

**Detailed Program**  
**Bachelor of Business Administration**  
**(BBA)**

**Finance, Marketing , Human Resource  
Management , Foreign Trade & Digital  
Marketing**

**Semester- VI**  
**(2020-2023)**

DOC202007060007



**RNB**  
GLOBAL UNIVERSITY  
Educating stars for tomorrow

**RNB GLOBAL UNIVERSITY**

RNB Global City, Ganganagar Road,  
Bikaner, Rajasthan 334601

## **OVERVIEW**

RNB Global University follows Semester System along with Choice Based Credit System as per latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd(July-December)** and **Even (January-June)**. Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for (January-June) Even Semester, 2023 along with examination pattern is as follows:

### **Course Scheme**

#### **Semester -VI**

<b>S. No</b>	<b>Course Code</b>	<b>Course Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
1.	11013500	E- Business	3	1	0	4
2.	11013600	Business Policy and Strategic Management	3	1	0	4
3.	-	Open Elective II	3	1	0	4
4.	-	Specialization Elective III	3	1	0	4
5.	-	Specialization Elective IV	3	1	0	4
6.	11013700	Mini Project	0	0	4	2
7.	11004000	Ability & Skill Enhancement -VI	2	0	0	2
8.	99002800	Workshops & Seminars	-	-	-	1
9.	99002700	Human Values & Social Service/NCC/NSS	-	-	-	1
<b>Total</b>			<b>17</b>	<b>5</b>	<b>4</b>	<b>26</b>

### **OPEN ELECTIVE**

<b>Course Code</b>	<b>Course Name</b>
11014400	Rural Marketing (OE2)

### **SPECIALISATION ELECTIVES**

<b>Specialization</b>	<b>Course Code</b>	<b>Course Name</b>
Marketing	11014100	Sales and Distribution Management
	11013800	Services Marketing
Finance	11013900	Corporate Accounting
	11014500	Insurance and Risk Management
Human Resource Management	11014000	Industrial Relations and Labour Law
	11014600	Team Building and Leadership
Foreign Trade	11020300	International Relations
	11020400	International Economics and Foreign Exchange Management
Digital Marketing	11020500	Advanced Google Adwords and Online Display Advertising
	11020600	Data Analysis & Visualization

### **EVALUATION SCHEME**

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

#### **Internal Assessment**

The distribution of Internal Assessment Marks is as follows:

<b>Type</b>	<b>Details</b>	<b>Marks</b>
Mid Term	Two Mid-term Sessional of 15 marks each (15+15)	30
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	15
Attendance	75%+ : 5 marks	5
<b>TOTAL</b>		<b>50</b>

## **External Assessment**

Type	Marks
Theory	50

## **EVALUATION SCHEME- WORKSHOPS & SEMINARS &NCC/NSS**

1. NCC/NSS will be completed from Semester I – Semester IV. It will be evaluated internally by the institute. The credit for this will be given at the end of each Semester.
2. The students have to join club/clubs with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester

## **CURRICULUM**

**Course Name: E-Business**

**Course Code: 11013500**

### **Objectives:**

- To provide an overview of the various e-business and e-commerce concepts , e-business models , security threats to e-business , e-business applications and strategies , e payment systems and emerging trends in e-business etc;
- Upon successful completion of this course the student will be able to understand the e-business concepts and how it is different from e-commerce. Moreover, the student will be able to understand the e-business models and infrastructure. Students will learn how e-business concepts are applied to different fields, such as: education, banking, tourism and so on.

### **Course Outline**

#### **Unit I: Introduction to e-business**

Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce, Intranet, Composition of Intranet,

Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.

### **Unit II: Security Threats to e-business**

Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.

### **Unit III: Electronic Payment System**

Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

### **Unit IV: E-Business Applications & Strategies**

Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models.

