

UNIVERSITY OF LUCKNOW
BBA(I.B.) Semester –1
Syllabus
BBA(IB)-101 FOREIGN TRADE OF INDIA

COURSE OBJECTIVE: This course aims to equip students with a broad based knowledge of trade practices in India.

Unit –I

Introduction – Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. India's Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh. Terms of Trade. Trade: Terminology and abbreviations.

Unit-II

Foreign Trade of India – Before independence, During Planning Period, Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

Unit –III

Free Trade and Protective trade policies, India's Major trading partners. Financing of foreign trade, National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade, STC, MMTC, SEZ and EPZ. Export promotions.

Unit –IV

Strategy for Trade Policy in India – General Developments during planning period. Recent World trade Scenario, Recent changes in trade policy, Trade agreements – Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India's Balance of Trade and Balance of Payments.

Books Recommended:

- 1) Bhagwati J. Srinivasan – Foreign Trade regimes and Economics development
- 2) Jaiswal Bimal & A.K. Singh – Foreign Trade of India
- 3) Plaekar – Trade of India
- 4) Salvi P.G. – New Directions on India's Trade policy.
- 5) Cherrunilam F. – International Trade Export Management
- 6) Singh, M – India's Export trends
- 7) Varshney R.L. – India's Foreign Trade

BBA(IB)-102 BUSINESS MATHEMATICS

COURSE OBJECTIVE: This course aims to equip students with a broad based knowledge of mathematics with emphasis on management applications.

Unit I:Arithmetical progression and geometrical progression. Permutation and Combination. Binomial theorem for a positive integral index. Matrix Algebra: Matrix operations – Addition, Subtraction and Multiplication. Transpose a matrix, Determinant of a square matrix. The inverse of a matrix. Solution to a system of equations by the adjoint matrix method.

Unit II: Differential Calculus :Functions, limits and continuity. Differentiation Derivative of a function of one variable. Derivative of a power function. Derivative a product of two functions. Derivative of a quotient of two functions; Derivative of a function of a function; Derivatives of Logarithmic functions. Logarithmic Differentiation. Implicit functions. Local maxima and minima. Optimisation using calculus.

Unit III: Business applications: Derivative as a rate measure, elasticity of a function. Price elasticity of demand, price elasticity of supply. Marginal cost and marginal revenue.

Unit IV:Rules of integration: Integration by substitution, Integration by parts, Integration by partial fractions, Definite integral

SUGGESTED READINGS

Mongia • Mathematics for Business and Economics

Zamiruddin • Business Mathematics

Sunderasam and Jayseelam • An Introduction to Business Mathematics

Raghavachari • Mathematics for Management

Sancheti&Kapoor • Business Mathematics

BBA(IB)-103 BUSINESS ECONOMICS

COURSE OBJECTIVES

The objective of this course is to impart a knowledge of the concept and tools of Economic Analysis as relevant for Business Decision-Making.

Unit- I

Definition of Economics – Adam Smith, Marshal, Robbins and Sammelson's view. Nature and scope of Economics; Economics as science, as an art, positive and normative science. Inductive and deductive methods of economics. Micro Vs. Macro Methods of Economics study. International Economics.

Unit- II

Theory of Consumption: Utility analysis—law of diminishing marginal utility, law of equi-marginal utility, law of demand, elasticity of demand. Indifference curve, analysis consumer's equilibrium, price, income and substitution effect, consumer's surplus.

Unit - III

Theory of production: Production function, Isoquant Curves, producer's equilibrium, laws of returns. Cost curves—short period and long-run cost curves. Product pricing and firms equilibrium under perfect, Imperfect competition and monopoly. Discriminating monopoly.

Unit - IV

Theory of Distribution: Concept of Marginal productivity. Theories of rent, interest, wages and profit.

SUGGESTED READINGS:

1. Modern Microeconomics – A. Koutsoyiannis
2. Micro Economic Analysis – R.R. Barthwal
3. Modern Economic Theory – K.K. Dewett
4. Principle of Economics – M.L. Seth
5. Business Economics – S.K. Singh
6. Micro Economics Theory – J.V. Vaishampayan
7. Principles of Economics – D.N. Dwivedi.

BBA(IB)-104 ESSENTIALS OF MANAGEMENT

COURSE OUTLINE

The objective for this course to provide an understanding of the tasks and functions of management and to acquaint the Participants with the developments in concept. Theories and practices in the overall field of management.

Unit I: Planning: Nature and significance of Management, Contributions of Management thought, Approaches of management, Contributions of Taylor, Fayol and Barnard to Management Science Functions of a Manager Social responsibility of Managers, Values in management. The Nature of significance of Planning, Objectives, Steps of Planning, Decision making as key step in planning. The process and Techniques of Decision Making. Long Range Planning, Strategies and Policies.

Unit II: Organisation: Nature and significance, Approaches, Departmentation, Line and staff relationships, Delegation and Decentralisation, Committee system, Department of effective organising, Staffing, nature and Significance, Selection, Appraisal and Development of Managers.

Unit III: Directing: Issues in managing human factors, Motivation, nature and Significance's, Theories and Techniques, Communication Definition and Significance, The process of Barriers, Building effective communication system.

Unit IV: Controlling: Definition and Elements Control Techniques, Coordination, Determinants of an Effective Control system, Managerial Effectiveness.

SUGGESTED READINGS:

Essentials of Management : Harold Koontz, Heiriz, Weihrich.

Essentials of Management : R.k. Maheshwari & Bimal Jaiswal

Management, Tasks Responsibility and Practices : Peter F Druckers.

Principles and Practice of Management: L.M Prasad

BBA(IB)-105 FINANCIAL ACCOUNTING

COURSE OBJECTIVE

The course aims to make a conceptual orientation and equip the students in the maintenance of financial records as well as prepare them for management applications.

Unit I

Modern concept, objective and functions, accounting concepts and functions, accounting process

- a) System of Accounting
- b) Recording and classifying.

Unit II

Trial Balance, Accounting errors and their rectification's

- i) Preparation of Final Accounts
- ii) Adjustments in recorded transactions of :
 - a) Inventories
 - b) Depreciation
 - c) Bad and Doubtful Debts
 - d) Accruals and pre-payments
- iii) Problems in Financial Statements.

Unit III

Preparation of accounting records and financial statements of companies.

Unit IV

Analysis and Interpretation of Financial Statements.

