

UNIVERSITY OF PUNE



B.B.M. (I.B.)
Semester V
w.e.f. 2010-11

T.Y. B.B.M.(I.B.)

Pattern 2008 w.e.f. June, 2010-2011

Semester V

Course Title -: Business Ethics

Course Code -: 501

Objectives -:

1. To impart knowledge of Business Ethics to the Students.
2. To impart knowledge of various Business Ethics practices.

Unit No.	Topic	Periods
1.	Ethics- Meaning and nature of Ethics Meaning of Moral & Ethics. Types of Ethics, Importance of Ethics, Nature of Ethics.	8
2.	Business Ethics- Meaning and nature. Importance of ethics in business. Types of business Ethics-Relation between corporate responsibility & Business ethics.	8
3.	Business Ethics in Global Economy. Ethics in the context of Global Economy-Relationship Between Business Ethics & Business Development-Role of Business Ethics in Building a civilised society.	10
4.	Moral issues in Business Justice & Economic system-ethics related to environment protection-Ethics relating to Consumer protection-Social responsibility & Business ethics-arguments for and against social responsibility.	8
5.	Areas of Business ethics Meaning of functional ethics-types of ethics according to functions of business: marketing ethics, foreign trade ethics and ethics relating to Copyrights.	7
6.	Organizational Ethics Individual Ethics- Professional ethics. Corporate Ethics- Ethical behavior - Ten Commandments of ethical behavior Control & audit of ethical behavior.	7
Total		48

Recommended Books

1. Business Ethics: - O.C. Ferrel, John Paul Fraedrich, Linda Ferrell.
2. Business Ethics: - Gautam Pherwani
3. Business Ethics: - Ritu Pamraj
4. Business Ethics: - Prof. Agalgatti

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Pattern 2008 w.e.f. June, 2010-2011

Semester V

Course Title -: Business Law.

Course Code -: 502

Objectives :-

1. To gain Understanding of basic legal term and concept used in law pertaining to management of Business.
2. To comprehend applicability of legal principles to situations in business by referring to few decided leading cases;
3. To bestow confidence in students to deal with situations involving legal issues in commercial transactions;
4. To appraise the students of emerging legal issues particularly in E- Commerce and introduce new legal regime to commerce students.

Unit No.	Topic	Periods
1.	<u>Indian Contract Act 1872</u> Definition, Kinds and concept of contracts. Offer and Acceptance. Consideration Capacity of Parties Free Consent Legality and Objects of consideration Void Agreements Performance of Contract Discharge of Contract and Remedies	12
2.	<u>The Sale of Goods Act 1930</u> Contract of Sale of Goods. Conditions and Warranties Transfer of Property Performance of a contract of sale Rights of unpaid Seller.	10
3.	<u>The Indian Partnership Act, 1932</u> Concept of Partnership :- Partnership and company, Hindu joint family business Test for determination of existence for partnership. Kinds of Partnerships. Registration, Effects of Non- Registration. Rights and duties of partners towards other partners. Authority of partner and liabilities towards third parties. Admission, Retirement, Expulsion of partners and their liabilities. Dissolutions of the firm.	14
4.	<u>The consumer protection-Act, 1986.</u> Salient features of Act. Definitions-Consumer, Complaint, Services, defect and Deficiency, Rights and Reliefs available to consumer. Procedure to file complaint. Consumer Dispute Redressal Agencies. (Composition, Jurisdiction, Powers and functions). Procedure followed by Redressal Agencies.	5
5.	<u>E- Commerce</u> Significance of E- Transactions/E- commerce. Nature. Formation. Legality. Recognition	3

	(Chapter 4. Sec.11-13 of I T Act 2000 relating to attribution, acknowledgment, dispatch of E- records) Legal issues involved in E- Contracts.	
6.	<u>Intellectual Property Rights :</u> Definition and conceptual understanding of Patent Trademarks. Copy Rights and Design. (Under the relevant Indian current statutes.)	4
Total		48

Recommended Books		
1.	Business & Commercial Laws	-: Sen & Mitra
2.	An Introduction to Mercantile laws	-: by N.D.Kapoor
3.	Business Law	-: N.M. Vechlekar
4.	Company Law	-: Avtar Singh
5.	Law of Contract	-: Avtar Singh
6.	Business Laws	-: Kucchal M.C.
7.	Business Law for Management	-: Bulchandani K.R.
8.	Consumer Protection Act in India	-: Niraj Kumar
9.	Consumer Protection in India	-: V.K. Agrawal
10.	Redressal Consumer Grievances under CPA	-: Deepa Sharma

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Semester V

Course Title -: International Relations.

Course Code -: 503

Objectives -:

1. To know and understand foreign affairs & global issues with international business system.
2. To understand the students background for conducting international trade in the constantly changing global marketing place.