### **Suggested Readings:**

1. Whitley, David (2000). e-Commerce Strategy, Technologies and Applications. Tata McGraw Hill.
2. Schneider Gary P. and Perry, James T (1st Edition 2000). Electronic Commerce. Thomson Learning.
3. Bajaj, Kamlesh K and Nag, Debjani (1st Edition 1999). E-Commerce: The Cutting Edge of Business. Tata McGraw Hill, Publishing Company Ltd., New Delhi.
4. Trepper Charles (1st Edition 2000). E-Commerce Strategies. Prentice Hall of India, New Delhi.
5. Rehman S.M. & Raisinghania (1st Edition 2000). Electronic Commerce Opportunity & Challenges. Idea Group Publishing, USA.
6. Knapp C. Michel (1st Edition, 2003). E-commerce Real Issues & Cases. Thomson Learning.

# **Course Name: Business Policy and Strategic Management**

**Course Code: 11013600**

## **Objectives**

- To develop learning and analytical skills among the students to solve business problems and provide strategic solutions.
- The course aims to acquaint the students with nature, scope and dimensions of Business Policy and Strategy Management Process.

## **Course Outline**

### **Unit I : Business as a social and Economic System**

Objective of Business; Society and Business: Business ethics, Social responsibility of Business; Social Audit. Business Policy in Various Economic Systems: Capitalist Economy: Economic System of Socialism and mixed Economic system.

### **Unit II: Business Environment Analysis**

Socio - economic environment; Technology environment; Role of Government and Role of Public Sector; International Trade Environment; The industry Environment – PESTEL; Demographic environment; Competitive environment.

### **Unit III: Strategy Formulations**

What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model. **Strategic Analysis:** Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies; Competitive Strategies - Porter's 5 Forces Model; The Experience Curve, Grand Strategy. BCG Matrix; Functional Strategies;

### **Unit IV: Strategy Implementation**

Organization Structure; Resource Allocation; Projects and Procedural issues. Integration of Functional Plans. Leadership, Change and Conflict Management; Evaluation and Control: Nature; Importance; Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.

### **Suggested Readings:**

1. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw - Hill .

2. Wheelen & Hunger, Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education.
3. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.
4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India
5. L. M. Prasad – Strategic Management – Sultan Chand

## **Course Name: Rural Marketing**

**Course Code: 11014400**

### **Objectives**

- This course aims to empower students with knowledge and capacities to understand and analyze Rural India, from a corporate and consumer perspective. Lectures are a mix of theory and practical exercises to improve memorization, to increase students' involvement and work capacities and to make lectures more dynamic. The concepts will be discussed through case study discussions and presentations on practical aspects.
- To acquaint the students to the rising economy, the changing consumption habits & preferences of rural consumers.
- To equip the students to overcome the challenges of communicating.
- To media-dark rural audience of lower literacy rates & poor infrastructure

### **Course Outline**

#### **Unit I:**

Rural Marketing Concept --- Nature --- Scope --- Significance of Rural Marketing --- Factors contributing to Growth of rural markets --- Components and classification of rural markets --- Rural Market VS Urban Market --- e-rural marketing, Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

#### **Unit II:**

Issues in Rural Marketing - Rural Consumer behaviour --- features --- factors influencing --- Lifestyle of rural consumer --- FMCG sector in Rural India --- concept and classification of consumer goods --- Marketing Channels for FMCG --- Fast growing FMCG --- Marketing of consumer durables.

#### **Unit III:**

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

**Unit IV:**

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

**Unit V:**

Distribution - Logistics Management - Problems encountered - selection of appropriate channels – New approaches to reach out Rural Markets – Project Shakti and E-Chou pal

**Suggested Readings:**

1. Pradeep Kashyap, Rural Marketing Publisher, Pearson Education, 2012.
2. Balaram Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw-Hill Publishing Company, New Delhi.
3. A.K. Singh & S. Pandey, Rural Marketing: Indian Perspective, New Age International Publishers.
4. CSG Krishnama charylu & Laitha Ramakrishna, - Rural Marketing, Pearson Education Asia.
5. Philip Kotler, Marketing Management, Prentice - Hall India Ltd. New Delhi.

**Course Name: Sales and Distribution Management****Course Code: 11014100****Objective:**

- To orient students about the negotiation skills and labor-union collective bargaining tactics, cognitively.
- The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage

**Course Outline****Unit I: Sales Management**

Definition and meaning, Objectives, Sales Research, Sales Forecasting methods, Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions.



**Unit II: Sales Organization**

Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.

