

SEMESTER V (BBA)

0201005: CAPITAL AND MONEY MARKET

Full Marks: 100

Capital Market

Marks: 9

Introduction; Categorisation; Efficiency: Forms of Efficiency; Operations; Capital Market in India: Structure of Indian Capital Market, Role in India, PESTEL Analysis of Indian Capital Market; Capital Market Regulations

Primary Market and Secondary Market

Marks: 18

Introduction; Eligibility Norms of Primary Market; Primary Market Design: Credit Rating for Debt Instruments, IPO Grading, Pricing and Public Issues, Price and Price Band, Contribution of Promoters and Lock-in, Pre-issue Obligation, Post-issue Obligation, Credit Rating, Merchant Banking, Demat Issues, Private Placement; Ways to Raise Capital in the Primary Market; Intermediaries: Manager to the Issue, Underwriters, Registration, General Obligations and Responsibilities of Underwriters; Primary Target Market: Process of Finding Primary Target Market; Indian Primary Market: Reforms in Indian Primary Market, Disclosure and Investor Protection (DIP) Guideline; Secondary Market: Structure and Trading System in Secondary Market; Products Dealt in Secondary Market; Stock Exchange: Investment Precautions; Secondary Market and SEBI: Various Departments of SEBI Regulating Trading in the Secondary Market, Secondary Market Reforms by the SEBI; Changes in the Indian Secondary Market Regulation: Policy Developments During 2009-10

Securities and Exchange Board of India

Marks: 16

Introduction; Objectives; Securities and Exchange Board of India Act, 1992; Management of the Board; Powers; Functions; Registration of Intermediaries; Departments and Their Functions: Market Intermediaries Regulation and Supervision Department (MIRSD), Market Regulation Department (MRD), Derivatives and New Products Department (DNPD), Corporation Finance Department (CFD), Investment Management Department (IMD), Integrated Surveillance Department (ISD), Investigations Department (IVD), Enforcement of Department (EFD), Legal Affairs Department (LAD), Enquiries And Adjudication Department (EAD), Office of Investor Assistance and Education (OIAE), General Services Department (GSD), Department of Economic and Policy Analysis (DEPA), Office of Chairman, Information Technology Department, The Regional Offices (RO's); Limitation

Derivative Market

Marks: 15

Introduction; Types of Derivatives; Exchange-traded and Over-the-counter Derivative Instruments; Index: Categorisation of Index, Total Returns Index, Impact Cost, BETA, Risk, Who Decides What Stocks to Include and How, Uses of an Index, Types of Index; Forward and Future Contracts; Options: Categorisation of Options, Call Options, Put Options, Options Pricing; Market Players; Derivative Market in India; Derivative Users in India; Commodity Derivatives; Exchange-traded vs. OTC (Over The Counter) Derivatives Markets; Accounting and Taxation of Derivatives Transactions; Measures Specified by SEBI to Protect the Rights of Investor in Derivatives Market

Money Market and Bond Market

Marks: 12

Introduction; Characteristics; Functions; Importance; Indian Money Market Instruments; Drawbacks of Indian Money Market; Reforms; Bond Market: Corporate Bond Market, Municipal, Government, Mortgage Backed and Collateralized Debt Obligation Bond Market, Development of Bond Market in India

Bond Market

Marks: 8

Introduction; NAV or Net Asset Value; Objectives of Mutual Fund; Advantages; Disadvantages; Types: By Investment Objective, By Structure; Investing in Mutual Funds: How to Invest in Mutual Fund; Benefits of Investing in Mutual Funds; Mutual Fund Industry in India; Private Sector Mutual Funds; Schemes; Regulations

Credit Rating and Venture Capital

Marks: 14

Introduction; Determinants of Ratings; Rating Methodology; Credit Rating Agencies in India; Credit Rating Symbols; Benefits; Rating and Default Risk; Rating and Yields; Limitations; Venture Capital: Aim of Venture Capital Financing, Forms of Financing used by Venture Capitalists, Types of Securities, Advantages of Debts to a Venture Capitalist, Percentage of Ownership Needed, Estimation of the risk associated with the venture financing, Advantages of Venture Capital, Funding Process, Types of Funding, Non-Disclosure Agreements and Term Sheet