Unit No.	Topic	Periods
1.	Overview of International Relations 1.1 Economic Relations 1.2 Socio –Cultural Relations 1.3 Legal Relations 1.4 Political Relations	10
2.	Regional Economic Integration 2.1 European Union [EU] 2.2 North Atlantic Free Trade Agreement [NAFTA] 2.3 South Asian Association for Regional Co-operation[SAARC] 2.4 SAARC Preferential Trading Arrangement [SAPTA]	08
3.	International Economic Cooperation 2.1 World Trade Organisation [WTO] 2.2 World Bank 2.3 International Monetary Fund [IMF] 2.4 Commodity Agreement	08
4.	Socio-Cultural Relations 4.1 Social Structure – Dualism in Indian Society and Problem of uneven income distribution 4.2 Culture and workplace Religious and ethical systems-	08
5.	Legal Relations 5.1 WTO provisions relating to preferential treatment of developing countries 5.2 Implications of WTO pertaining to 5.2.1 General Agreement on Trade in Services [GATS] 5.2.2 Trade Related Intellectual Property Rights [TRIPs] 5.2.3 Trade Related Investment measures [TRIMs]	10
6.	Trade Relations 6.1 Instruments of Trade Policy 6.1.1 Tariffs 6.1.2 Subsidies 6.1.3 Quotas 6.2 Dumping – Meaning and Antidumping policies	05
Total		48

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.

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Semester V

Course Title -: International Banking & Finance.

Course Code -: 504

Objective -:

To acquaint students with Banking Practices & various methods for financing International trade with special reference to globalization.

Unit No.	Topic	Periods
1.	International trade Relationship 1.1 Types of Import & Export Trade 1.2 Various Ways of creating Relations in International Market Management Contract, Franchising, Use of Logo, Mergers & Acquisition, Opening of Branch Offices.) 1.3 Settlement of Debts in International Market. 1.4 Provisions of [Foreign Exchange Mgt. Act FEMA] with reference to Bank Financing	10
2.	Role of Commercial Banks in Financing Import & Export <ul style="list-style-type: none">• Role of Commercial Banks.• Role & Functions of EXIM Bank & ECGC [Export Credit Guarantee Corporation]• Types of Bank Deposits & advances for Importer & exporter (i.e. NRE- Non Resident External A/c• NRO-Non Resident Ordinary A/C• FCNR-Foreign Convertible Non Resident A/C• NRNR – Non Resident Non repatriate A/c Deposits]• Introduction of Nostro Vostro & Laro Account)• Traditional Ways of Financing International Trade• Transactions (i.e Bill Discounting, Pre & Post shipment Financing, Package Financing. Concept of Fee Based & Fund Based Financing(Bank Guarantee, Letter of Credit) Loan Syndications	10
3.	International Debt Settlement 3.1 Methods of Settlement of International Debts, Open Account, Advance Remittances. 3.2 Consignment, Bill of Exchange, Letter of Credit 3.3 Detailed Study Of Letter of Credit Transactions - 3.4 Their Liabilities – Types of Letter of Credit -Uniform Customer Practice of Documentary Credit Rule – UCPDC, Documentary credit, 3.5 Concepts of Factoring & Forfeiting.	10
4.	Role of International Financing Agencies 4.1 World Bank, IMF-International. Monetary Fund, BIS- Bank for International settlement, ADC-Asian Development corporation. 4.2 Modern Ways of Financing of International trade - Private Equity, Block Deals, FDI, ADR-American Depositary Receipts GDR & ECBs – External Commercial Borrowings 4.3 Risks in International trade-Economic Risks, Transaction & translation Risk – Ways & means of Risk. 4.4 Hedging Techniques (Currency Futures, Swaps, Forwards , Collars & CAPS	10
5.	Euro Currency Market 5.1 Meaning – Features –Why does this Market Exist? 5.2 Segments of Euro Currency Market 5.3 Advantages of Euro Currency Market	08
Total		48

Recommended Books	
1.	International Finance-----Prof A.V. Rajawade
2.	International Finance----- P. G. Apte.
3.	International money----- Prof. Adrian Buckley
4.	Exchange Control Regulations-----Nabhi
5.	International Financial Management---By Machi Raju.
6.	Principles & Practice of Banking-----[Part I & II) By Prof Varshney.

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Semester V

Subject Name :- Business Reporting & Analysis.

Course Code :- 505

Objective :-

To develop among students abilities to analyze & interpret various Economic Factors that affect Business decision making. Similarly to understand reporting pattern followed in corporate sector as a part of MIS.

Unit No.	Topic	Periods
1.	Introduction to Business Reporting. Business Reporting --- Definition ---Importance-----Scope –User of Business Report –Factors Affecting Business Reporting.	08
2.	Procedure of Business Reporting Collection of Data –Sources— Business areas—survey & research in Data Collection- Application of Various statistical tools in Data Collection & Analysis.	10
3.	Areas of Business Reporting Marketing Reports---Financial Reporting—Inter Company & Intra Company analysis— Macro Economic Analysis---Human Recourses Need & Forecasting—Global opportunities & Diversification.	10
4.	Business Analysis & Interpretation Business Analysis –Procedure – Factors to be Consider in Business Analysis— Various Tools & Techniques used in Business Analysis & Interpretation.	12
5.	Procedure of Business Analysis Company Analysis--- Economic Analysis---Sector Analysis& its Correlation with Business Analysis--- Introduction & use of Various Statistical Simple Statistical Techniques & Tools.	08
Total		48

Recommended Books

1. Business Process Analysis - Geoffery Darton (Maksha Darton Publication Edition 1997).
2. Business Analysis by Debra Paul (2007 Publishing – Donald Yeates)
3. International Financial Reporting Analysis – David Alexander & Anne Briton (Edition 2007)
4. Financial Reporting and Analysis - Charies Gibson. (Publishing 2009)