**Unit III: Managing the Sales Force**

Recruiting, Selection and Training of Sales force: Areas of sales Training: Motivating the Sales Team: Evaluating Sales Force Performance and Controlling Sales, activities, Ethical and Legal Issues in Sales Management.

**Unit IV: Distributions channel**

Importance, types, channel strategy Market Logistic: objective, planning customer oriented inventory management decision, transportation decision.

**Unit V**

Designing customer oriented channel, understanding the customer requirement, comparing the channel design. Managing the behavior of channel member, channel relationship, control, power positioning and conflict, influence strategy.

**Suggested Readings:**

1. Sales and Distribution Management: Text and Cases; Krishna K. Havaladar, Vasant M. Cavale Tata Mc-Graw Hill Education.
2. Sales and Distribution Management; Tapan K. Panda and Sunil Sahadev; Oxford University Press.
3. Sales Management: Decision Strategy and Cases; Richard R. Still, Edward W. Cundiff and Norman A.P. Govani; Pearson Education.
4. Management of Sales Force; Rosann Spiro, William Stanton, Gregory Rich; Tata Mc-Graw Hill Education.

**Course Name: Services Marketing**

**Course Code: 11013800**

**Objectives**

- The course is designed to equip students with the knowledge of marketing of all types of services. This course aims at providing the students with an understanding of the principles and practical issues in the Marketing of Services. On completion of this course, the student will be able to apply their knowledge of marketing principles to

services marketing, analyze practical situations/problems, and to suggest broad courses of action.

- This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.
- To introduce students to the concepts and techniques of marketing services. The course is designed to cover all important aspects of marketing of services. To increase students understanding of marketing practices & strategies as applied in the service sector.

### **Course Outline**

#### **Unit I:**

Introduction – Concept – Goods and Services – Characteristics of Services - Classification of services –Significance of Service marketing. Role of services sector in economy. Growth of service sector. Services- Global and Indian Scenario.

#### **Unit II:**

Service Marketing Mix – Introduction – Concept – Seven P's of Marketing – Internal marketing – Consumer Behaviour Profile – Designing Communication mix – Flower of Service.

– Service Encounter & Moments of Truth. Consumer Expectations & Managing Customer Satisfaction.

#### **Unit III:**

Service Delivery and Service Quality – Flexing of Capacity – Channels of Distribution – Channel Functions – Channel Selection – Impact of Information Technology – Service customer relationship – Service failure and Service recovery - Internal marketing - Service Triangle.

#### **Unit IV:**

Service Quality – Introduction – Concept of Service Quality – GAP model – SERVQUAL dimensions – Delivery of High quality service – Emerging trends in service marketing – E-service. Role of Service Personnel & developing customer focused personnel. Concept of Internal marketing.

#### **Unit V:**

Strategic issues in service marketing-market segmentation in the marketing of services, target marketing, positioning of services-how to create a positioning strategy, developing and maintaining demand and capacity, Challenges of service marketing -

marketing planning for services, developing and managing the customer service function, developing and maintaining quality of services.

**Unit VI:**

Service culture; managing by values, recovery and empowerment; Relationship building: relationship marketing, bonding and life time value Service industries: insurance, banking, air transportation, courier, education etc. Role of Communication & Integrated Marketing Communication for different service industries:

**Suggested Readings:**

1. Christopher H. Lovelock, Services Marketing, Prentice Hall.
2. Jha, S.M., Services Marketing, Himalaya Publishing Co.
3. Payna, Adrim, An essence of Services Marketing, Prentice Hall.
4. Ravi Shanker, (2002). Services Marketing: The Indian perspective, Excel Books
5. Srinivasan. R, Services Marketing – The Indian Context.
6. Gronroos, C.: Service Management and Marketing - A customer relationship management approach, New York: John Wiley.

**Course Name: Corporate Accounting**

**Course Code: 11013900**

**Objectives**

- To provide an overview of the various accounting treatment that are required in various corporate events which include issue and redemption of shares and debentures, consolidation of accounts, liquidation of company and also amalgamation of company. The objective is to provide overall accounting treatment in case of companies explaining the standards and principles of Accounting.
- To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.

**Course Outline**

**Unit I:**

Joint Stock Companies- its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.

