

Department of Commerce & Business Studies, Jamia Millia Islamia, New Delhi
BBA 4 Years: Programme Structure as per NEP 2020
NEP Old Batch (2024-25 Session)

SEMESTER 3								
Paper Code	Paper Title	Paper Type	Credit	Practical /Viva Voce Marks	Theory Marks/ Project Evaluation	Internal Marks	Marks	Weekly Hours
24-BBA.C-210	International Marketing Management	Major -6	4	-	75	25	100	4
24-BBA.C-211	Corporate Accounting	Major -7	4	-	75	25	100	4
24-BBA.M-212	Business Statistics	Minor-3	4	-	75	25	100	4
24-BBA.T-213	Financial Markets and Institutions	MDC-3	3	-	56	19	75	3
24-BBA.V-214	Soft Skill &Personality Development	VAC-3	2	-	37	13	50	2
BLE-AEC	General English-III	AEC-3	2	-	37	13	50	2
BLU-013	General Urdu-III	Compulsory Qualifying -III	2	-	37	13	50	2
BIS-012	Islamiat/HRS/IRC-III	Compulsory Qualifying -III	2	-	37	13	50	2
Total			19 credits					
SEMESTER 4								
Paper Code	Paper Title	Paper Type	Credit	Practical /Viva Voce Marks	Theory Marks/ Project Evaluation	Internal Marks	Marks	Weekly Hours
24-BBA.C-250	Basics of Research Methodology	Major -8	4	-	75	25	100	4
24-BBA.C-251	Accounting for Managerial Decisions	Major -9	4	-	75	25	100	4
24-BBA.C-252	Integrated Marketing Communication	Major-10	4	-	75	25	100	4
24-BBA.M-253	Business Environment	Minor-4	4	-	75	25	100	4
24-BBA.V-254	Export & Import Documentation	VAC-4	2	-	37	13	50	2
24-BBA.I-255	Summer Internship	(Industry Based)	4	30	70	-	100	4
BLE-AEC	General English-III	AEC-4	2	-	37	13	50	2
BLU-013	General Urdu-II	Compulsory Qualifying -IV	2	-	37	13	50	2
BIS-012	Islamiat/HRS/IRC-II	Compulsory Qualifying -IV	2	-	37	13	50	2
Total			24 Credits					

Major/Core (C), Minor (M), MD: Multi Disciplinary, AEC: Ability Enhancement Course SEC: Skill Enhancement Course VAC: Value Addition Course, Internship (I), Project (P), Compulsory Qualifying (Q)



Handwritten signature: vishu
Handwritten date: 6/10/25

BBA-SEMESTER-III
PAPER CODE : 24-BBA-C- 210
PAPER NAME: INTERNATIONAL MARKETING MANAGEMENT
(MAJOR)

04 Credits	Duration of Exam: 3 Hours	Max. Marks: 100 (End Term Exam 75+25 Internal Assessment)
-------------------	----------------------------------	--

Course Objective:

To familiarize students with the concepts, challenges, and strategies of international marketing and to develop an understanding of how companies operate in a global marketing environment.

UNIT-1

Introduction to International Marketing

Meaning, scope, and importance of International Marketing, Difference between domestic and international marketing, International marketing environment: Political, legal, economic, social, cultural, and technological forces, Globalization and its impact on marketing, Market selection and segmentation in the international context, International product life cycle, International marketing planning and organization.

UNIT-2

Product and Pricing Decisions in International Markets

International product strategies: Standardization vs. adaptation, Branding and packaging decisions for international markets, Product and service positioning in global markets, Pricing strategies for international markets, Factors affecting international pricing: Cost, demand, competition, exchange rates, tariffs, etc., Transfer pricing and dumping.

UNIT-3

International Distribution and Promotion Strategies

International distribution channels: Types and functions, Selection and management of foreign intermediaries, Logistics and supply chain management in global context, Promotion strategies: Advertising, sales promotion, personal selling, and public relations, Media and message decisions in international markets, Cultural influences on communication strategies.

