

University of Pune University of Pune

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University of Pune



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

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 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

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

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	5

	<p>and Reliefs available to consumer. Procedure to file complaint. Consumer Dispute Redressal Agencies. (Composition, Jurisdiction, Powers and functions). Procedure followed by Redressal Agencies.</p>	
5.	<p><u>E- Commerce</u> Significance of E- Transactions/E- commerce. Nature. Formation. Legality. Recognition (Chapter 4. Sec.11-13 of I T Act 2000 relating to attribution, acknowledgment, dispatch of E- records) Legal issues involved in E- Contracts.</p>	3
6.	<p><u>Intellectual Property Rights :</u> Definition and conceptual understanding of Patent Trademarks. Copy Rights and Design. (Under the relevant Indian current statutes.)</p>	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

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

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

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 Nastro Vastro & 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,	10

	Block Deals, FDI, ADR-American Depository 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	
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.

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

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)

T.Y. B.B.M.(I.B.)
Semester V
Foreign Language Paper I.
Subject Name -: French.
Course Code -: 506.

Objective -:

1. To give basic relating French as a commercial language.
2. To create awareness of prospects of learning French for International Trade.

Language Objectives	Grammar	Time/lectures
<p><u>UNIT 1]</u></p> <p>Self-introduction. –profession, nationality Greetings. Address</p>	<p>Subject pronouns Definite and indefinite articles Être, avoir, some – er ending verbs Plural of some nouns Some adjectives</p>	07 to 08 lectures per unit
<p><u>UNIT 2]</u></p> <p>To understand personal information given by others and to ask and give personal information Family 0- 30 numbers</p>	<p>S'appeler Possessive adjectives Some interrogatives</p>	07 to 08 lectures per unit
<p><u>UNIT 3]</u></p> <p>To reserve a hotel room 31- 60 numbers Dates, telephone numbers</p>	<p>Present tense of some –ir and some –re ending verbs</p>	07 to 08 lectures per unit
<p><u>UNIT 4]</u></p> <p>Travelling- make a program and to tell it Understand and read the time schedules</p>	<p>Interrogation Some interrogatives Some irregular verbs</p>	07 to 08 lectures per unit
<p><u>UNIT 5]</u></p> <p>To buy a train ticket To understand train schedules Understand and give directions 61- 1000</p>	<p>Some adjectives Contracted and partitive articles Negation Some more –ir ending verbs</p>	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 V
Foreign Language Paper I.
Subject Name -: German.
Course Code -: 506.

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. International words in German, Greetings Conversation in a Café	Alphabets, formulate questions, conjugation of verbs in present tense, personal pronouns, the verb 'to be'	06
2. Communication in a language course	Nouns: singular and plural forms, negation, definite and indefinite articles	06
3. Cities, countries and languages	Past tense of the verb 'to be', questions starting with an interrogative pronoun, and a verb	06
4. People and houses	Accusative case, Possessive articles in the nominative case, , adjectives in a sentence	06
5. Appointments	Time, asking questions related to time, prepositions, verbs with a separable prefix	06
6. Orientation	Prepositions + Dative	06
Revision		04
	Total	40

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