**Unit II:**

Final Accounts of Companies: Including Computation of managerial Remuneration and disposal of profit.

**Unit III:**

Accounting for amalgamation of companies as per Accounting Standard 14 Accounting for Internal reconstruction.

**Unit IV:**

Consolidated Balance Sheet of Holding Companies with one Subsidiary Only.

**Unit V:**

Liquidation of Companies, Statement of Affairs and Deficiency/Surplus Account. Liquidators final statement of A/c Receiver's Receipt and Payment A/c.

**Suggested Readings:**

1. Gupta R.L. Radhaswamy M, Company Accounts, Sultan Chand & Co.
2. Maheshwari, S.N., Corporate Accounting, Vikas Publishing.
3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting.
4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts, S. Chand & Co.
5. Moore C.L. and Jaedicke R.K., Management Accounting.
6. Monga, J.R., Fundamentals of Corporate Accounting, Mayur Paper Backs, New Delhi.
7. Ashok Sehgal and Deepak Sehgal, Corporate Accounting, Taxman Publication, New Delhi.
8. Dr V K Goyal, Excel Books Naseem Ahmed, Atlantic Publishers & Dist.Tulsian, Tata McGraw-Hill Education

**Course Name: Insurance & Risk Management****Course Code: 11014500****Objectives**

- To provide an overview of the various life insurance and general insurance schemes, policies and procedure covering the history and governance prospect of insurance. The subject will also provide knowledge regarding various mathematical prospect of calculation of insurance premiums and risk management.

- To develop an understanding among students about identifying analyzing and managing various types of risk. Besides, the students will be in a position to understand principles of insurance and its usefulness in business, along with its regulatory framework.

## **Course Outline**

### **Unit I : Introduction and Scope of Insurance**

Historical perspective, Conceptual Framework, Meaning, Nature and Scope of Insurance, Classification of Insurance Business viz., Life Insurance and General Insurance. Role of Insurance in Economic Development & Insurers' Obligation towards Rural and Social Sectors. Price of a financial transaction, Statistics and probability from single risk to portfolios. Pooling risks: mutuality & solidarity Introduction to reinsurance, Principles of Life Insurance and Governance of Insurance Business.

### **Unit II: Life insurance technique: Basics**

Demographical bases, life insurance products: Single premiums, single recurrent and periodic premium insurance, products, Mathematical provisions, life insurance products: Endowment, Life annuity, unit and index linked, pension funds.

### **Unit III: Life insurance technique: Applications**

Life insurance with benefits linked to investment performance, the valuation of the life insurance business, Portfolio Evaluation tools Risks and Solvency, Pension Funds and Occupational Pension Schemes Non-life insurance technique: the basics- Actuarial Model for calculation of premium rates, risk classification Non-life technical provisions.

### **Unit IV : Financial Aspects of Insurance Management**

Insurance Companies and functions, Mutual Funds, Housing Finance. Important Life Insurance Products and General Insurance Products Determination of Premiums and Bonuses Various Distribution Channels.

### **Unit V:**

Risk Management: Risk management objectives and tools, risk management and value creation, the risk management process, enterprise-wide risk management, Risk management in industrial companies, RAPM - Risk Adjusted Performance Measures, value at Risk and Underwriting, Role of Actuaries- Product framing, Underwriting guidelines. Preparation of Insurance Documents Policy Conditions.

### **Suggested Readings:**

1. Neelam Gulati-Principles of Risk Management& Insurance (Excel Books).
2. Kakkar & Srivastava – Insurance and Risk Management (Universities Press).
3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York).
4. Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi).
5. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi).
6. Gupta P.K, “ *Insurance and Risk Management*”, Himalya Publishing House.
7. Mishra M.N., “ *Principles and Practices of Insurance*”, S. Chand and Co.
8. Panda G.S., “ *Principles and Practices of Insurance*” Kalyani Publications.
9. Jeevanandam C., “ *Risk Management*,” Sultan Chand and Sons.
10. *Principles of Insurance*- Insurance Institute of India.