Recommended Readings:

1. Cateora, P.R., Gilly, M.C., & Graham, J.L. – *International Marketing* (McGraw Hill)
2. Czinkota, M.R., & Ronkainen, I.A. – *International Marketing* (Cengage)
3. Keegan, W.J., & Green, M.C. – *Global Marketing* (Pearson)
4. Varshney, R.L., & Bhattacharya, B. – *International Marketing Management* (Sultan Chand)
5. Onkvisit, S., & Shaw, J. – *International Marketing: Strategy and Theory* (Routledge)



BBA- Semester-III

PAPER CODE: 24-BBA-C- 211
PAPER NAME: CORPORATE ACCOUNTING
(MAJOR)

04 Credits	Duration of Exam: 3 Hours	Max. Marks: 100 (End Term Exam 75+25 Internal Assessment)
------------	---------------------------	--

Course Objective

The objective of this course is to provide a detailed insight about corporate accounting, enable comprehension of accounting procedures for various corporate transaction, understand the application of accounting standards, provide knowledge of company liquidation and valuation, enhance analytical skills in corporate financial decision making and impart knowledge of accounting for amalgamation, absorption and reconstruction.

Course Contents:

UNIT- 1

Corporate Accounting: Concept, Nature, Need, Objectives, Scope, Importance and Challenges of Corporate Accounting, Issue of Shares, Employees Stock Option Scheme (ESOPs), Issue of Rights and Bonus Shares, Issue and Redemption of Preference Shares, Buy Back of Shares, Issue of Debentures, Redemption of Debentures, Preparation of the Statement of Profit and Loss and Balance Sheet (As per Schedule III of Companies Act 2013), Underwriting of Securities, Valuation of Goodwill and Valuation of Shares.

UNIT- 2

Amalgamation of Companies: Meaning & Types of Amalgamation, Purchase Consideration, Methods of Accounting for Amalgamations as per Accounting Standard 14 (ICAI) excluding Inter-Company Holdings, Absorption, Liquidation of Companies, Accounting for Internal Reconstruction, Accounts of Holding Companies / Parent Companies, Profit Prior to Incorporation.

UNIT- 3

Corporate Financial Reporting: Concept, Nature, need and objectives; Constituents of Annual Report and how it is different from financial statements; Contents of report of the Board of Directors, eXtensible Business Reporting Language (XBRL) Reporting, Drafting of Notes to Accounts. Segment Reporting as per AS-17. Sustainability Reporting, Triple Bottom Line Reporting, CSR Reporting, Value Added Statement, Economic Value Added, Market Value Added, and Shareholder Value Added, Cash Flow Statement.

Suggested Readings:

1. Monga J. R and Raj Bahadur, Fundamentals of Corporate Accounting, Mayur Paperbacks, Noida.
2. Hanif M and Mukherjee A: Corporate Accounting, McGraw Hill Education.
3. Gupta P.C, Mittal G.K., Gupta V.K. and Rajesh Kumar, Corporate Accounting, Jawahar Publications.
4. Tulsian PC and Bharat Tulsian, Corporate Accounting, Sultan Chand Publication.
5. Shukla, M.C. and T.S. Grewal: Advanced Accounting, Sultan Chand Publication.
6. Maheshwari, S.N. and S. K. Maheshwari. Corporate Accounting, Vikas Publishing House, New Delhi.



BBA Semester- III
PAPER CODE: 24-BBA-M-212
PAPER NAME: BUSINESS STATISTICS
(MINOR)

04 Credits	Duration of Exam.: 3 Hours	Max. Marks: 100 (End Term Exam 75+25 Internal Assessment)
------------	----------------------------	--

Course Objective:

To equip students with essential statistical tools and techniques to summarize, interpret, and analyze business data for effective decision-making.

Course Contents:

UNIT-1

Meaning and significance of statistics: Tabular and graphical representation of data.
Measures of Central Tendency: Mathematical averages including Arithmetic Mean, Geometric Mean and Harmonic Mean. Mode, Median, Quartiles and Percentiles.
Measures of Dispersion: Absolute and relative measures. Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance and Coefficient of Variation.
Measures of Shape: Concept of Moments, measurement of skewness and kurtosis.
Theory of Probability: Approaches to the calculation of probability. Marginal, Joint and Conditional Probability. Application of Bayes Theorem.
Random Variables: Discrete and Continuous Random Variables. Expected Value and Variance of a Random Variable.
Probability Distributions: Binomial and Poisson Distributions. Normal Distribution: Properties of normal curve, calculation of probabilities using standard normal tables.