SUGGESTED READINGS

Grewal, T.S. - Double Entry Book-keeping

Agarwal, B.B. - Higher Accountancy

Shukla, M.C. - Advanced Accountancy

Maheshwari, S.N. - Introductions to Advanced Accountancy

BBA(IB)-106 BUSINESS COMMUNICATION

COURSE OBJECTIVE: This course aims to develop communication skills in equip students with a broad based knowledge businesscommunication.

Unit I

Introduction to business communication, characters ties of effective organizational communication, basic forms of communication, process of communication, principles of effective business communication.

Unit II

Barriers to communication, facilitators to communication, effective listening, perception & reality, role of opinion, attitudes & beliefs, mal-functions of communication, business etiquettes.

Unit III

Forms of business communication, written communication, oral communication, non verbal communication. Technology of businesscommunication, peculiarities of communication in Indian organizations, conflict management.

Unit IV

Conduct of meeting – agenda, notice, notes, minutes, office memorandum, office orders, press release, business letter, writing – need. Functions and kinds, layout of letter writing, types of letter writing report writing – problems, organization and techniques of writing.

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BBA (I.B.) Semester II

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BBA (I.B.)-201 ECONOMICS FOR MANAGEMENT

COURSE OBJECTIVE

The basic objective of this course is to familiarise the students with the concepts and tools of economics as applicable to decision making in a business environment.

Unit -1: Concept of Macroeconomics, Meaning & Measurement of National Income, Classical and Keynesian theories of employment.

Unit-2: Consumption function theories of consumption, investment function multiplier, accelerator.

Unit-3: Business Cycles, IS-LM model of equilibrium, inflation, classical theory of Economic growth.

Unit-IV:

National Income and pattern of economics growth in India, economic inequalities in India, saving & Capital formation in India five year plans.

SUGGESTED READINGS

1. Stonier & Hague -Test Book of Economics
2. Sundaram & Vaish - Principles of Economics
3. K.K. Dewett - Principles of Economics

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BBA (I.B.) Semester II

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BBA (I.B.)- 202 STATISTICS FOR BUSINESS DECISIONS

Course Objective: The course aims to equip the students with statistical concepts, methods and tools that help in decision making in different spheres. The emphasis is on their applications in business.

Unit-I

Definition, meaning, scope, significance and limitations of statistics. Methods of collection and tabulation of data. Census and Sampling - Concept and methods of sampling, statistical laws, sampling and Non-Sampling errors, Measures of Central Tendency- Arithmetic mean, Geometric Mean and Harmonic Mean, Median and Mode.

Unit-II

Measures of Dispersion- Range, quartile deviation, mean deviation and standard deviation,

Skewness: Concept, tests and measurements

Correlation- Meaning, types, methods of measuring correlation coefficient

Unit III

Regression Analysis- Simple Regression equations, regression coefficient

Time series analysis- Trend value and seasonal

Unit-IV

Probability –Concept and measurement, Permutations and Combinations, addition and multiplication theorem, Conditional probability, Bay's theorem Probability Distribution- Binomial, Poisson and Normal Distribution

Suggested Readings :

1. Gupta S.P. and Gupta M.P. : Business Statistics.
2. Elhans, D.N. : Fundamental of Statistics.
3. Sancheti & Kapoor : Statistics- Theory methods & Applications.
4. Singh,A.K. and Masood Khalid: Statistical Methods
5. Roy,Ramendu: Statistics

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BBA (I.B.)-203 BUSINESS LAWS

COURSE OBJECTIVE: The objective of the course is to familiarize the participants with legal perspective of the business legal perspectives of the business administration in an enterprise.

Unit-I (Law of Contracts –I) :Definition, kinds and Essential Elements of a Valid contract, offer and acceptance ,consideration, capacity of contract, free consent, legality of objects, Performance and discharge of contract.

Unit-II (Law of Contracts- II): Contract of indemnity and guarantee: meaning and its distinction, rights and duties of indemnifier, indemnified and surety, discharge of surety's liability. Bailment and pledge :meaning and distinction ,Rights and duties of bailor and bailee, pawnor and pawnee.

Unit-III (Law Relating to Sale of Goods) :The sale of Goods Act.1930:formation of contract of sale, conditions and warranties, Caveat empetor, Ownership of goods and transfer, unpaid seller and his rights.

Unit-IV (Law relating to patnership and negotiable instrument) : definition and nature of patnership,rights and duties of patners, types of patners,dissolution of patnership,definiton and elements of Negotiable Instruments,Holder and holder in due course.

SUGGESTED READINGS:

Gulsan & Kapoor : Business Law including Company Law.

Singh, Avtar : Principles of Mercantile Law

Pandiya , R.S. : Principles of Mercantile Law

Shukla M.C. : A Manual of Mercantile Law

Bare Acts. : Indian Contract Act, 1872. Sale of Goods Act, 1930 Partnership Act, 1932. The Negotiable Instruments Act, 1881 .

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BBA (I.B.)-204 COST ACCOUNTING

COURSE OBJECTIVES

The course aims to provide a working knowledge of the basic Cost Accounting principles to students.

Unit I

Basic framework of costing: Definition, Nature, Scope and Significance, meaning of cost and its classification, accumulation and ascertainment of cost centres, cost units. Accounting

Unit II

Methods of Costing, unit/single/output costing, job & contract costing, operation/service costing. Process costing, costing methods of Joint products and by-products.

Unit III

Cost Accounting, preparation of costing, profit & Loss A/c and its reconciliation with financial profit & loss A/c.

Unit IV

Cost reduction, cost control, budgetary control; standard costing.

SUGGESTED READINGS

1. Arora M.N. – Cost Accounting
2. Lal Jawahar – Cost Accounting
3. Saxena & Vashishth - Advanced Cost and Management Accounting
4. Prasad, N.K. - Cost Accounting
5. Maheshwari, S.N. - Cost Accounting

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BBA (I.B.) Semester II

Syllabus

BBA (I.B.)- 205 INTRODUCTION TO COMPUTERS

COURSE OBJECTIVES

The objective of the course is to familiarise the students with the basics of the computers and its uses.

Unit I : Fundamentals of Computers, Introduction to computer types (Analog, Digital and Hybrid); Characteristics of computers; Evolution of computers (History, generation), Basic components of a computer, their functions and interrelation; stores program concepts, RAM, ROM; Computer hardware and software and firmware; Computer languages, types of software, processing of a computer program, batch, time-sharing and multi programming; Computer uses, applications and capabilities; concept of data communication and networking. Types of Computer Systems; Personal, Micro, Mini, mainframe and super computer; differences and capabilities; range of applications.