## **Course Name: Industrial Relations and Labour Laws**

### **Course Code: 11014000**

#### **Objectives**

- To provide an overview of the various business process, analyze operations, production planning.
- To acquire knowledge and understanding of Industrial, Labour and General Laws

#### **Course Outline**

##### **Unit I: Industrial Relations**

Role - Importance - Trade Unions - Industrial disputes and their Resolutions.

##### **Unit II: Participative Management**

Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

##### **Unit III : Industrial unrest**

Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.

**Unit IV: Factories Act**

Meaning, Definition – Welfare – Safety – Health Measures.

**Unit V:**

Workmen's Compensation Act and International Labor Organization - Role and Function.

**Suggested Readings:**

1. Sreenivasan M.R - Industrial Relations & Labor legislations.
2. Aswathappa K - Human Resource and Personnel Management.
3. Subba Rao P - Human Resource Management and Industrial Relations.
4. Monoppa - Industrial Relations.
5. S.C. Srivastava, Industrial Relation of Labour Laws.

**Course Name: Team Building & Leadership****Course Code: 11014600****Objectives**

- This course will help students identify and develop their teambuilding and leadership skills. It aims to encourage participants to reflect upon their approach to leadership and develop some practical skills for use in the workplace.

**Course Outline****Unit I: Leadership**

Meaning, Concepts and Myths about Leadership, Components of Leadership Leader, Followers and situation, Leadership styles ,Assessing Leadership & Measuring Its effects.

**Unit II: Focus on the Leader**

Power and Influence; Leadership and Values. Leadership Traits; Leadership Behaviour; Contingency Theories of Leadership; Leadership and Change.

**Unit III: Groups, Teams and Their Leadership**

Groups – Nature, Group Size, Stages of Group Development, Group Roles, Group Norms, Group Cohesion.

Teams – Effective Team Characteristics and Team Building, Ginnetts Team Effectiveness Leadership Model, Benefits of Teams, Team building issues, Motives of team building, Team development process, Stages of team development, Team vision, Team building,

Skills useful in Team building, Contemporary issues in managing teams, Life Cycle of a team, Team cohesiveness, Team in organizations, Team work for effective organizational functioning, Team Leadership and Facilitator, Natural Leaders, Team leaders qualities, Leadership in operation, Dimensions of leadership, The team facilitation process, Role, Responsibilities & Skills of facilitators.

#### **Unit IV: Leadership Skills**

Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Team Building for Work Teams, Building High Performance Teams.

#### **Suggested Readings:**

1. Hughes, Ginnett, Curphy - Leadership, Enhancing the Lessons of Experience (Tata McGrawHill, 5th Ed.).
2. Dubrin: Leadership research Findings Practice and Skills, Biztantra publications.
3. Yukl G - Leadership in Organisations (Pearson, 6th Ed.).
4. West Michael - Effective Team Work (Excel Books, 1st Ed.).
5. Sadler Philip - Leadership (Crest Publishing House).
6. Dyer, W. G., Dyer, W. G., & Dyer, J. H. (2007). Team building: Proven strategies for improving team performance.

### **Course Name: International Relations**

**Course Code: 11020300**

#### **Course Outline**

#### **Unit I: Globalization: Responses from developed and developing societies.**

- (a) Approaches to the Study of International Relations: Idealist, Realist, Marxist, Functionalist and Systems theory.
- (b) Key concepts in International Relations: National interest, Security and power; Balance of power and deterrence; Transnational actors and collective security; World capitalist economy and globalisation.
- (c) Changing International Political Order:
- (d) Rise of super powers; strategic and ideological Bipolarity, arms race and Cold War; nuclear threat;
- (e) Non-aligned movement: Aims and achievements;
- (f) Collapse of the Soviet Union; Unipolarity and American hegemony; relevance of non-alignment in the contemporary world.



## **Unit II: India and the World**

- (a) Evolution of the International Economic System: From Brettonwoods to WTO; Socialist economies and the CMEA (Council for Mutual Economic Assistance); Third World demand for new international economic order; Globalization of the world economy.
- (b) Envisaged role of the UN and actual record; specialized UN agencies-aims and functioning; need for UN reforms.
- (c) Regionalization of World Politics: EU, ASEAN, APEC, SAARC, NAFTA.
- (d) Contemporary Global Concerns: Democracy, human rights, environment, gender justice, terrorism, nuclear proliferation.