Indian Money Market

Marks: 8

Money Market; Basic Functions; Structure of Indian Money Market; Participants of Organised Money Market; Participants of Unorganised Money Market; Sub Markets of Indian Money Market; Indian Money Market – Features; Drawbacks of Indian Money Market; Recent Reforms in Indian Money Market; Indian Capital Market

Reference Books:

1. Rathore, S., 2003. *Indian Capital Market: An Empirical Study*, Anmol Publications PVT. LTD.
2. Schofield, N.C., 2007. *Commodity derivatives: markets and applications*, John Wiley and Sons.
3. Shah, A., Dr. Thomas, S., & Gorham M., 2008. *India's financial markets: an insider's guide to how the markets work*, Elsevier.
4. Shahani, R., 2008. *Financial Markets In India*, 2nd ed., Anamika Pub & Distributors.
5. Tripathy, N. P., *Mutual funds in India: emerging issues*, Excel Books.

0201128: MULTINATIONALS AND THEIR ROLES

Full Marks: 100

Introduction to Multinational Corporations

Marks: 12

Introduction; Advantages; Other Beneficial Roles; Modes of Operation in India; Organisational Design of Multinationals; Indian Multinationals; Multinationalism in India – Outsourcing; Different Operational Areas; Benefits of US Outsourcing in India

Emergence of Indian Multinationals

Marks: 12

Introduction; Indian Multinationals and Globalisation; Making Investments in Greenfield Venture or Acquisitions; Ramp-up in Scale of Operations; Leveraging International Capital Markets; Kaleidoscope of India's Overseas Business Engineering; Announcement of India-UK S&T Innovation Council

Multinationals and Global Economy

Marks: 10

Introduction; The Facts on Foreign Direct Investment

Role of Multinational Corporations in Sustainable Development

Marks: 12

Introduction; Monopoly Power; The Right/Left Wing Conundrum; Jobs and Capital Formation; Poverty

Role of Multinational Corporations in International Politics

Marks: 12

Introduction; Economies Exploitation; Political Manipulations; Health Hazards; Utility of Multinationals to Developing Countries

Promoting Peace: The Role of Multinationals

Marks: 15

Introduction; The Role of MNCs; Corruption; Inequality and Poverty; New Leadership; Partnership Initiatives; Governments; Conditions Conducive to Peace; Role of Financial Institutions in Peace Processes; Multinational Corporations: Myths and Facts; The Crucial Role of Peace and Freedom

Role of Multinationals in Cultural Diversification

Marks: 15

Introduction; Increasing Presence of Multinational Companies in India; Characteristic Features of Expatriates in India; Survey of Literature; Major Aspects of Indian Organisational Behaviour and Management Practices; Major Aspects of Organisational Behavior and Management Culture; Managerial Values and Leadership Styles

Multinationals and their Impact on Indian Economy

Marks: 12

Introduction; Overview of Economic Impact; Households; Output Markets; Innovative and Adaptive R&D; The Stock Market; The Northern Labor Market; The Southern Labour Market

Reference Books:

1. Apte P.G., 1999. *International Financial Management*, 3rd ed, Tata Mc-Graw Hill.
2. Avadhani . V.A., 2001. *Global Business Finance*, 1st ed , Himalaya Publishing House.
3. Eiteman D.K., Stonehill A.I and Moffett M.H., 2001. *Multinational Business Finance*, 9 th ed, Addison Wesley Longman Pte. Ltd, Indian Branch.
4. Gupta .K.R., 1997. *Liberlisation and Globalisation of the Indian Economy*, Volume 1., Atlantic Publisher and Distributor.
5. Gupta S.C., 2004. *Fundamentals of Statistics*, 6th ed, Himalaya Publishing House.
6. Kakar, S., 1981. *The Inner world: A Psychoanalytic Study of Childhood and Society in India*, Oxford University Press, Delhi.
7. Levi M D., 1996. *International Finance*, 3rd ed Mc-Graw Hill.