Unit II : Data Representation Binary, Octal and Hexadecimal Number Systems and their inter-conversions; Binary Arithmetic; Internal data representation; Organization of memories; Fixed point and Floating point number representation; representation of Alphanumeric character codes, ASCII codes. Introduction, types and applications of Text Processor, Word Processor, Spread Sheet.

Unit III : Data Storage: Primary storage; addressing and capacity; types of secondary storage – magnetic tapes, disks, organization methods (sequential and direct); floppy disk optical disk; CD-ROM. Input/Output Devices: Tape/Disks/diskettes, Light-pen, mouse and joysticks, character readers, VDU, serial, line-printer plotters.

Unit IV : Operating System: Introduction to operating system; types of operating systems with main emphasis on Disk Operating System (DOS); Details of basic system configuration; Important terms like Director, File, Volume, Label, Drive name etc. DOS Components – I/O Systems, BIOS, COM, IBM, DOSCOM, start-up sequence, file name, hard disk; Use of function keys; File commands; Dir, Copy, Delete, Rename, Type-Print Etc. Disk Commands – Format, Diskcopy Backup, Restore, Chkdsk, Batch Files, Editor; Creating and editing files, commands and special editing keys, Setting up MSDOS; System and autoexec.bat files; use of wild cards, redirecting commands; input/output fitters, pipes.

SUGGESTED READINGS

1. Govindraj, S. - Introduction to Computer Science
2. Jain, V.K. - Computer and Beginners
3. Sinha, P.K. - Fundamentals of Computers
4. Norton, Peter - Dos 5.0/6
5. Ram, B. - Computer Fundamentals

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BBA (I.B.) Semester II
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BBA (I.B.)-206 Business Environment

COURSE OBJECTIVES

The course is designed to provide an insight into the impact of business environment on the performance and profitability of the firm. The course emphasizes the theme that the business prospects may be enhanced by a strong grasp of business including socioeconomic- political factors. Changing nature of government policies and their influence on business prospects will also be emphasized upon.

COURSE OUTLINE

UNIT I

Concept of business environment, its nature and significance, Environmental Matrix, basic philosophies of capitalism, socialism and mixed economy, evolution of economic policy in India and India's slow conversion to market economy.

UNIT II

Relationship between business and government, introduction to important laws affecting business – like industries (development & regulation) act 1951, monopolies and restrictive trade practices act 1969, changing dimensions of these laws and their impact on business.

UNIT III

Philosophy and strategy of planning in India, objectives, achievements and distortions of planning, An Introduction to NITI Ayog, India's development strategy and economic performance, industrial policy in India, changing roles of public and private sectors, new economic policy and its impact on business, monetary policy, fiscal policy.

UNIT IV

Salient features of Indian socio-cultural values and their implications for business environment and growth, corporate social responsibility, multinational corporations, consumerism, foreign direct investment, NTO and its impact on business environment

Recommended book(s)

Cherunilum, Francis, Business Environment, Himalaya Publishing House Business Environment by Sheikh Salim, Pearson Mamboria, C.B., Social Problems and Social Disorganization in India, Kitab Mahal Mathew, M.J., Business Environment, RBSA Publishers, Jaipur, 1996.

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BBA (I.B.) Semester III

Syllabus

BBA (I.B.) 301 MANAGEMENT ACCOUNTING

COURSE OBJECTIVE

The objective of this course is to equip the students with skills to evaluate organization performance, spot inefficiencies, areas for improvement and opportunity and provide them with decision making skills to recommend and use the best possible course of action while taking into account both long term and short-term implication of decisions.

Unit I: Focus on Decision Making: Nature of Management Accounting, The Management Process and Management Accounting, difference between Financial Accounting and Management Accounting, role and responsibilities of Management Accountant. Introduction to cost behaviour and cost volume relationship, variation of cost behaviour, relevant information and decision making.

Unit II: Analysis & Interpretation of Financial Statements: Meaning, Definition, importance, steps, procedure of analysis and Interpretation, trend analysis & Ratio Analysis.

Unit III : Financial Analysis and Forecasting Funds Flow and Cash Flow Analysis other Financial forecasting tools.

Unit IV: Accounting for Planning and Control & Reporting to Management, Budgetary Control, Flexible Budgets and Standards for Control, Management Control System and Responsibility Accounting, Management Reporting System.

SUGGESTED READINGS :

1. Arora M.N. – Management Accounting
2. Pandey, I.M. - Management Accounting
3. Atkinson, Management Accounting
4. Sudhindra Bhat, Management Accounting

BBA (I.B.)-302 ORGANISATIONAL BEHAVIOUR

COURSE OBJECTIVE

The course aims at to sharpen human skills and also decision making skills of the students.

UNIT-I: Understanding HUMAN BEHAVIOUR:- The concept Nature and Significance of human Behaviour Factors effecting human Behaviour. INDIVIDUAL BEHAVIOUR:- Individual difference, Personality and theories of Personality, Perception, Learning and Behaviour reinforcement.

UNIT-II: MOTIVATION:- Concept, Significance and theories of motivation, Motivation and Behaviour, Motivation at work, Modification, Attitudes, Meaning and nature.

INTERPERSONAL BEHAVIOUR:- Interpersonal dimensions of Behaviour, Transactional Analysis, Barriers in communication Making communication effective. Types of communication.

UNIT- III: GROUP BEHAVIOUR AND LEADERSHIP:- Group Behaviour, types, Functions, Determinants of Group Behaviour, Inter Group Problems, Group dynamics: Group Cohesiveness, Difference between Group and Team LEADERSHIP:- Nature and Significance of leadership, Leadership Styles, Theories of Leadership, Trait Theory, Behavioural Theory, managerial Grid.

UNIT- IV : CHANGE AND CONFLICT:- Organization Structure: Mechanistic and Organic, Organizational Conflict, Nature and types of conflict, management of organizational conflict, Organizational Culture, Learning and Maintaining organizational Culture, Organizational change, Planed change, organizational development.