## **Unit III: India and the Political Policies:**

- (a) Indian Foreign Policy: Determinants of foreign policy; institutions of policy-making; continuity and change.
- (b) India's Contribution to the Non-Alignment Movement: Different phases; current role.
- (c) India and South Asia:
- (d) Regional Co-operation: SAARC – past performance and future prospects.
- (e) South Asia as a Free Trade Area.
- (f) India's "Look East" policy.
- (g) Impediments to regional co-operation: river water disputes; illegal cross-border migration; ethnic conflicts and insurgencies; border disputes.
- (h) India and the Global South: Relations with Africa and Latin America; leadership role in the demand for NIEO and WTO negotiations.

## **Unit-IV: India and the UN System**

- (a) India and the Global Centres of Power: USA, EU, Japan, China and Russia.
- (b) India and the UN System: Role in UN Peace-keeping; demand for Permanent Seat in the Security Council.
- (c) India and the Nuclear Question: Changing perceptions and policy.
- (d) Recent developments in Indian Foreign policy: India's position on the recent crisis in Afghanistan, Iraq and West Asia, growing relations with US and Israel; vision of a new world order.

# **Course Name: International Economics & Foreign Exchange Management**

**Course Code: 11020400**

## **1. Introduction to International Economics:**

The three aspects of International Economics – trade theory, trade policy and international finance.

## **2. Trade Theory:**

Concept of opportunity cost, Ricardo, Production functions, factor intensities, modern theory of Heckcher Ohlin, trade theories post the Heckcher Ohlin model. Introduction to: Technological gap theories and Product Life Cycle. Theories of economies of scale. Linder's Hypothesis

## **3. Trade Policy:**

Free Trade and Protection. Tariffs, quotas and subsidies. Partial equilibrium diagrams. GATT and Uruguay Round. Formation of WTO. Introduction to important Agreements of WTO. (Agreement on Agriculture, TRIPs, TRIMs, GATS, ATC, SPS etc.)

Terms of Trade, Factors affecting them.

Exchange Rates, Fixed and Flexible. Exchange Control.

## **4. International Finance:**

IMF objectives and brief history: Demise of Bretton Wood. IMF conditionality.

Introduction to:

Customs union and regional groupings, its impact on world trade. Trade creation and trade diversion.

Formation of European Union and introduction of Euro. Concept of Optimum Currency Areas.

International capital markets.

## **5. Introduction to Foreign Exchange Management:**

Management of foreign exchange with special reference of India. India's forex scenario. BOP crisis of 1990, LERMS, convertibility. Finance function: Financial institutions in international trade.

Non resident accounts: Repatriable and non repatriable, significance for the economy and bank.

## **6. Methods of IN Trade settlement:**

Open account, clean advances, documentary credit, and documentary collection.

Documentary credit (letter of credit): Types of LC – parties, mechanism with illustration.

Documents involved in international trade: Statutory documents, financial documents, transport documents, risk bearing documents. INCOTERMS: CIF, FOB, CIP.

Financing of imports by opening of letter of credit: Documents required, trade and exchange control formalities, sanction of LC limit.

## **7. Export finance:**

Financing export/ deemed export: Pre ship, and post shipment finance export methods, how to start export? ECGC and other formalities.

Uniform customs practices of docu credits – 2006, ICC Paris publication 500: Clauses 1 to 49 with case studies/illustration.

Uniform rules collection – 97 revision clauses 1 to 22 with case studies/illustration.

## **8. Introduction to exchange rate mechanism:**

Spot-forward rate, exchange arithmetic. Forward, swap futures and options.

Guarantees in IN Trade: Performance, bid bond etc.

### **Suggested Readings:**

1. International Economics by Paul Krugman.
2. International Economics by Bo Soderstain and John Reed.
3. International Economics by D Salvatore.

**Course Name: Advanced Google Adwords and Online Display Advertising**

**Course Code: 11020500**

**Course Objectives:**

1. To make students understand functions of search engine marketing, strategy, performance analysis and real-life execution.
2. To make them understand different types of display ads that advertisers can create and the steps required to make them in line with best practices.
3. To develop student's ability to formulate best strategies using best practices used under Google Ads.
4. To develop students' ability to set up a search engine marketing campaign along with a few nuances of the tool.

