

University of Pune University of Pune

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University of Pune



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

Pattern 2008, w.e.f. 2010-11

University of Pune University of Pune

**REVISED COURSE STRUCTURE FOR
BACHELOR OF BUSINESS MANAGEMENT (B.B.M.)
(INTERNATIONAL BUSINESS)
(Old Name B.F.T.)**

1. Title

The degree shall be titled as Bachelor of Business Management (B.B.M.) (International Business) under the Faculty of Commerce Part I w.e.f. the academic year 2008-2009, B.B.M. Part II w.e.f. 2009-2010 and B.B.M. Part III w.e.f. 2010-2011.

2. Objectives :

With the industrial Liberalization and Globalization scenario and emphasis on global markets, there is a great scope for job opportunities as well as Entrepreneurship in international business in the products and services sectors. Great scope also exists in International logistics, Supply- Chain management, Transportation and distribution.

The three year Bachelor of Business Management (B.B.M.) programme is a professional degree course aimed at educating the 10 + 2 passed students in the various theoretical and practical aspects of international business.

3. Duration :

The Course shall be a full time course and the duration of the course shall be of three years divided into six Semesters.

4. Eligibility:

- i. A candidate for being eligible for admission to the Degree course in Bachelor of Business Management shall have passed 12 the Std. Examination (H.S.C. 10 +2) from any stream with English as passing subject and has secured 45% marks at 12th std.
- ii. Three Years Diploma Course after S.S.C. i.e. 10th Standard of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- iii. Two Years Diploma in Pharmacy after H.S.C., of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- iv. MCVC
- v. Every eligible candidate has to pass a Common Entrance Test to be conducted by the respective Institute / College.

5. Medium of Instruction :

Medium of instruction shall be in English only.

6. Scheme of Examination :

The B.B.M. Examination will be of 3600 marks divided into 3 parts as per details given below :

- i. BBM Part I (Semester I, II) Aggregate marks 1200
- ii. BBM Part II (Semester III, IV) Aggregate marks 1200
- iii. BBM Part III (Semester V, VI) Aggregate marks 1200

There will be written Examination of 80 marks, 3hrs duration for every course at the end of each semester. The class work will carry 20 marks in each course. For courses in Industrial Exposure (Semester III, IV) there will be viva voce examination of 20 marks and for Written Report and Industrial visits 80 Marks. For course on Project work (Semester VI) there will be oral presentation test consisting of 20 marks and Written Report of 80 marks.

7. RULES OF A.T.K.T.

- i. A student shall be allowed to keep term for the Second Year, if he/she has a backlog of not more than four theory heads of total number of subjects of the First Year examination, which consist of First & Second Semester.
- ii. A student shall be allowed to keep term for the Third Year, if he/she has no backlog of First year & if he/she has a backlog of not more than four theory heads of total number of subjects of the Second year examination, which consist of Third & Fourth Semester.

8. Standard of Passing and Award of Class:

In order of pass examination a candidate has to obtain 40% marks out of 100 (Semester-end exam 80 + class work marks 20 taken together) in each course.

The award of class: The class shall be awarded to the student on the basis of aggregate marks obtained by him in all three years (Part I, II & III). The award of Class is as follows :

- | | | |
|---|----|-------------------------------|
| i. Aggregate 70% and above. | -: | First class with Distinction. |
| ii. Aggregate 60% and above but less than 70% | -: | First class. |
| iii. Aggregate 55% and more but less than 60% | -: | Higher Second class. |
| iv. Aggregate 50% and more but less than 55% | -: | Second class. |
| v. Aggregate 40% and more but less than 50% | -: | Pass class. |
| vi. Below 40% | -: | Fail. |

9. The expenditure on Industrial exposure shall be borne by the student concerned.

10. The Semester wise Structure of the programme shall be as follows :

Revised Course Structure
Bachelor of Business Management
(International Business)

Subject Code	Subject Name – Semester I	Subject Code	Subject Name – Semester I
101	Indian Business Environment	201	Cost Accounting.
102	Communication Skills & Personality Development.	202	Elements of HRM.
103	Micro Economic Analysis.	203	Macro Economic Analysis.
104	Business Accounting.	204	Principles of Marketing.
105	Principles & Practice of management.	205	Business Statistics.
106	Business Mathematics.	206	IT in Business Operations.