SUGGESTED READINGS

1. Robins, Stephen P. - Orgnaisational Behaviour
2. Schen - Organisational Psychology
3. Hicks & Gullet - Organisations : Theory and Behaviour
4. Davis, K & Newstorm - Human Behaviour at Work
5. Luthans - Oranisationl Behaviour
6. Prasad, L.M. - Oranisationl Behaviour
7. Pathak, R.D. - Oranisationl Behaviour

BBA (I.B.)-303 COMPUTER APPLICATION-I

COURSE OBJECTIVES

This paper would make students learn about the latest version MS Windows operating system. The application software covered under this paper would include MS Office.

Unit I: Operating System-Windows, Concepts of CUI & GUI, MS-Windows as GUI operating system, parts of windows, capabilities – interface, menu driven, ready internet connectivity, easy navigation, simple keep up and management of files, inbuilt product – notepad, paint brush word pad, windows explorer.

Unit II: Office Automation MS-Word Concept and need of word processing using word as a product, creating document, apply formatting, moving around in a document, editing document, spell checker, cut, copy paste operations, header and footers, table – rows, columns, mail-merge.

Unit III: MS-Excel Concept and need of electronic spreadsheet, using excel as a product, parts of an electronic spreadsheet, screen layout, rows, columns, cells, entering data in a worksheet labels, values, formula, naming cells, protecting worksheets, creating charts, lists and databases, filter and advanced filter.

Unit IV: MS-Power Point & MS-Access Concept of graphics and presentations, power point as a product, essentials of a presentation, creating a presentation, slide types, slide layout, adding text & pictures to a slide, running a slide show, creating animation, adding sound to create a multimedia presentation. Concept of database management and record handling, access as a product component of access, creating a table, adding, editing and deleting records, view data, create queries.

SUGGESTED READINGS

1. Leon, A & Leon, M : Introduction to computers with MS-Office
2. Russell A. Stultz : MS-Access for windows
3. Aitken : The point & click guide to MS-Office
4. Hart Davis : The ABC's of word
5. Hart Davis : The ABC's of office

BBA(I.B.)-304 COMPANY LAW AND SECRETARIAL PRACTICE

COURSE OBJECTIVE

The objective of the course is to familiarize the students with the various laws and procedures pertaining to a company.

Unit I: Company – Definition, classification, incorporation and commencement of business, memorandum of association, articles of association, effects of registration, doctrine of constructive notice and doctrine of indoor management. Prospectus – Law and procedures relating to issue and allotment of shares, calls, forfeiture, surrender, transfer and transmission of shares, shares certificate and share warrant.

Unit II: Company Management – Directors, Managers and Secretary – Appointment, rights and obligations.

Unit III: (a) Meetings and Proceedings – Law relating to board meetings and company meetings. (b) Winding up – Compulsory, Voluntary and under Supervision of Court.

Unit IV: Secretarial Practice – Duties and Responsibilities of company secretary, secretarial duties relating to allotment of shares, calls forfeiture and transfer of shares, specimen of certificate of incorporation, certificate of commencement of business, share certificates and share warrants. Company meeting and board meetings – Secretarial duties relating to meetings, types of meetings, notice, agenda, proxy motion, resolution, minutes and reports.

SUGGESTED READINGS :

Sherlerkar - Company Law and Secretarial Practice

Avtar Singh - Company Law

BBA (I.B.)-305 FINANCIAL MARKETS AND INSTITUTIONS

Unit I- Financial System & Money Market Financial System: Definition, Signification, and its Relationship with economic development. An Overview of the Indian Financial System and its constituents. Money Market: Meaning, components and present position of Indian Money Market.

Unit II - Capital Market: Concept, characteristics and instruments. The primary and secondary market. Methods of New Issue. Stock Exchange: organization, functions and control. SEBI.

Unit III- Banking Institutions RBI, Commercial Banks and Regional Rural Banks their organization, objectives, functions and present position.

Unit IV- Non Banking Financial Intermediaries Investment Institutions like – LIC, GIC, UTI, Mutual funds and other NBFIs – their objectives, functions, organization and present position.

SUGGESTED READINGS

1. Bhole, M.K. Financial Market and Institutions
2. Khan, M.Y. Indian Financial System
3. Srivastava, R.M. Management of Indian Financial System
4. Machiraju, H.R. Indian Financial System

BBA (I.B.)-306 GOVERNMENT AND BUSINESS

Unit I

Role of government in the economy, capitalist, socialist and mixed economy, public and private sector units, pattern of growth of public sector enterprises in India, general management of public sector enterprises in India.

Unit II

Efficiency and accountability in public sector enterprises -: public accountability and the autonomy, liberalization privatization and globalization of public enterprises, competition act in India and other such measures.

Unit III

Nature and scope of public finance, principles of maximum social advantage, public expenditures, principles of taxation – canons incidence and effects etc.

Unit IV

Public debt, public expenditures, Indian public finance, budgets, fiscal policy, expenditures and revenues of the union government, finance commissions and centre state finances.

Reference Books:

H.L.Bhatia : Public Finance

B.P.Tyagi : Public Finance

Musgrave & Musgrave : Public Finance

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester IV
Syllabus
BBA (I.B.)- 401 FINANCIAL MANAGEMENT

COURSE OBJECTIVE

To introduce the participants with the basic fundamentals and tools and techniques of Corporate Financial Management in a changing, challenging and competitive global economic environment.

Unit I: Introduction: Nature, scope and significance of Financial function for the organisation's success. Objectives of Corporate Financial Management, Organisation structure to carryout finance function in Corporate enterprises. Financial Planning and Financial Forecasting.

Unit II: Capital Structure Planning - Financing Decision Capitalization and capital structure, Financial Planning - long and short term sources of corporate funds, objectives of an optimal Capital structure, Financial and operating leverage analysis, cost of capital and capital structure decision.

Unit III : Investment Decisions - Time Value of Money Nature of Investment Decisions, Investment Evaluation criteria, process of capital budgeting decisions, risk analysis and investment decisions, capital budgeting practices of Indian companies.

Unit IV: Working Capital Management and Dividend Decision Concepts of working capital. The needs of working capital and Its determinants. Dimensions and trends In working capital management. A brief analysis of the management of components of working capital. Sources of working capital finance and their relative utility. Dividend Policy Models.

SUGGESTED READINGS

Horne, James Van- Financial Management & Policy
Pandey I.M. – Financial Management
Rustagi R.P. – Introduction to Financial Management
Soloman Ezre -The Theory of Financial Management
Hunt William and Donaldson -Basic Business Finance

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester IV
Syllabus
BBA (I.B.)- 402 INTERNATIONAL BUSINESS

Objective

This course will provide the students an opportunity to learn and understand how business is conducted in the international arena. The syllabus is designed to allow students to gain managerial skills to meet the challenges they will face in the global workplace.