**Unit-I:**

Recapitulation of Google AdWords and PPC. Online Advertising - Introduction; Types of Online Advertising; Display Advertising - Banner Ads, Rich Media Ads, Pop - ups and Pop - Under Ads. Contextual Advertising - In text Ads, In image Ads, In Video Ads, In Page Ads. Companies providing Online advertising solution; Tracking and Measuring ROI of online advertisement.

**Unit-II:**

Types of Search campaigns; Dynamic search & product listing. Google Merchant Center. Creating 1st Search Campaign. Understanding location targeting - Different types of location targeting. Bidding strategy - CPC Understanding different types of bid strategy; Advanced level bid strategies, Flexible bid strategy. Understanding Ad extensions - Types of ad extensions. Creating ad groups - Creating Ads; Understanding Ad Metrics. Display and Destination URL - Write a compelling Ad copy. Examples of Ads.

**Unit-III:**

Creating Display Campaigns: Types, All features; Mobile App; Remarketing; Engagement. Differentiate between in Search and Display Campaign settings; Campaign level settings; Understanding CPM bid strategy. Ad-scheduling & Ad-delivery; Understanding ads placement

- Using Display banner tool and finding relevant websites for ads placement.

**Unit- IV:**

Optimizing Search & Display Campaign. Optimization at the time of campaign creation; Optimizing campaign via ad groups. Importance of CTR and Quality Score in optimization; Ways to Increase CTR, Improve Quality Score. Evaluating Campaign stats - Optimizing with

conversion report; Optimizing with keywords. Analyzing competitor's performance. Detecting fraud clicks. Remarketing – Overview; Setting up remarketing campaign.

**Lab Work:**

- 1 Run an Ad Words Search Campaign.
- 2 Create, execute, and monitor a search engine marketing campaign on the Ad Words platform for either Institute or your own business. Student will test, monitor, and optimize the results for the best possible ROI due to live campaign.
- 3 Run a Display, Mobile, or Video Campaign:
- 4 Evaluate the results of a display advertising campaign and create a presentation of the results similar to what you'd provide to your client and prepare summary which will include the targeting strategy, creative used, the results of the campaign, along with recommendations on how to improve the campaign.
- 5 Allocate given funds to various online advertising platforms and justify the allocation.

**Suggested Readings and Learning Materials:**

- 1 Rabazinsky Cory, Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising.
- 2 Jacobson Howie, Google AdWords for Dummies.
- 3 Fox Vanessa, Marketing In The Age Of Google.
- 4 Geddes Brad, Advanced Google AdWords.
- 6 Marshall Perry, Mike Rhodes. Bryan Todd; Ultimate Guide to Google AdWords.
- 7 Jason McDonald Ph.D.; Google Ads (AdWords) Workbook.
- 8 Gray Noah; Mastering Google AdWords: Step-by-Step
- 9 Instructions for Advertising Your Business (Including Google Analytics).
- 10 Sulerud Kyle; Essential AdWords: The Quick and Dirty
- 1 1 Guide (Including Tricks Google WON'T Tell you. Zabarar John; Advanced Google AdWords Strategy: The Comprehensive & Data-Driven Practical Guide on Managing & Optimizing AdWords Accounts Profitably.

**Course Name: Data Analysis & Visualization**  
**Course Code: 11020600**

**Course Objectives:** The purpose of this course is to:

1. Convey to students the importance of data analysis and visualization in all functions and domains of management.
2. Familiarize them with the steps to organize, present, analyze and visualize data.
3. Develop student's ability to use advanced functions of MS Excel for informing Financial Decisions.
4. Demonstrate to them how to slice and dice data and conduct related analyses with Pivot tables
5. Introduce students to specialized Data Visualization software.

**Unit- I:**

Review of MS Excel content learnt in Computer Applications in Management in first semester

– recapitulation of Excel Functions and Formulae. LookUp functions; Index Function; MatchFunction; Text Functions; Date functions.