Subject Code	Subject Name – Semester III	Subject Code	Subject Name – Semester IV
301	International Business Environment.	401	Supply Chain & Logistics Management
302	Production & Operations Management.	402	Foreign Exchange Operations.
303	International Economics,	403	International Business in Service
304	International Marketing.	404	International Agri. Business.
305	Management Accounting.	405	Business Taxation.
306	E- Commerce.	406	Business Exposure.

Subject Code	Subject Name – Semester V	Subject Code	Subject Name – Semester VI
501	Business Ethics.	601	Export Import Procedure.
502	Business Law.	602	International Business Law.
503	International Relations.	603	Study of Global Economies.
504	International Banking & Finance	604	International Project Management.
505	Business Reporting and Analysis.	605	Foreign Language - Paper II. (Asian - Chinese, Japanese) (European - German, French) [For Asian language Chinese & Japanese please refer Circular No. 101/2010 of University of Pune.]
506	Foreign Language - Paper I (Asian - Chinese, Japanese) (European - German, French) [For Asian language Chinese & Japanese please refer Circular No. 101/2010 of University of Pune.]	606	Project (Project Report - 50) (Presentation - 30 Viva - 20)

T.Y. B.B.M. (I.B.)
Semester VI
Course Title -: Import Export Procedure.
Course Code -: 601

Unit No.	Topic	Periods
1.	Essentials for Export 1.1 Registration – IEC, RCMC [Registration cum membership Certificate.] EPC-Export promotion council, central excise. 1.2 Categories of Export 1.1.1 Physical 1.1.2 Deemed Export 1.1.3 Merchant 1.1.4 Manufacture Export 1.2 Shipping Documents 1.3 Terms used in Shipping	10
2.	Custom Clearance Procedure for Imported Cargo Documentation Consignment Clearance Procedure Payment Procedure	08
3.	Export Procedure 3.1 Basic Documentation 3.2 Excise clearance for export 3.3 Quantity – Preshipment inspection 3.4 Packaging, Marketing, Labeling 3.5 Shipment of Goods 3.6 ECGC Services [Export Credit Guarantee Corporation] 3.7 GSP [Generalized System of preferences] Rules & Origin 3.8 Role of overseas agent & remittance of commission. 3.9 Incentives for export from Govt. 3.10 Various modes of transport.	08
4.	Benefits of Export 4.1 Service Tax benefits 4.2 Excise clearance benefits / rebates 4.3 Income Tax benefits	10
5.	Duty Drawback & Remittance Scheme Advance License Replenishment license Special Interest License DEPR Scheme [Duty Entitlement Pass Book Scheme] DFRC Scheme [Duty Free Replenishment Certificate]	06

6.	Procedure for Importing Goods within relevant provisions under various Acts.	06
Total		48

Recommended Books	
1.	EXIM policy 2004-09 Import –Export Documentation- By M.I. Mahajan
2.	How to Export – Handbook
3.	A guide on Export policy procedures & documentation
4.	Export Management – by D.C. Kapoor
5.	Excise custom manually.

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

Semester VI

Course Title -: International Business Law.

Course Code -: 602

Objectives -:

1. TO develop awareness relating to international laws affecting business on international level
2. To Study about international; institutions governing international trade.
3. To have in –depth knowledge about Indian law affecting & Intuitional Promoting International Trade.