Unit I - An Overview of International Business: Introduction, Definition of International Business, difference between international and domestic business, Advantages And Disadvantages Of International Business, Approaches to International Business, Changing Environment of International Business, Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization, balance of payment and foreign exchange.

Unit II -International Trade and Investment Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory, factor endowment theory, Complimentary trade theories – stopler – Samuelson theorem, International Product life Cycles, International Business Strategies, International Human Resource Management.

Unit III - International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO India's patent policy and trips. Regional Economic Integration: EU, NAFTA, ASEAN SAARC.

Unit IV - Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes – Floating Rate Regimes, Managed Fixed Rate Regime, Purchasing Power Parity Theory, Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates. International Business Negotiations, Future Trends in International Business

SUGGESTED READINGS

1) Agarwal Raj - International Trade (Excel, 1st Ed.) 2) Jaiswal Bimal - International Business (Himalaya Publication) 3) Hill C.W. - International Business (TMH, 5th Ed.) 4) Kumar R and Goel, International Business, (UDH Publications, edition 2013) 5) Cherunilam F - International Trade and Export Management (Himalaya, 2007) 6) Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)

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BBA (I.B.) Semester IV
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BBA (I.B.)- 403 MARKETING MANAGEMENT

COURSE OBJECTIVE: The purpose of this course is to develop an understanding of the underlying concepts, strategies and the issues involved in the exchange of products and services.

Unit I: Introductory Concept of marketing, difference between marketing and selling, marketing function, marketing mix, market segmentation, marketing planning, strategy and approaches. Consumer Behaviour: Concept of consumer behaviour, buying motives, study of consumer behaviour and motivational research – its types, nature, scope and role. Method of conducting marketing research, sales promotion and advertising, factors influencing consumer behavior.

Unit II: Product Management: Nature and scope of product policy decisions, product-mix, product-line and product-life cycle, product planning and development, product diversification, product improvement. Branding and Trade Marks, packaging.

Unit III: Product Pricing-Concept, nature and scope of product pricing decisions; price policy considerations, objectives and strategies of pricing, selling below cost, price dumping, price discrimination, resale-price maintenance.

Unit IV: Distribution Management & Marketing communication, Decisions relating to channels of distribution management of physical distribution, sales promotion, sales planning and forecasting, management of sales force, analysis of sales performance and marketing of services, functions of distribution channel, factors influencing distribution channel, integrated marketing communication.

Suggested Readings:

Marketing – Concepts, strategies, by William M Pride, O C Fewell, Biztantra
Marketing Management, by Ramaswamy & Namakumari, Macmillan
Marketing Management, by Arun Kumar & Meenakshi, Vikas
Principles of Marketing, by Philip Kotler, Armstrong, Pearson Education

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BBA (I.B.) Semester IV
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BBA (I.B.)-404 BANKING OPERATIONS MANAGEMENT

Unit I Indian financial System, Banking System in India, Financial sector reforms in India, RBI – role, functions, monetary policy and credit control, commercial banking in India, Regulatory Environment for commercial bank in Indian core banking.

Unit II Operational Aspect of commercial banks in India, Relationship between Banker and customers, Types of customer a/c, Cheques, Endorsement, Presentment, Dishonour, Rights and liabilities of Paying and collecting Banker, Time Value of money – calculation of interest on loan & deposits, EMIs, Present Value, future value and loan Amortization.

Unit III Negotiable Instruments, Bills of Exchange and Promissory notes, Rights and liabilities of parties, Bills discounting and Purchasing, ancillary Services of the Bankers.

Unit IV Employment of funds by Commercial Banks Financial statement analysis, Types of securities, mode of creating charge, Bank guarantees, Asset – liability management in commercial Banks. Basel norms.

SUGGESTED READINGS

1. Shrelekhar: Banking
2. Jaiswal Bimal : Banking Operations Management
3. Jhinghan M.L. : Banking Theory & Practice

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Syllabus
BBA (I.B.)-405 INCOME TAX LAWS & ACCOUNTS

COURSE OBJECTIVES

The course aims to provide students in-depth knowledge of laws and accounts relating to income tax and other taxes in India.

Unit I : Income Tax I The concept of Income, Heads of Income, Aggregation and clubbing of income, computation of total income and tax liability of individuals, Hindu undivided families and firms.

Unit II : Income Tax II Computation of Total income and tax liability of companies. Income Tax authorities, assessment procedures, appeals revision and settlement, deduction of tax at source and advance payment of tax.

Unit III : Wealth Tax The concept of Net wealth, deemed wealth exemptions and computation of Net wealth.

Unit IV : Indirect Taxes Main provisions of the Law relating to Excise Duties, Custom Duties and Central Sales Tax Act.

SUGGESTED READINGS

Mehrotra, H.C. - Income Tax Law & Practice

Prasad, Bhagwati - Direct Taxes

Singhania, V.K. - Student guide to Income Tax

Bare Acts - Income Tax Act 1961, Wealth Tax Act, 1957,

Excise & Custom Duties Acts. Central Sales Tax Act.

Girish Ahuja & Ravi Gupta - Simplified Approach to Income Tax

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester IV
Syllabus
BBA (I.B.)-406 INTERNATIONAL BUSINESS LOGISTICS

Objective: The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in the area of business logistics and related concepts for Under-graduates.

UNIT I: Introduction to Business Logistics

Business Logistics: Origin, meaning and definition, Importance of logistics in modern business and foreign trade, Objectives of business logistics, Logistics- Strategy & Planning.

UNIT II: Transportation Management

Transportation: Meaning, definition, modes and Importance, Effective Transportation System: meaning and importance, Service choices and their characteristics, Transport Service Selection, Vehicle Routing & Scheduling: meaning and importance.

UNIT III: Inventory Management & Control

Inventory: Meaning, definition, types and role, Appraisal of inventories, Inventory Objectives, Storage & handling decisions, Inventory control Techniques-ABC analysis, VED analysis, PUSH & PULL Inventory control.

UNIT IV: Warehousing & Location Management

Warehouse: Meaning, definition, types and importance. Location/Facility Management: Meaning and importance, Ware house layout, Housekeeping: Meaning and importance.