0201123: INTRODUCTION TO INTERNATIONAL MARKETING

Full Marks: 100

Introduction to International Marketing

Marks: 10

Introduction; Definition of Marketing; Understanding Strategic Marketing; Post Modern Era of Marketing; Global Marketing; Marketing Evolutionary Stages; Factors Leading to Internationalization; The International Product Trade Cycle; Orientation of Management

The Marketing Environment

Marks: 13

Introduction; Economic Cycles; Strategic Planning and the Marketing Process; SWOT Analysis; Consumer Behaviour, Factors Affecting Consumer Behaviour, Consumer Attitude, Consumer Beliefs, Consumer Effects; Behavioural Intention; Reference Group; The Family Life Cycle; Family Decision Making; Organisational Buyers

Economic Environment

Marks: 12

Introduction; Economic Marketing Overview; The Global Economy; Balance of Payments; The Nature of Economy, Classification of Economic Activity As Per Countries

Cultural Environment

Marks: 14

Introduction; Various Approaches of culture, Anthropological Approach, Maslow's Approach, Self Reference Criterion, Diffusion Theory, High and Low Context Cultures and Perception; Elements of Culture

Market Entry Strategy

Marks: 15

Introduction; Implementation of Marketing Strategy; Cunningham's Five Strategy; Entry Strategies; Piggybacking; Foreign Production; Special Features of Commodity Trade

Competitive Analysis and Strategy

Marks: 8

Introduction; Industry Analysis; Competition Analysis, Competitive Strategy, Generic Approaches; Strategy for Success, Sourcing

Product and Promotion Decision

Marks: 13

Introduction; Basic Concept; Product Design; Production Decision, Manufacturing Process, Specifications, Culture, Physical Product, Packaging, Labelling, Branding, Warranty, Service; Product Strategy; Promotion Decision, Global Promotion, Campaign Design

Distribution and Global Marketing Logistics documentation

Marks: 15

Introduction; Channel Structure; Role of Government; International Merchant; Market Strategy in Distribution Channel; Tariff for Distribution Channel, Custom Duties during the time of import; International Trade and Export Contracts, Terms of Payment; Documents for Distribution in Global Market, Export Documentation, Commercial Document, Official Document, Insurance Document, Transport Document

Reference Books:

1. Hakan Hakansson. International Marketing and Purchasing of Industrial goods. John Wiley & sons.
2. Keegan W.J.(2003). Global marketing Management. 4th edition. Prentice Hall International Edition.
3. Korey, G. "Multilateral Perspectives in International Marketing Dynamics" European Journal of Marketing,
4. Masaaki Kotabe, Kristiaan Helsen. Global Marketing Management Publisher: Wiley
5. Michael R. Czinkota, Ilka A. Ronkainen. International Marketing Publisher: South-Western College
6. Ries A. Trout J. Positioning. The Battle of Your mind.
7. Shipley, D.D. and Neale, C.W. "Successful Countertrading. Management Decision", Vol. 26,
8. Terpstra. V. International Marketing. 4th ed.

0201133: E-COMMERCE

Full Marks: 100

Introduction to E-Commerce Marks: 15

E-Commerce Framework; Anatomy of E-Commerce Applications: Multimedia Content for E-Commerce Applications, Multimedia Storage Servers and E-Commerce Applications, Client-Server Architecture in Electronic Commerce, Information Delivery/Transport and E-Commerce Applications; E-Commerce Consumer Applications; E-Commerce Organisation Applications

Electronic Payment System Marks: 11

Introduction; Digital Token; Smart Cards; Credit Cards; Risks

Inter Organisational E-Commerce Marks: 11

Introduction to EDI; Implementation; Value Added Networks

Intra Organisational E-Commerce Marks: 12

Workflow; Customisation and Internal Commerce; Supply Chain Management

Corporate Digital Library Marks: 11

Document Library; Digital Document Types; Corporate Data Warehouses

Advertising and Marketing Marks: 12

Information Based Marketing; Advertising on Internet; On-Line Marketing Process; Market Research