UNIT-2

Inferential statistics: Point estimate and interval estimate. Confidence interval about mean
Sampling and Sampling Distributions: Concept of population and sample; sampling distribution of the sample mean
Estimation: Point estimation and confidence interval for population mean (known and unknown variance)
Hypothesis Testing: Concepts of null and alternative hypotheses, type I and type II errors
Tests of Significance: z-test and t-test for one and two sample means
Introduction to One-way ANOVA and Chi-square test of independence (concept only)

UNIT-3

Correlation: Scatter diagram, Pearson's coefficient, Rank correlation
Regression: Meaning and usefulness, Estimating regression equation using principles of ordinary least squares, computing fitted values and residuals, testing significance of regression slope
Index Numbers: Concept and uses; construction (simple and weighted methods), Overview of CPI, WPI, and stock market indices (Sensex and Nifty 50)
Time Series Analysis: Components of time series; trend analysis using straight-line method; brief overview of seasonal and irregular components

Suggested Readings:

1. Anderson, D.R., Sweeney, D.J., & Williams, T.A. *Statistics for Business and Economics*. Cengage Learning India Pvt. Ltd., New Delhi.
2. Vohra, N.D. *Business Statistics*. McGraw Hill Education Pvt. Ltd., New Delhi.
3. Sharma, S. *Statistics for Business and Economics*. Wiley India Pvt. Ltd., New Delhi.



4. Levin, R.I., & Rubin, D.S. *Statistics for Management*. Pearson Education India, New Delhi.
5. Levine, D.M., Krehbiel, T.C., & Berenson, M.L. *Statistics for Managers Using Microsoft Excel*. PHI Learning Pvt. Ltd., New Delhi.
6. Black, K. *Applied Business Statistics*. Wiley India Pvt. Ltd., New Delhi.
7. Keller, G. *Statistics for Management and Economics*. Cengage Learning India Pvt. Ltd., New Delhi.
8. Siegel, A.F. *Practical Business Statistics* (4th ed.). Irwin/McGraw-Hill.
9. Berenson, M.L., & Levine, D.M. *Basic Business Statistics: Concepts and Applications*. Prentice Hall of India, New Delhi.
10. Spiegel, M.R. *Theory and Problems of Statistics*. Schaum's Outlines Series, McGraw-Hill Education.
11. Gupta, S.C. *Fundamentals of Statistics*. Himalaya Publishing House, Mumbai.



BBA – Semester III

PAPER CODE: 24-BBA-T-213 -FINANCIAL MARKETS AND INSTITUTIONS

Multi-Disciplinary(MDC)

Credits: 03	Duration of Exam.: 2 Hours	Max. Marks: 75 (End Term Exam 56 + 19 Internal Assessment)
-------------	----------------------------	---

Course Objective: This course will provide an understanding of the functions, and operations of the financial markets and institutions operating in India. It explains the role of financial system on economic development.

Course Contents:

UNIT-1

An Introduction to Financial System and its Components: Financial markets and institutions, Financial intermediation. Financial system and economic development, Indicators of Financial Development An overview of Indian financial system.

Financial Regulators in India: Financial Regulations and Regulatory Institutions in India. RBI, SEBI, IRDA, PFRDA etc.

UNIT-2

Financial Markets: Money market-functions, organization and instruments, (Call Money Market, Treasury Bill, Commercial Paper, Certificate of Deposit etc.) Role of Central Bank in money market, Indian money market – An overview,

Capital Markets-functions, Organization and instruments, corporate debt market; Indian equity market primary and secondary markets; Role of stock exchanges in India.

UNIT-3

Financial Institutions:, An overview of various financial institutions in India. Development Financial Institutions IFCI, IDBI, ICICI, NABARD etc. Role, Objectives and functions of Mutual Fund, Credit Rating Agencies, Merchant Bank, Venture Capital Funds, Pension Fund, Insurance Companies, Non-banking financial companies (NBFCs), Regional Rural Banks, Urban Cooperative Banks, Rural Cooperative Credit Institutions etc.

Suggested Readings:

1. Financial Institutions and Markets: Structure, Growth and Innovations by L.M. Bhole and J. Mahakud, 6th Edition, McGraw Hill Education, India
2. Khan, M.Y., *Indian Financial System-Theory and Practice*. New Delhi: Vikas Publishing House.
3. Financial Institutions & Markets by Jeff Madura, 10 edition Cengage
4. Annual Reports of Major Financial Institutions in India.