References:

Business Logistics/Supply Chain Management: Ronal H. Ballou & Samir Srivastava: Pearson
Management of Business Logistics - A supply Chain Perspective: Coyle, Bardi, Langley
Text book of Logistics and Supply Chain management: D.K. Aggarawal
Logistic Management -A Supply Chain Imperative: Vinod V. Sople
Logistical Management- Donald J. Bowersox & D.J. Closs

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester IV
Syllabus
BBA (I.B.)-407 German Language

COURSE OUTLINE:

Unit-1

Introduction to Germany, Basic grammar structure, Nouns(singular , plural), Numbers, Days, Months, Seasons, Colours.

Unit-2

Personal Pronouns, Verbs, Conjunctions, Prepositions, Articles, Adjectives, Prepositions.

Unit-3

Tenses, Sentence construction, Interrogative sentences, Affirmative sentences, Negative sentences.

Unit-4

Comprehension Texts, Paragraph writing

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester V
Syllabus
BBA (I.B.)- 501 STRATEGIC MANAGEMENT

COURSE OBJECTIVE: The main objective of this course is to develop students' understanding of the increasing competition and the practice of strategies in organizations to stay in the hunt.

Unit I : Introduction & Concept of Strategy, Corporate Policy as a field of study, Nature, Importance, purpose and objective of business policy, Chief Executive job, roles and responsibilities of board of Directors, An overview of strategic management – its nature and process, Formulation of strategy, Environment, Nature of company's environment, environment appraisal, identifying corporate competence & resource.

Unit II: Relating Corporate Strategy, Personal & an Ethical Values Industry structure, Reconciling divergent values, Modification of values, moral components of corporate strategy, review of management's concern for responsibility, choice of strategic alternatives for social action.

Unit III: Strategic Choice Corporate portfolio analysis, competitor & SWOT analysis, strategic choice, strategic plan, routes to competitive advantage.

Unit IV: Implementation of Strategy Structural implementation, organisational design and change, behavioural implementation, leadership, corporate culture, business ethics, corporate politics and use of power, functional implementation – financial, marketing, operations, personnel policies and their integration, strategic evaluation and control.

SUGGESTED READINGS

1. Kazmi, Azhar - Business Policy
2. Keneth, A. Andrews - Concept of Corporate Strategy
1. Igor, M. Ansoff - Business Strategy
2. Christensen - Business Policy Text and Cases
3. Gluhck, William F. - Business Policy Strategy
4. Anoft, Russel, L. -A Concept of Corporate Planning
5. Prasad, L.M. - Business Policy and Strategy

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester V
Syllabus
BBA (I.B.)-502 INTERNATIONAL FINANCE

OBJECTIVE: This is the foundation course in the area of international finance in order to acquaint a student to various instruments and environment in international business. level of knowledge: expert knowledge is required by the student to develop understanding of various instruments used in international arena.

Unit I: IFM- Meaning, Need, Developments in IFM, Foreign Exchange Markets and International Financial Markets, International Financial System & Institutions: Introduction and Importance, IMF (Drawing and loan instruments), SDR (Nature and Utilization), IBRD (Functions and Lending Activities).

Unit II: Ready Exchange rates, Exchange Quotations (Direct& Indirect), Forward Margins and factors determining it, Spot and Forward rates, Factors determining spot rates, Exchange Arithmetic (Cross rates, Calculation of forward premium and Discounts), Calculation of forward rates, Exchange Rate Forecasting.

Unit III: Parity Conditions In International Finance, Arbitrage And The Law Of One Price, Purchasing Power Parity, The Fisher Effect, The International Fisher Effect, Inflation Risk And Its Impact On Financial Markets

Unit IV: International Finance Instrument, Forward Contracts, Future Contracts, and Currency Options, Foreign Exchange Risk
Exposure: Definition, Accounting Exposure, Economic Exposure.

SUGGESTED READINGS

- Multinational Financial Management Alan C. Shapiro
- International Financial Management : P. G. Apte
- Foreign Exchange Management: C. Jeevanandan
- International Financial Management : V K Bhalla

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester V
Syllabus
BBA (I.B.)-503 PRODUCTION MANAGEMENT

COURSE OBJECTIVES: The course aims to equip the students with basic management decisions to production function and designing decisions relating to production, function and designing of a production system.

Unit I

Nature and scope of production management, production analysis and planning, production functions, objective and functions of production management, responsibilities of the production manager, types of manufacturing processes and plant layout, plant location, routing, scheduling, plant location and plant layout, assembly line balancing. Production Planning and Control (PPC).

Unit II: Manufacturing processes, routing, scheduling and assembly line balancing, Materials managements – its scope and importance. Purchasing function and procedure, store-keeping, material planning function, Inventory control, relevant costs, economic lot size, reordering point, ABC analysis.

Unit III: Productivity – definition and concept, factors affecting productivity, productivity measurement, productivity improvements, Product development and design, stages of product development, techniques of product development (standardization, simplification and specialization, automation).

Unit IV: Development of efficient work methods, material flow process chart, manflow process chart, principles of motion economy, comparison of alternate work methods, maintenance of production facilities, quality control and inspection, sampling inspection, control charts for attributes and variables charts.

SUGGESTED READINGS

1. Mayers - Production Management
2. Buffa - Modern Production Management
3. Buffa - Operations Management
4. Starr - Operations Management
5. Cook and Russel - Contemporary Operations Management
6. Goel & Gupta - Production Management
7. Hedge - Production Management

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester V
Syllabus
BBA (I.B.)-504 PROJECT MANAGEMENT

COURSE OBJECTIVE: The basic objectives of this course is to equip the students with entrepreneurial skills like project formulation, evaluation, monitoring and control etc.

Unit I : Basic Concept of a Project, categories of projects, project development cycle. The concept of project management, tools & techniques of project management. Forms of Project organisations.

Unit II : Project Formulation Project identification, Project formulation and preparation : Market and Demand estimation, market survey, demand forecasting. Cost of project, means of financing, estimates of cost, financial projections. Project Appraisal Criteria Payback period, ARR, NPVI, IRR and risk analysis.

Unit III : Process of Project Appraisal Technical, economic, financial, legal and social appraisal of the industrial projects.

Unit IV : Implementation, Monitoring and Control of Projects Project scheduling, network techniques for resource, project management teams and coordination. Monitoring and post implementation, evaluation of the projects.