Consumer Search and Resource Discovery Marks: 15

Information Search: Purchase Consummation Phase, Post Purchase Interaction Phase, Types of Consumer Search Activities; Information Retrieval; Commerce Catalogue; Information Filtering: Email Filtering, Mail-Filtering Agents, News-Filtering Agents

Multimedia Marks: 13

Key Multimedia Concepts; Adapting Retrieval and Authoring Technologies; Digital Video and E-Commerce; Desktop Video Conferencing

Reference Books:

1. Armstrong, S. & Barrett, N., 2001. Advertising on the Internet: how to get your message across on the World Wide Web, Kogan Page.
2. Banerjee, K. U., 2008. Management Strategy for Information Technology (IT and management convergence): Based on the Internationally Class-Tested Course, Conducted in China and India, Concept Publishing Company.
3. Chapman, J. R., 2006. Simple tools and techniques of enterprise risk management, John Wiley & Sons.
4. Farhoomand, A. & Lovelock, P., 2001. Global e-commerce: text and cases, Prentice Hall.
5. Goel, R., 2007. E-Commerce, New Age International.
6. Hendry, M., 2001. Smart card security and applications, 2nd ed., Artech House.
7. Jarke, M., 2003. Fundamentals of data warehouses, Springer.

0201118: INTRODUCTION TO TECHNOLOGY MANAGEMENT

Full Marks: 100

Technology Management

Marks: 12

Introduction; Technology: IT Alignment; Benefits: Avoid Common Legal and Financial Troubles, Streamline Operations to Create Efficiencies, Improve Effectiveness; Stages: Chaotic, Reactive, Proactive, Service, Value; Management of Technology Change; Creating Condition for Ongoing Change

Technology Development

Marks: 15

Introduction; Classification of Technology; Technological Forecasting: Need; Future Oriented Technology Analysis; Methods of Technological Forecasting; Evaluation of Quality: Expert Opinion, Trend Analysis, Monitoring and Intelligence Method, Statistical Methods, Modelling and Simulation, Scenarios, Valuing/Decision/Economics Methods, Descriptive and Matrices Methods; Choosing of a Forecasting

Technology Absorption

Marks: 12

Introduction; Concepts; Benefits; Constraints; Indian Experience; Issues Involved in the Management of Technology Absorption and Government Initiatives: Issues Involved in the Management of Technology Absorption, Government initiatives

Technology Assessment

Marks: 11

Introduction; Methodology; Implication; Technology Evaluation; Real Time

Technological Diffusion

Marks: 12

Introduction: Concepts of Diffusion Technology; Why is Diffusion Required?; Implication; Development of Diffusion Strategy

Information System

Marks: 12

Introduction; Content and Sources of Technology; Benefits of Technology Information; Important Aspects

Technology at Enterprise Level

Marks: 15

Introduction; Technological Strategy for Enterprise; Technological Gap and Enterprise; Technology Transfer and Absorption; Technology Transfer Process and Resource Management; Development and Training of Human Resource

Strategy for Global IT Management

Marks: 11

Introduction; Global IT Strategy; Concepts of Global IT Strategy; Managing Strategy; Organisation

Reference Books:

1. Geenhuizen, M. V., Watanabe, W., Jauhari, V. and Masurel, E., 2011. • Technological Innovation Across Nations: Applied Studies of Coevolutionary Development, 1st ed.
2. Greenberg, D. S., 2010. Tech Transfer: Science, Money, Love and the Ivory Tower., CreateSpace.

3. Hiriyappa, B., 2010. Formulation Of Functional Level Strategy., kindlebook, management, strategy, leadership, motivation, behavior.
4. Madu, C. N. Management of New Technologies For Global Competitiveness. Jaico Publishing House.
5. Magal, S. R., 2009. Essentials of Business Processes and Information Systems, 1st ed.
6. Marzano, R. J., 2003. Classroom Management That Works: Research-Based Strategies for Every Teacher., Association for Supervision & Curriculum Deve.
7. Mehta, S. S., 2008. Commercialising Successful Biomedical Technologies: Basic Principles for the Development of Drugs, Diagnostics and Devices, 1ed., Cambridge University Press.