**Unit-II:**

Data Analysis in Excel using classic tools: pivot tables, pivot charts, and slicers. Pivot Tables and Charts- Creating a pivot table; Displaying with a pivot chart; Slicing and dicing of data and related analyses with Pivot tables, Using One-way and Two-way Data Tables to analyse data. Sensitivity Analysis; Goal Seek; Scenario Manager. Saving pivot tables and charts to webpages.

**Unit-III:**

Excel Add-Ins. Excel's Data Analysis Toolpak - Summarizing Data with Histograms and frequency distributions. Descriptive Statistics; Using Correlations to summarize Relationships. Predictive Analysis with Excel - Implementing multiple regression analyses in Excel; Forecasting with Moving Averages; Time Series Analysis.

**Unit IV:**

Data Visualization tools in Excel – Line Graphs, Bar Graphs, Pie Charts, Heat Maps etc. Creating an Interactive Excel Dashboard. Introduction to Tableau.

Understanding how Tableau works – Dimensions and Measures, Continuous and Discrete Pills in Tableau; Axis vs Label; Colour and Maps – Gradient vs Colour Palette, Symbol map vs. Filled map. Date types.

Filtering – on a discrete pill and on a continuous measure pill. Aggregation in Tableau; Granularity in Tableau. Creation of Calculated Fields in Tableau – Calculating rates and ratios. Using the right Data Visualization tool in a given situation. Integration of Tools. Creating a data story – elements of a data story, steps for creation. Some best practices.

**Project:** Students will be internally assessed based on a data project they conduct starting from raw data to creation and presentation of meaningful visualizations and analyses.

**Lab Work:**

1. Visualization of Numerical Data- use appropriate charts, graphs and tables to create visualizations that convey relationship between data items.
2. Visualization of Non-Numerical Data- use appropriate charts, graphs and tables to create visualizations that convey relationship between data items.
3. Excel Dashboard – Design and Create an Interactive Excel Dashboard from a given data set.
4. Tableau Dashboard – Design and Create a Dashboard from a given data set using Tableau and its Aggregation, Granularity and Calculated Fields functionalities.

**Required Software:**

The data analytic and visualization tools required in this course are Excel and Tableau.

**Suggested Readings and learning Materials:**

1. Ryan Sleeper, Practical Tableau: 100 Tips, Tutorials, and Strategies from a Tableau Zen Master.
2. Ben Jones, Communicating Data with Tableau: Designing, Developing, and Delivering Data Visualizations.
3. Sosulski, K.; Data Visualization Made Simple: Insights into Becoming Visual. New York: Routledge.
4. Winston, W. L., Microsoft Excel - Data Analysis and Business Modeling, PHI Publications
5. Lalwani, L., Excel 2019 All-in-One Paperback; BPB Publishers
6. Walkenbach, John, Excel 2016 Bible, Wiley Publications
7. <https://www.excel-easy.com/>

## **Course Name: Ability and Skill Enhancement VI**

**Course Code: 11004000**

### **Objectives**

- This three year syllabus is a journey that aims to explore the dynamics and techniques of effective interpersonal communication.

### **Course Outline – Final Assessment – Report/Presentation**

#### **Unit I: Verbal Reasoning & English Aptitude**

Logical Sequence of Words, Verbal Analogy, Classification, Blood Relation Test, Syllogism, Reading Comprehension

#### **Unit II: Winning Attitude**

Attitude is the most important thing for success, how to develop a winning attitude, what is it, when we need it, what is mindset, how to have a winning and positive mindset, how to win in difficult situations, Positive thinking, passion, dedication, confidence, well preparation, focus, hard work, planning, never give up, etc - some traits that help in developing winning attitude.

#### **Unit III: Understanding the News**

Reading Current News, Comparing & Analysing the news, Write an editorial, News Vocabulary, Presentation on any major news (political/social/sports/economics).

#### **Unit IV: Be a Journalist**

Chat Show, Panel Discussion, Parliamentary debate, News Inspired Theatrical Performance.

#### **Unit V: Report**

Preparing a report on major National/International News – Insights/ review of major news papers and news channels.

**Note:** The review of syllabus happens on periodic basis for the benefit of the students and in case there are changes in curriculum due to review students would be intimated in writing.

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