Unit No.	Topic	Periods
1.	International Law Meaning, scope, objects, state Jurisdiction Evolution of International Economics/ Trade Law with special reference to United Nation’s role in its development. Trans-National Corporations-their rights, duties & responsibilities under International Law Charter on Economic Rights & Duties of State (ERDS)	08
2.	International Institutions, their functions & Role in International Economic Law United Nations Conference on Trade & Development (UNCTAD) United Nations Conference on International Trade(UNICITRAL) International Finance Corporation (IFC) International Development Programme (UNDP) Organization for Economic Co-operation & Development (OECD)	08
3.	International Trade 3.1 Unification of law of International Sale of Goods 3.2 Uniform Customs & Practice of Documentary Credits & international Chamber of Commerce 3.2.1 UNICITARAL Model for Inter Credits & Guaranties 3.2.2 UNICITARAL Model for International Payments 3.2.3 UNICITARAL Model for Electronic- commerce 3.3 International Convention Governing Bill of Lading	08

	3.3.1 Brussel Convention 3.3.2 UNICITARAL Convention	
4.	International Environment Law affecting Trade U.N. Conference - Stockolm, Nairobi, Conference Universal Principles- Sustainable Development, Precautionary Principle, Polluter Pays Principle Concept and types - Authorities of Environmental Impact Assessment Kyoto Protocol- Carbon Credit- Clean Development Mechanism	08
5.	International Dispute Settlement Machinery W.T.O. Dispute Redressed system International Court of Justice- Constitutional, Jurisdiction, Procedure, Evaluation World Bank Inspection Panel- Functions & Procedure International Clauses for Settlement of Investment Disputes (ICSID)- Tribunal, Function & Procedure International commercial Arbitration & Enforcement of Foreign Awards.	08
6.	Indian Law affecting International Trade Foreign Trade (Regulation & Development) Act 1992. Foreign Exchange Management Act The Customs Act 1962 (Definitions-Authorities-Penalties) Role & functions of Indian Government Bodies for promotion of International Trade Ministry of Commerce Board of Trade Commodity Organization Export Promotion Council Commodity Boards Service Intuitions Indian Government Trade Representative Abroad	08
Total		48

Recommended Books
<ol style="list-style-type: none"> 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

T.Y. B.B.M. (I.B.)
Semester VI
Course Title -: Study of Global Economics.
Course Code -: 603

Objectives -:

1. To acquaint the students with the emerging issues in business at the international level in the light of policies of liberalization and globalization.
2. To understand Indian economy as an emerging economy in the global scenario.

Unit No.	Topic	Periods
1.	Introduction 1.1 Globalization 1.1.1 Drivers of Globalization 1.1.2 The Globalization debate 1.2 The changing world order 1.3 Global economy of the 21 st Century	09
2.	Study of International Monetary Fund [IMF] And World Bank with reference to : 2.1 Nature of Global financial markets 2.2 Emerging markets 2.3 Poverty Aid	8
3.	Global Human Resource Management 3.1 International Labour Relations – concern and strategy of organized labour. 3.2 Mobilizing talent for global development with respect to international migration of skilled and unskilled labour	8
4.	Challenges confronting the global economy with reference to : 4.1 Energy and commodity crisis 4.2 Financial turmoil	5
5.	India in the Global Setting : 5.1 India – An emerging market 5.2 India in Global Trade 5.3 Liberalization and integration with the global economy	9
6.	Case studies in Economic and Business Environment in the Global Economy 6.1 India and Europe 6.2 India and Association of South East Asian Nations [ASEAN] 6.3 India and North America	10
Total		48

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 Sundarma, Prentice Hall of India
6. Economic Environment of Business – Gosh, Biswanath, South Asia Book, New Delhi
7. International Economics – Prakash Vohra and Rakesh Mittal.

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

Semester VI

Course Title :- International Project Management

Course Code :- 604

Objectives :-

1. To enable the student to understand the nature and implications of International Project Management and implementing & controlling the projects.