SUGGESTED READINGS

Prasanna Chandra Project : Preparation, Appraisal, Budgeting and Implementation
Nagendra P. Singh Emerging Trends in Entrepreneurship Development
D.K. Jain Project Planning and Appraisal in Planned Economy
M. Mohsin Project Planning and Control

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester V
Syllabus
BBA (I.B.)-505 COMPUTER APPLICATION-II

COURSE OBJECTIVE: The syllabus is designed to render students value added insights about the business application of Information Technology for effective managerial decision making the role of Computer based Information System in redesigning the Business process and restructuring business organizations to have a competitive advantage.

UNIT I : INFORMATION SYSTEMS OVERVIEW

Definition of Data/Information/Information System, components of Information System, Hardware/Software/Network/Data/People, Scope, Importance of Information, Evolution of Information Systems, Dimensions of Information. CLASSIFICATION OF INFORMATION SYSTEMS Operations Support System – Transaction Processing, Process, Control, Enterprise Collaboration Systems Management Support System – Expert/Decision Support/Executive/Management Information Systems.

UNIT II : STRATEGIC ROLES OF INFORMATION SYSTEM

Support of Information System in gaining competitive advantage, Total quality management, Business process reengineering, Innovation, Creation of switching cost, Overcoming business barriers.

FUNDAMENTALS OF E-COMMERCE AND ITS BUSINESS APPLICATIONS

E-commerce food chain, Forms, B2B, B2C, Introduction to mobile commerce, Web security, Electronic payments, EDI, Supply chain management, E-CRM, Firewall, Transition security, Wireless application.

UNIT III : SYSTEM ANALYSIS AND DESIGN

Investigation, Analysis, Design, Implementation & Maintenance of Information System, Tools of structured system analysis/input and form design/testing, training conversion & control.

UNIT IV : BUSINESS FUNCTION INFORMATION SYSTEM

Accounting Information System, Financial Information Systems, Marketing Information Systems, Inventory Management Information Systems, Human Resource Information System, Manufacturing Information System.

SUGGESTED READINGS

1. Brein, James O. - Management Information System
2. Kenneth C. Lausam James P. Lauton - Management Information System
3. Akshya Bhatia & Ashok Arora - Information System for Manager
4. Davis & Olson - Management Information Systems
5. Jerone Canter - Management Information System

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester V
Syllabus
BBA (I.B.)-506 International Marketing

Unit I

An overview of international marketing and its need, Nature, scope and tasks of international marketing, difference between domestic and international marketing, EPRG scheme, self reference criteria, economic environment.

Unit II

Understanding of culture, its characteristics and elements, values and phenomenon of cultural change, Political environment, political spectrum, types of governance around the globe, polity and its effect on business. Bases for legal system – common, Islamic and Marxist – socialist, jurisdictions in international legal disputes, intellectual property rights – new issues, commercial laws

Unit III

Issues related to product, meaning of global products, international product planning, physical and mandatory requirement – standards, screening products for adoption, analysis of product components. Issue related to price, pricing policy – objective and approach, price determination and price Escalation.

Unit IV

Issue related to distribution Channel of distribution structures in the world, distribution patterns – general and country specifics, alternative middlemen choices – country specifics, factors affecting choices of channels, locating, selecting and administering channel members. Issue related to promotion Global advertising pattern, global market segmentation and promotional strategy, international Advertising program and advertising regulations.

Recommended Text

1. International Marketing – S C Jain
2. International Marketing – Philip Coteora
3. International Marketing – Keegan
4. International Marketing – Czinkotia
5. International Marketing – Vasudevan

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester VI
Syllabus
BBA (I.B.)-601 Computer Application – III

UNIT I

E-Commerce concept: Meaning, definition, concept, features, function of E-Commerce, E-Commerce practice v/s traditional practices, scope and basic models of E-Commerce, limitations or E-Commerce, precaution for secure E-commerce, proxy services.

UNIT II

Electronic Data Interchange: concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control.

UNIT III

Types of E-Commerce: Meaning of B2C, B2B, C2C, and P2P. Applications in B2C, E-Banking, E- Trading. E-Auction- Introduction and overview of these concepts. Application of B2B, E-distributor, R2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer-to-peer business model Introduction and basic concepts.

UNIT IV

Internet: Concept of Internet, use of Internet, Requirements of Internet, Internet Domain, Internet server, establishing connectivity on the Internet, Types of Internet provides, Constituents of Internet Protocol, browsing the internet, tools and service on Internet, Procedure of Opening E-mail Account on Internet.

SUGGESTED READINGS

1. E-Commerce : Bharat Bhaskar
2. E –Commerce: The cutting Edge of Business : K. Bajaj & D. Nag
3. E-Commerce : Ritendra Goel

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester VI
Syllabus
BBA (I.B.)-602 PERSONNEL MANAGEMENT

COURSE OBJECTIVE: The objective of this course is to familiarize the students with the conceptual background, theories and techniques of Personnel Management.

UNIT I:

Introduction to Personnel Management & Manpower Planning Personnel Management: Conceptual framework, Nature, Scope and Significance. Functions of Personnel Department and Skills required by Personnel Managers. Job Analysis: Concept, Objectives, Job Description and Job Specification Manpower Planning: Concept, Significance, Process and techniques of HR Demand and Supply Forecast

UNIT II:

Employee Acquisition and Development Recruitment: Concept, Objectives, and Sources of Recruitment Selection: Concept, Process and Selection Tests. Induction and Orientation Training & Development: Concept, Purpose, Difference between Training and Development, Methods and Techniques Motivation: Concept, Significance and techniques of Motivation including Job Design, Job Enlargement, Job Enrichment and Employee Empowerment etc.

UNIT- III:

Employee Appraisal and Maintenance Performance Appraisal: Concept, Significance, Methods and Techniques of Appraisal, Performance Feedback Compensation & Reward Management: Job Evaluation, Concept of Wages & Salary, Wage Policy, Laws & Rules governing employee benefits, Incentives & Fringe Benefits.

UNIT- IV:

Industrial Relations Discipline and Grievance Handling: Concept & Types of Discipline, Disciplinary Procedure, Disciplinary Actions, and Grievance Redressal Mechanism. Industrial Relations: Concept of Industrial Relations, Industrial Disputes, Techniques of Dispute Resolution, and Workers' Participation in Management Trade Unionism in India Collective Bargaining: Concept, Objectives, Types and Process of Collective Bargaining.

