



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

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

Unit I: Introduction to International Business: Framework of International Business, Types of International Business, International Business Theories, Global Marketing Theory



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

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



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

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.



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

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



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

BCOMBF601 FOREX 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 *				
BCOMBF601	FOREX 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 objective of this subject is enrich students with the mechanism of the foreign exchange markets, measurement of exposure and hedging against risk.
2. To analyze the nature and functioning of foreign exchange markets, determination of exchange rates and their forecasting
3. To explain the foreign exchange risks and to identify risk management strategies.

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. Understand foreign exchange markets, international financial markets and their functions & needs.
2. Analyze foreign exchange risks and risk management strategies

COURSE CONTENTS

Unit-I: Nature and scope of forex management: Objectives, significance and scope of forex management, relationship between forex management and financial management, forex management and global environment.

Unit-II: International financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

and money market instruments – GDRs, DRs, Euro Bonds, dual currency bonds, euro equity, euro deposits.

Unit-III: Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

Unit-IV: Foreign exchange rates and its determinations: exchange rate, spot, forward and cross exchange rates, Forex trading and financing of international trade.

Unit-V: Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, Bill of exchange, documents and financing techniques.

Suggested Readings

- 1) Jeevanandan, C, *Foreign Exchange and risk Management*, Sultan Chand and sons, New Delhi
- 2) Chatterjee, *Principles of Foreign Exchange*, Himalaya Publication.
- 3) Ian Giddy, *Global Financial Markets*, AIYBS, New Delhi
- 4) Levi, Maurice, *International Finance*, McGraw Hill Inc.,



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

BCOMBF602 FINTECH

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 *				
BCOMBF602	BCOMBF602 FINTECH	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

Financial technology (FinTech) is revolutionary and rapidly changing the financial services industries. This graduate course provides an introduction to FinTech such as blockchain, crypto currencies (e.g., Bitcoin and Ethereum), alternative lending, machine learning, and robo-advising.

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 recent FinTech developments and analyze their impact on the financial services industries
2. To describe the technologies underlying crypto currencies and blockchains.
3. To understand alternative lending, P2P technologies, and assess their impact on traditional banking and payment industries
4. To apply machine learning in robo-advising and FinTech
5. To understand the process of FinTech innovation



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

COURSE CONTENT

Unit I: Introduction to FinTech Recent developments, Major areas in FinTech, Future prospects and potential issues with FinTech

Unit II: Blockchain and Cryptocurrency Technologies: Digital Signature, Public and Private Keys, Blockchains, Proof of Work, Mining, Bitcoin, Ethereum, Other Altcoins, Wallets, Exchange Markets, Payments

Unit III: Alternative Lending, Crowd funding, and P2P Technology.

Unit IV: MS- Excel Applications in Finance: Time value of money, Loan amortization schedule etc.

Unit V: Regulatory and Societal Perspectives: Societal impact of FinTech companies, How to strike a regulatory balance between mitigating negative externalities and encouraging entrepreneurial growth.

Suggested Readings

1. Arvind Narayanan, Joseph Bonneau, Edward Felten, Andrew Miller, Steven Goldfeder, ***Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction*** Princeton University Press, ISBN-13: 978-0691171692.
2. Henning Diedrich, CreateSpace, ***Ethereum: Blockchains, Digital Assets, Smart Contracts, Decentralized Autonomous Organizations***, Independent Publishing Platform, ISBN-13: 978-1523930470.
3. Arshdeep Bahga and Vijay Madiseti, ***Blockchain Applications: A Hands-on Approach***, Vpt, ISBN-13: 978-0996025560.
4. ***Paul D. Stallard, Robert Lempka, Next Generation Finance: Adapting the financial services industry to changes in technology, regulation and consumer behavior.***
5. Agustin Rubini, ***Fintech in a Flash: Financial Technology Made Easy.***
6. Chandan Sengupta, ***Financial Analysis and Modeling using Excel and VBA***, Wiley
7. Wilson Jr., Jay D., ***Creating Strategic Value through Financial Technology***. Wiley Finance.
8. Paul D. Stallard and Robert Lempka, ***Next Generation Finance: Adapting the financial services industry to changes in technology, regulation and consumer behavior***, Harriman house.
9. Nicolettiand Bernardo, ***The Future of FinTech, Integrating Finance and Technology in Financial Services***, EBook ISBN 0- 978-3-319-51415-4