BBA – Semester III

PAPER CODE: 24-BBA-V-214

PAPER NAME: SOFT SKILL & PERSONALITY DEVELOPMENT

Value Addition Course (VAC)

02 Credits	Duration of Exam.: 2 Hours	Max. Marks: 50 (End Term Exam 37 + 13 Internal Assessment)
------------	----------------------------	---

Course objective: To acquaint students studying business and commerce with key competencies to succeed at workplace. To enhance student's perspectives towards better networking, communication skills, critical thinking, problem solving and the ability to work in team with enthusiasm and as self-motivated individuals.

Course Content:

UNIT-1

Introduction to soft skills- Meaning and importance; Personality- meaning, dimensions and challenges; Emotional intelligence and its need at work; Self-image, Problem of maladjustments, building self-esteem and confidence; Empathy; time management; Changing communication preferences of the new generation and expectation at workplace.

UNIT-2

Attitude and motivation- factors affecting attitude, positive & negative attitude, desirable attitude at workplace; importance of self-motivation, factors leading to demotivation; discipline in problem solving, learning from failures through optimism and faith; mental wellbeing, its means and importance.

UNIT-3

Communication- Interpersonal communication, Self introduction – highlighting positive and negative traits and dealing with people with face to face; effective leadership.; Strategies of Negotiation; knowing your skills and abilities (SWOT); work-life balance expectations.

(Teachers are advised to promote the spirit of student participation in class through debate, extempore and group discussions)

Suggested Reading:

- *Personality development and soft skills*, Barun.K.Mitra.
- *Carnegie Dale.1990. Quick and easy way to effective speaking*. London: Vermillion.
- *Pillai Sabina and Fernandez Agna.2017.Soft Skills and employability skills*, England: Cambridge University Press.
- *Michael L. Moffitt, and Robert C. Bordone, (Eds). (2005). The Handbook of Dispute Resolution, Program on Negotiation / Jossey Bass, Harvard University.*
- *Mandal S. K. Effective Communication and Public Speaking*, Jaico Publishing.
- *Krishnamacharyulu, C. S. G., RamakrishnanLalitha. Personality Development, Interpersonal Skills and Career Management*, Himalaya Publishing.



BBA – Semester IV

PAPER CODE: 24-BBA-C-250

PAPER NAME : BASICS OF RESEARCH METHODOLOGY (MAJOR)

04 Credits	Duration of Exam.: 3 Hours	Max. Marks: 100 (End Term Exam 75 + 25 Internal Assessment)
------------	-------------------------------	--

Course Objective:

To introduce students to the fundamental concepts of research methodology, enabling them to understand, design, and conduct business and social research with appropriate tools and techniques.

Course Contents

UNIT I: Introduction to Research and Research Design

- Meaning and objectives of research
- Types of research: Basic, applied and action
- Research process: Steps in conducting research
- Identification and formulation of research problem
- Review of literature: Purpose and sources
- Importance of theory in research: Role of theoretical and conceptual frameworks in guiding research questions and methodology
- Hypothesis: Meaning; statistical versus research hypotheses; development of research hypothesis
- Research design: Meaning, need, and types – exploratory, descriptive, and experimental designs

UNIT II: Sampling, Data Collection, and Measurement

- Population and sample: Sampling frame, sampling unit, and sample size
- Sampling techniques: Probability and non-probability sampling techniques
- Types of data: Primary and secondary
- Methods of data collection: Survey, interview, observation, questionnaire, schedule
- Questionnaire design: Principles, types of questions, scaling techniques (Likert, Semantic Differential, etc.)
- Reliability and validity of instruments
- Bias in research: Types of bias (selection, measurement, response) and strategies to minimize them

UNIT III: Data Processing, Analysis, and Report Writing

- Editing, coding, and tabulation of data
- Data analysis techniques: Descriptive statistics (mean, median, mode, SD), One-way and two-way frequency tables, correlation and regression analysis (with focus on computer generated output)
- Hypothesis testing: Parametric and non-parametric tests, z-test, t-test, ANOVA, chi-square (with focus on computer generated output)
- Introduction to multivariate techniques: PCA/EFA, CFA, and SEM
- Use of software tools like MS Excel/SPSS/Jamovi for basic data analysis (introductory exposure only)



- Report writing: Structure of a research report, referencing and citation (APA/MLA)
- Ethics in Research: Importance of ethical conduct in research; issues related to data fabrication, falsification, informed consent, authorship, and conflict of interest; understanding similarity index, academic integrity, and the problem of plagiarism

Note:

Students should be encouraged to undertake small research projects or surveys, and use spreadsheet software (like MS Excel or Google Sheets) and SPSS/R/Jamovi for organizing and analyzing data.