SUGGESTED READINGS

Yoder, D. : Personnel Management & Industrial Relations
Flippo : Principles of Personnel Management
Monappa & Saiyaddin : Personnel Management
Dwivedi, D. N. : Management of Human Resource
Aswathappa : Personnel & Human Resource Management
V.S.P. Rao : Human Resource Management

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester VI
Syllabus
BBA (I.B.)-603 INTERNATIONAL ACCOUNTING

Unit-I

International Accounting: An Overview, Definition & Scope, History & development, Importance & difficulties, Internationalization of Accounting Progression.

Unit-II

Consolidation & Price level change- Consolidation issues in financial statements: need techniques & implication of IAS 27 & AS 21. Accounting for Price level changes: definition, types, need & techniques used for price level adjustments.

Unit-III

Harmonization Issue. Harmonization of Accounting Practices: need, process, IAS, IFRS, AS standards, Institutional Support and impediments, Transfer pricing-Concept, need methods & Practices in vogue in the world.

Unit-IV

Currency Translation & Taxation- Foreign currency translation: needs issues, methods and types of exposures. Taxation-Concepts, planning, practices in vogue, Issues of Double taxation & tax treaties, tax Havens.

Recommended book(s)

Arpon, Jeffrey S & Radebaugh, Lee H. International Accounting and Multinational Enterprises. New York, John Wiley, 1985

Choi, Frederick D S and Mueller Gerhard G. International Accounting. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984

Evans, Thomas G. International Accounting & Reporting. London, MacMillan, 1985

Prodhan, Bimal. Multinational Accounting. London, Croom-Helm, 1986

Rathore, Shirin. International Accounting. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1996

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester VI
Syllabus
BBA (I.B.)-604 FRENCH LANGUAGE

COURSE OBJECTIVES: French Language as Foreign Language Course to Under Graduate Management Students. Teaching of French as a foreign language to the management students in order to prepare them to communicate in French, to develop the four skills in French i.e. Reading, Writing, Speaking and Comprehension.

Unit-I

Articles Gender and number of nouns and adjectives. Personal and Toique pronouns, Demonstrative and Possessive Adjectives Preposition and adverbs Pronominal verbs.

Unit-II

Conjugation of verbs of all the Groups in Present Tense and Introduction to Past and Future Tense. Intetrrrogation, Negotion and Imperatives.

Unit-III

Name of days, seasons, months, colours, garments, body parts and numbers. Conversational French between known and unknown people. Telephonic conversation with friends and clients.

Unit-IV

Topical writing, self Introduction, Biodata, Description of person, place or things as family, house, class, city, country etc. Letter writing. Profession and nationality. To reply question in French based on comprehension of a French text.

SUGGESTED READINGS

Two Units of Le Nouveau Sans Frontieres Part-I

UNIVERSITY OF LUCKNOW
BBA (I.B.) Semester VI
Syllabus
BBA (I.B.)-605 INTERNATIONAL BUSINESS ENVIRONMENT

COURSE OBJECTIVES

The course is designed to provide an insight into the international Business Environment and its influence on the performance of Indian economy in general and profitability of the business and industry in particular. The course emphasizes the theme that International Business Environment influences business prospects.

COURSE OUTLINE

Unit – I International Business Environment – concept, nature, significance & challenges of International Business, International Business Environment: Introduction, Nature, Classification, Internal Environment & External Environment factors, International Business Environment- Developed And Developing Countries, Factors In Determining Type Of Economic System, Factors Effecting IB Environment, Balance of Payments, Foreign Exchange.

Unit – II Government and International Business -

Role of government on International Business , India's foreign trade policy ,Trade barriers-Tariff restrictions, Quantitative Restrictions and NTBs

Unit – III International Economic Institutions –IMF, World Bank, WTO ,Regional Economic Integration- EU, NAFTA, SAFTA

Unit – IV Foreign Trade of India- Recent Trends In India's Foreign Trade, MNCs, FDI: Trends and Issues , Exchange control in India: Objectives & methods

SUGGESTED READINGS :

Ghos, P. &Kapur, G.K. : Business & Society - A Study of Business Environment

dhikari, M. : Economic Environment of Business

Cherunilavam : Business Environment

Dasgupta A. &Sengupta A.

Jaiswal, B.

D.C.Kapoor

: Government and Business

: International Business

: Export management

UNIVERSITY OF LUCKNOW

BBA (I.B.) Semester VI

Syllabus

BBA (I.B.)-606 EXPORT IMPORT PROCEDURES AND DOCUMENTATION

Objective: The Purpose of this course is to familiarize Students with the procedures and documentation relating to foreign trade operations, and to train them to handle the documentary work concerning export- import business.

Unit I: Export Documentation: Types of Documents: characteristics and relevance. An introduction to Online Documentation. Getting ready for Export contract and Inco terms. Procuring and processing of an export order. Methods and Terms of Payments for Exports: Documentary credit and collection Financing for export: Pre- and post –shipment credit.

Unit II: Export Incentive and cargo handling: Foreign Exchange Risks: Nature of risks, Cargo Insurance: Contract of cargo Insurance, procedures and documentation for cargo loss claims; Role and schemes of ECGC of India and commercial banks, Quality control and Pre- shipment Inspection: Schemes Excise and custom clearance regulations, procedures and documentation; Export Incentives.

Unit III: Export-Import Procedure: Procurement for Export- Planning and methods of procurement for exports; Procurement through Imports, Financing Import- Instruments and related procedures and documentation; Custom clearance of Import - regulations, procedure and documentation.

Unit IV: Import Documentation: Duty Exemption Schemes: Objectives, benefits, procedures and documentation; Schemes for import of capital goods: Procedures and documentation for new/ second-hand capital goods.

Institutional support: Export/trading/star trading/superstar houses: Objective criteria and benefits; procedures and documentation; Special Economic Zones: Objectives and Benefits, Introduction to Export Promotion Council (EPC), Indian Trade Promotion Organization(ITPO),

Recommended Text:

- Export Management, by D.C. Kapoor: Vikas Publication
- Export Procedure and Documentation, by C. Rama Gopal: New Age Publication
- Exporters Mannual : Nabhi Publications
- Handbook of Procedures (Vol I & II).
- ITC(HS) classification of Export and Import Items (latest).

LU 601 Viva Voce