Unit No.	Topic	Periods
1.	Introduction to International Project Management 1.1 Introduction 1.2 What is a Project? 1.3 What is Project Management? 1.4 Where does project management come from, and where does it go to? 1.5 What are the main differences between a 'Standard, and an international; Project? 1.6 What are the characteristics of an international Project? 1.7 What determines the success of international project management?	10
2.	The context of International Projects in Terms of Organizational Strategy and culture 2.1 Introduction 2.2 The Start of a project 2.3 Project Proposal 2.4 Managing the scope of an international project 2.5 Defining milestones 2.6 Creating a work breakdown structure 2.7 Managing the international project stakeholders 2.8 Mapping the cultural context 2.9 Cultured frameworks 2.10 The cultural gap tool 2.11 Diversity- complexity- assessment	08
3.	Planning the International Project in Term of Time, Cost and Quality 3.1 Introduction 3.2 The planning process 3.3 Cultural impact on planning 3.4 Scheduling 3.5 Adding resources to scheduling 3.6 Planning cost in the project budget 3.7 Planning for Quality in international Projects ➤ Summary ➤ Key Terms ➤ Review tasks ➤ Chapter end case: Gaming in Spin	10

	➤ Further reading	
4.	Implementing and Controlling International Projects 4.1 Introduction 4.2 Main tasks and output of implementation phase 4.3 Cultural impact on monitoring international projects 4.4 Tools and techniques for monitoring international projects 4.5 Tools and techniques for monitoring international projects 4.6 Analysis of controlling results 4.7 Managing changes 4.8 Managing claims ➤ Summary ➤ Key Term ➤ Review tasks ➤ Chapter end case: Gaming in spin ➤ Further Reading	10
5.	Learning in and Learning from International Projects 5.1 Introduction 5.2 Organizational learning and knowledge management 5.3 Cultural embeddedness of learning 5.4 Problems of learning in and from international projects 5.5 Methods of project completion. 5.6 The phase of project completion 5.7 Fostering project learning in an international context 5.8 The learning organization and international project management.	10
Total		48

T.Y. B.B.M. (I.B.)
Semester VI
Foreign Language Paper II
Course Title -: French.
Course Code -: 605

Language Objectives	Grammar	Time/lectures
<u>UNIT 1]</u> Checking in a hotel Ask information about the hotel Housing in France	Contracted and partitive articles continued To tell the time Demonstrative adjectives. Some qualificative adjectives – singular and plural	07 to 08 lectures per unit
<u>UNIT 2]</u> Reserving a table at a hotel Ordering at a restaurant Likes and dislikes	Partitive articles continued Past tense with ‘avoir’ Recognising direct object	07 to 08 lectures per unit
<u>UNIT 3]</u> Order travellers cheques Exchange rate, banking Opening a bank account	Verbs followed by infinitive Futur proche	07 to 08 lectures per unit
<u>UNIT 4]</u> Shopping , Asking for directions To talk in the future	Imperative Some irregular verbs Future tense	07 to 08 lectures per unit
<u>UNIT 5]</u> Asking information at gas-station Services of gas-station Understand road signs Customs	Past tense with ‘être’	07 to 08 lectures per unit
<u>UNIT 6]</u> Concept of Francophony	Revision	07 to 08 lectures per unit

Book Recommended : Le Français à grande vitesse.

Publisher : Hachette. F.L.E.

Authors: S. Truscott, M. Mitchell, B. Tauzin

T.Y. B.B.M. (I.B.)
Semester VI
Foreign Language Paper II
Course Title -: German.
Course Code -: 605

Objective -:

1. Students should get acquainted with the basic sentence patterns of German language so that they could communicate in German if required.
2. The students should be able at the end of course to read, write, understand and speak German with limited vocabulary.

Topics	Grammar	Number of Lectures
1. Professions and daily routine	Modal verbs (müssen, können), possessive articles in accusative case	06
2. Berlin (Tourism)	Prepositions + Accusative and dative	06
3. Vacation in Germany	Perfect tense	06
3. Culinary details	Comparative degree as given in the textbook	06
4. Weather and clothes	Adjectives in accusative, demonstrative article	06
5. Body and health	Imperative, personal pronoun in accusative, modal verb (dürfen),	06
6. Revision		04
Total		40

- Ref Book: Studio D, Part: A1 (first part of the series of Studio D)
- **Duration of a lecture:** 50 mins