Consumer Behaviour in Indian Perspective*, Himalaya
3. Hawkins, *Consumer Behaviour: Building Marketing Strategies*, Tata McGraw Hill.
4. Jobber, *Sales Monument*, Tata McGraw Hill
5. Still, Cundiff & Govani, *Sales Management*, Pearson.
6. P. K. Ghosh, *Sales Management*, Himalaya Publishing House



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BBAI601 ENTREPRENEURSHIP

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME									
		THEORY			PRACTICAL			L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Assessment*	END SEM University Exam	Teachers Assessment*					
BBAI601	Entrepreneurship	60	20	20	-	-	4		-	4	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to introduce students to the process of venture creation and discuss the core issues in creating a successful business. It also explains the students the major strategic decisions that entrepreneurs must make when creating a business.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Understanding the major strategic decisions that entrepreneurs must make when creating a business.
2. Familiarize the students with operational and organizational challenges during the start-up phase

COURSE CONTENT

Unit I: Introduction to Entrepreneurship

1. Meaning and concept of entrepreneurship,
2. History of entrepreneurship development,
3. Role of entrepreneurship in economic development,
4. Agencies in entrepreneurship management



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5. Future of entrepreneurship.

Unit II: The Entrepreneur

1. Meaning of entrepreneur,
2. Skills required to be an entrepreneur,
3. Entrepreneurial decision process, and role models,
4. Mentors and support system.

Unit III: Business Opportunity Identification

1. Business ideas,
2. Methods of generating ideas,
3. Opportunity recognition

Unit IV: Preparing a Business Plan

1. BMeaning and significance of a business plan, components of a business plan, and feasibility study,
2. Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks

Unit V: Launching the New Venture

1. Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture,
2. Managing Growth in New Venture: Characteristics of high growth new ventures, strategies for growth, and building the new venture capital

Suggested Readings

1. Dorf, R.C. (2007). *Technology Ventures: From Idea to Enterprise with Student DVD*. McGraw-Hill Higher Education: New York.
2. Shane, S. and Ventakaraman, S. (2000). *The promise of entrepreneurship as a field of research*. Academy of Management Review
3. Baron, J.N. and Hannan, M.T. (2002) *Organizational Blueprints for success in High-Tech start-ups*. California Management Review.
4. Swiercz, P.M. and Lydon, S.R. (2002). *Entrepreneurial leadership in high-tech firms: a field of study*. Leadership and Organization Development.
5. Berry, M.M.J. and Taggart, J.H. (1994). *Managing technology and innovation: a review*. Journal of R& D Management Journal.



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BBAIEM602 STRATEGIC MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment				
BBAIEM602	Strategic Management	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

The objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

Students will develop understanding of project planning and ability to monitor and control projects and risk involved. In addition, they become familiar with tools and techniques used in managing projects.

COURSE CONTENT

Unit I: Introduction

1. Meaning, Need and Process of Strategic Management
2. Business Policy, Corporate Planning and Strategic Management
3. Single and Multiple SBU organizations
4. Strategic Decision-Making Processes – Rational-Analytical
5. Intuitive-Emotional, Political – Behavioral; Universality of Strategic Management



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Unit II: Mission, Business Definition and Objectives

1. Need, Formulation and changes
2. Hierarchy of objectives, Specificity of Mission and Objectives
3. SWOT Analysis, Factors affecting; Techniques of Internal Analysis;
4. Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP)
5. Environment analysis – factors influencing it, ETOP

Unit III: Strategy Alternatives, Grand Strategies and their sub strategies

1. Stability, Expansion, Retrenchment and Combination
2. Internal and External Alternatives
3. Related and Unrelated Alternatives
4. Horizontal and Vertical Alternatives

Unit IV: Strategic Choice and Analysis

1. Managerial Choice Factors, Choice Processes – Strategic Gap Analysis
2. ETOP-SAP Matching, BCG Product – Portfolio Matrix
3. G.E. Nine Cell Planning Grid; Contingency Strategies
4. Prescriptions for choice of Business Strategy; Choosing International Strategies

Unit V: Strategy Implementation, Concept, Barriers, Implementation Process

1. Project & Procedural Implementation
2. Resource Allocation; Structural Implementation
3. Plan and Policy Implementation; Leadership Implementation
4. Behavioral Implementation, Implementing Strategy in International Setting

Suggested Readings

1. Kazmi, A. (2009). *Strategic Management and Business Policy*. Tata McGraw Hill:New Delhi
2. Lomash, S. & Mishra, P.K. (2003).*Business Policy & Strategic Management*. Vikas Publication: New Delhi. .
3. Trehan, A. (2010).*Strategic Management*. Dreamtech: Wiley.
4. Nag, A. (2011). *Strategic Management. Analysis. Implementation. Control*. Vikas Publication: New Delhi.
5. Parthasarthy, R. (2008). *Fundamentals of Strategic Management*. Wiley:India
6. Pankaj, G. (2006).*Strategy and the Business Landscape*. Pearson.
7. Haberberg, A. & Rieple, A. (2010).*Strategic Management*. Oxford Press: New York.
8. Tushman, R. (2010.) *Managing Strategic Innovation& Change*. Oxford Press: New York.