Suggested Readings

1. Chawla, D., & Sondhi, N. *Research Methodology: Concepts and Cases*. Vikas Publishing House.
2. Krishnaswami, O. R., & Ranganatham, M. *Methodology of Research in Social Sciences*. Himalaya Publishing House.
3. Hair, J. F., Babin, B. J., Anderson, R. E., & Black, W. C. *Multivariate Data Analysis*. Pearson Education.
4. Malhotra, N. K. *Marketing Research: An Applied Orientation*. Pearson Education.
5. Kothari, C. R., & Garg, G. *Research Methodology: Methods and Techniques*. New Age International Publishers.
6. Cooper, D. R., & Schindler, P. S. *Business Research Methods*. McGraw-Hill Education.
7. Bajpai, N. *Business Research Methods*. Pearson Education.
8. Saunders, M., Lewis, P., & Thornhill, A. *Research Methods for Business Students*. Pearson Education.
9. Sekaran, U., & Bougie, R. *Research Methods for Business: A Skill Building Approach*. Wiley India.
10. Kumar, R. *Research Methodology: A Step-by-Step Guide for Beginners*. SAGE Publications.



BBA Semester IV
PAPER CODE: 24-BBA-C-251
PAPER NAME: ACCOUNTING FOR MANAGERIAL DECISIONS
(MAJOR)

Credits 4	Duration of Exam: 3 HOURS	Max. Marks: 100 (End Term Exam 75 + 25 Internal Assessment)
------------------	--	--

Course Objective

The objective of this course is to equip students with a comprehensive understanding of Management Accounting as a vital tool for planning, control and decision-making within organizations. The course aims to impart knowledge about Budget, Budgeting, Budgetary Control, Standard Costing, Variance Analysis, Marginal Costing, Break-Even Analysis, Analysis of Financial Statements, Responsibility Accounting and Transfer Pricing

UNIT – 1

Management Accounting: Concept, Objectives, Nature, Scope, Functions, Need and Importance of Management Accounting. Management Accounting V/s Financial and Cost Accounting. Role of Management Accounting in Decision Making. Management Accountant: their Position, Role, Duties and Functions.

Budget, Budgeting and Budgetary Control: Meaning of Budget, Budgeting and Budgetary Control, Objectives of Budget and Budgetary Control, Essentials of Successful Budgetary Control, Merits and Limitations of Budgetary Control. Classification of Budget: Fixed and Flexible Budget, Sales Budget, Production Budget, Cash Budget, Master Budget, Zero Base Budgeting.

UNIT – 2

Standard Costing and Variance Analysis: Standard Costing as a Control Techniques, Setting to Standards and their revision, Variance Analysis-Meaning and Importance, Kinds of Variance and their Uses-Material, Labour and Overhead Variances, Relevance of Variance Analysis to Budgeting and Standard Costing.

Marginal Costing & Break-Even Analysis: Concept, Significance and Limitations of Marginal Costing. Cost-Volume-Profit Analysis: Profit-Volume Ratio, Break-Even Analysis, Assumption and Practical Applications of Break-Even Analysis, Margin of Safety. Managerial Application of Marginal Costing Technique: Pricing, Profit Planning, Shut Down Decision, Make or Buy Decision, Selection of Profitable Mix and Discontinuation of a Product Line and Exploring New Market.

UNIT – 3

Analysis of Financial Statements: Meaning, Objectives, Significance and Limitations of Financial Statement Analysis. Types of Financial Analysis. Ratio Analysis: Advantages and Limitations of Ratio Analysis, Classification of Ratios; Profitability, Solvency, Liquidity and Turnover Ratios. Cash flow analysis. Reporting to Management: Objectives of reporting, reporting needs at different managerial levels, types of reports.

Responsibility Accounting & Transfer Pricing: Concept, Definition, Essentials of Responsibility Accounting. Steps in Responsibility Accounting, Types of Responsibility Centers. Transfer Pricing: Meaning, Objectives and Types. Management Audit: Meaning, Objectives, Need for Management Audit, Financial Audit V/s Management Audit.



Suggested Readings:

1. Pillai R.S.N and Bagavathi, Management Accounting, S. Chand & Company Ltd., New Delhi.
2. Khan M.Y and Jain P.K, Management Accounting, Tata McGraw-Hill, New Delhi
3. Jawahar Lal, Advanced Management Accounting, S. Chand & Co., New Delhi.
4. M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd.
5. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: Theory and Problems, Shree Mahavir Book Depot (Publishers).



BBA – Semester IV

PAPER CODE: 24-BBA-C-252

PAPER NAME: INTEGRATED MARKETING COMMUNICATION
(MAJOR)

Credits -04	Duration of Exam.: 3 Hours	Max. Marks: 100 (End Term Exam 75 + 25 Internal Assessment)
-------------	-------------------------------	---

Course Objectives:

This course equips students with practical skills and conceptual clarity in integrated marketing communication. It teaches how diverse tools create a cohesive strategy. The course fosters entrepreneurial thinking, enhances decision-making, and supports interdisciplinary learning in marketing, psychology, and media studies, aligned with NEP's focus on applied learning and employability.

Course Outcomes (COs):

By the end of the course, students will be able to:

1. **CO1:** Explain the components and strategic role of IMC in contemporary marketing.
2. **CO2:** Design and evaluate integrated communication campaigns that align with brand positioning.
3. **CO3:** Analyze the effectiveness of various IMC tools, including advertising, PR, sales promotions, and digital marketing.
4. **CO4:** Apply media planning, budgeting, and ROI evaluation methods in real-life IMC scenarios.

Course Structure:

Unit 1: Fundamentals of Integrated Marketing Communication

Evolution and concept of IMC, Role of IMC in marketing and branding, Elements of the promotional mix, IMC planning process, Setting communication objectives: DAGMAR approach, Consumer behaviour and communication response models (AIDA, Hierarchy of Effects)

Unit 2: IMC Tools and Strategy Development

Advertising: Creative strategy, message appeals, copywriting basics, Sales Promotion: Consumer and trade promotions, budgeting and implementation, Public Relations and Publicity: Tools of PR, media relations, crisis communication, Direct Marketing: Email marketing, telemarketing, and database marketing, Personal Selling: Sales process and integration in IMC strategy, Media Planning and Buying: Traditional and digital media, reach, frequency, GRPs

Unit 3: Digital IMC and Campaign Evaluation

Digital Marketing Integration: Social media, content marketing, influencer marketing, SEO/SEM, IMC in the Digital Age: Cross-platform campaigns, viral marketing, mobile and app-based promotions, Integrated Campaign Planning: Case-based learning on brand communication strategies, Measuring IMC Effectiveness: KPIs, ROI analysis, pre/post testing, media tracking, Legal and Ethical Aspects: Regulatory framework, ethical issues in advertising and promotions



LEARNING RESOURCES

Prescribed Textbook

1. Advertising and Promotion: An Integrated Marketing Communications Perspective by George E. Belch & Michael A. Belch (McGraw-Hill)

Reference Books:

1. Integrated Advertising, Promotion, and Marketing Communications by Kenneth E. Clow & Donald Baack – Pearson
2. Advertising and Integrated Brand Promotion by Thomas O'Guinn, Chris Allen & Richard Semenik – Cengage
3. Strategic Integrated Marketing Communications by Larry Percy – Routledge
4. Integrated Marketing Communications by Robyn Blakeman – Rowman & Littlefield



Credits 4	Duration of Exam.: 3 Hours	Max. Marks: 100 (End Term Exam 75 + 25 Internal Assessment)
-----------	----------------------------	--

Course Objectives:

The objective of this course is to sensitize students about the overall business environment within which an organization has to function and to provide with insights and its implications for the decision making process in the business organizations. Business environment focuses on the relationship of the business with the socio - cultural, economical, political, legal and technological environment. The most important objective of this course is to discuss some of these relationships with the Indian business enterprise of 21st century.

Course Contents:**UNIT-1**

Business and its Environment: Definition, objectives and significance of business environment, Components of business environments, Social responsibility of business, Social responsibility of business towards different stake holders, CSR and business ethics, Social audit, Objectives of business, Economic Environment, Economic system – Capitalism, Socialism and Mixed economy, Salient features of Indian economy, NITI Ayog: An overview, Members of NITI Ayog, Objectives and Functions of NITI Ayog, Micro, Medium and Small enterprises in India.

UNIT-2

Business and Government: Economic roles of Government, New Economic Policy, 1991; New industrial policy, 1991, Consumer Protection Act, 1986 – Objectives and Regulatory structure. Public sector enterprises in India – genesis and growth, present status, Disinvestment and privatization of public sector enterprises in India. Problems and prospects of PSEs in India, General, political environment in India affecting Indian economy and economic reforms.

UNIT-3

Indian Economy: Emerging Issues, Globalization and Indian business, strategies for globalization, merits and demerits of globalization, factors favoring globalization, obstacles to globalization, WTO-Major implications for Indian business, Trading Blocks, Technological environment in India: feature of technology, significance of technology, technology transfer, technology selection, impact of technology on consumers, business and society, factors governing technological environment in India, Advantages and disadvantages of technology, status of technology in India, impact of technological environment on Indian economy, MNC – factors responsible for the growth of MNCs in India, merit and demerits of MNCs. Implications of globalization on Indian economy.

Suggested Readings:

1. Aswathappa K.: Essential of Business Environment, Himalaya Publishing House, New Delhi.
2. Justin Paul: Business Environment: Text and Cases, Tata McGraw Hill, New Delhi.
3. Ahluwalia, I.J. and IMD Little: India's Economic Reforms and Development, Oxford University Press, New Delhi.



4. Cherrunilam, Francis: Business Environment, Himalaya Publishing House, New Delhi.
5. Ghosh P.K. and G. K. Kapur.: Business Policy and Environment, Sultan Chand & Sons, New Delhi.
6. Adhikari M.: Economic Environment of Business, Sultan Chand & Sons, New Delhi.
7. Acharya Shekhar: India's Micro Economic Management in Nineties, ICRIER, New Delhi.
8. Gupta, C.B.: Business Environment, Sultan Chand & Sons, New Delhi
9. V.K. Puri & S.K. Mishra: Indian Economy, Himalaya Publishing House, New Delhi
10. Newspapers and Magazines, such as Economic Times, Financial Express, Business World, Business India, Business Today, Recent five-year plan and Economic Survey.



BBA SEMESTER- IV
PAPER CODE:-24-BBA-V-254
PAPER NAME: EXPORT & IMPORT DOCUMENTATION
VALUE ADDITION COURSE (VAC)

Credits: 02	Duration of Exam.: 2 Hours	Max. Marks: 50 (End Term Exam 37 + 13 Internal Assessment)
--------------------	---------------------------------------	---

Learning Objectives: The course aims to develop an understanding and build knowledge on the key aspects of export- import documentation and management in India and enable students to become export professionals.

UNIT – 1

An overview of Foreign Trade Policy; An overview of export-import management system in India; Importance of exports to economic growth; Understanding Export-- Import Operations; Steps of export shipment from India; Processing of an Export Order; Legal Formalities for Getting Started in Foreign Trade

UNIT – 2

International Commercial (INCO) Terms 2020; Rules of Origin & Certificates of Origin; EXIM procedure; Export Documents related to goods, shipment and payment; Import documents used in import transaction; Export and Import through Post & Courier. Export finance: pre-shipment and post-shipment;

UNIT – 3

An Overview of Export Promotion Schemes and Organisational Support. Niryat Bandhu Scheme, MEIS, SEIS, Information on Registered Exporter (REX) System, SCOMET guidelines; Export Incentives: Scheme For Remission of Duties or Taxes on Export Products (RoDTEP), Scheme For Rebate of State and Central Taxes and Levies (RoSCTL); Export Promotion Capital Goods (EPCG); Organisational support: government regulatory agencies involved in export and import i.e. Department of Commerce and Industry, Directorate General of Foreign Trade (DGFT), Directorate General of Trade Remedies (DGTR), Export Promotion Councils, Commodity Boards and Export Inspection Council (EIC).

Suggested Readings:

1. Gupta, P. (2020). Export-Import Management. Delhi, India: Tata McGraw Hill.
2. Lall, M., & Ahmed, S. (2021). Export-Import Procedure and Documentation. Delhi, India: Sultan Chand & Sons.
3. NITI Aayog, (2020). Export Preparedness Index.
4. Paul, J., & Aserkar, R. (2008). Export-Import Management. (1st ed.). Delhi, India: OXFORD University Press.
5. Rai, U. K. (2010). Export-Import and Logistics Management. (2nd ed.). Delhi, India: PHI Learning.
6. Custom Manual (2018). Central Board of Indirect Taxes & Customs. India.

