

SCHOOL OF COMMERCE AND MANAGEMENT
PROGRAMME: BACHELOR OF COMMERCE
PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER IV
COURSE: INTERNATIONAL BUSINESS

CODE : 01ABBAR17411

CREDITS : 04

Unit I

Introduction to International Business: Globalization and its growing importance in world economy, impact of globalization, International business contrasted with domestic business complexities of international business ; Internationalization Stages. and Orientations.Modes of entry into international business.

Unit II

International Business Environment:National and foreign environments and their componentsn. Economic, cultural and political -legal Environments; Global trading environment. recent trends in world trade in goods and services. Trends in India's foreign trade

Unit III:

Theories of International Trade- Commercial Policy Instruments tariff and non-tariff measures;Balance of payment account and its components.WTO–Its objectives, principles, organizational structure and functioning;WTO and Developing Countries; An overview of other organizations

Unit IV

Organizational structure for international business operations, Contemporary Issues in International Business: Environmental and Labour issues; Outsourcing and its potentials for India; Strategic alliances, mergers and Acquisitions; Role of IT in international business

Unit V

Foreign Trade promotion measures and organizations in India, Special economic zones (SEZs) and 100% export oriented units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad.

SCHOOL OF COMMERCE & MANAGEMENT

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER: IV

COURSE TITLE: BUSINESS LAW

COURSE CODE : 01ABBAR17412

CREDITS : 04

Unit I

Introduction to business law- Introduction, Nature of Law. Meaning and Definition of Business Laws, Scope and Sources of Business Laws.

Unit II

Indian Contract Act 1872- Definition of Contract. Essentials of a valid contract, classification of contracts, remedies for breach of contract. Indian Sale of Goods Act, 1930: Definition of contract of sale, Essentials of contract of sale, conditions and warranties, Rights and duties of buyer, rights of an unpaid seller.

Unit – III

The Competition Act, 2002- Objectives of Competition Act, Features of Competition Act, CAT. Offences and penalties under the Act, Competition Commission of India. Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect, deficiency, unfair trade practices and services. Consumer forums

Unit IV

Indian Patent Rights and FEMA.1999 Meaning of IPR, invention and non-invention, procedure to get patent, restoration and surrender of lapsed patent, infringement of patent. FEMA 1999: Objects of FEMA, salient features of FEMA, definition of important terms: authorized person, currency, foreign currency, foreign exchange, foreign securities. Offences and Penalties

Unit V

Environment Protection Act,1986- Objects of the Act, definitions of important terms: environment, environment pollutant, environment pollution, hazardous substance and occupier. Types of pollution, Rules and powers of central government to protect environment in India, Global warming &EMS.

ERCE & MANAGEMENT

PROGRAMME: BACHELOR INCOMMERCE

SEMESTER: IV

COURSE TITLE: FINANCIAL MANGEMENT

COURSE CODE:01ABBAB17413

CREDITS: 04

Unit -1

Financial Management: An Overview-Introduction-meaning and definition of Business Finance- Financial Management, Goals of Financial Management (Profit Maximization and Wealth Maximization), Aims of financial management.Modern approaches to Financial Management – (Investment Decision, Financing Decision and Dividend Policy Decisions),Interface of financial management with other functional areas. Organisation structure of finance Department-Role of finance manager- Functions of finance manager. Financial forecasting - Financial planning- Principles and Steps in Financial Planning-factor influencing the sound financial plan.

Unit 2:

TIME VALUE OF MONEY- Time value of money: Introduction – Meaning and Definition -Need, Process of compounding, Process of discounting. Future value of Single cash flow and annuity. Present value of a single cash flow and annuity-doubling period.

Unit 3:

FINANCING DECISION: Capital structure: Introduction – Meaning of Capital Structure – Factors influencing Capital Structure.Optimum Capital Structure – Computation & Analysis of EBIT, EBT, EPS. Trading on equity and its types(Leverages Simple Problems). Cost of Capital: Concept and measurement of cost of capital, measurement of specific costs, WACC,

Unit 4:

CAPITAL BUDGETING & DIVIDEND DECISION Capital budgeting: Introduction – Meaning and Definition – Features –Significance Process of evaluating the project on the basis of Traditional Techniques and Modern Techniques. Techniques: Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and profitability index (Simple Problems). Dividend Decision: Introduction –Meaning and Definition – Determinants of Dividend Policy – Types of Dividends – Bonus share.

Unit 5:

WORKING CAPITAL MANAGEMENT

Introduction – Concept of Working Capital – Significance of Adequate Working Capital – Evils of Excess or Inadequate Working Capital – Determinants of Working Capital – Sources of Working Capital. Cash management: The Cash Budget, Techniques of cash management. Receivables management: Objectives, Factors affecting policies for managing accounts receivables. Inventory Management: Objectives, Inventory Management techniques (Theory only).

GARDEN CITY UNIVERSITY

SCHOOL OF COMPUTATIONAL SCIENCES & IT

BBA

SEMESTER

COURSE: E-Commerce

CODE:

CREDITS: 02

Name of the Instructor: Madhavi Giridhar.D

Unit – I

Introduction to E Commerce- A Brief History Definition of Electronic Commerce, E-Commerce technology and prospects, incentives for engaging in electronic commerce, organizing Themes, Needs of E-Commerce, advantages, Disadvantages, framework. Impact of E-commerce on business

UNIT -2

E-commerce business models and conceptsE-commerce Business Models Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E- commerce areas, How the Internet and the web change business: strategy, structure and process. Network Infrastructure for E- Commerce

UNIT – 3

Building an ecommerce web site, Security and payment. Building an E-commerce Web Site: A systematic Approach, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system.

UNIT– 4

E-commerce Marketing concepts, Online retailing and services Consumer online: The Internet Audience and Consumer Behavior, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies, The Retail sector, Analyzing the viability of online firms, E-commerce in action: E-tailing Business Models, Common Themes in online retailing, The service sector: offline and online, Online financial services, Online Travel Services, Online career services

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Department-Role of finance manager- Functions of finance manager Financial forecasting - Financial planning- Principles and Steps in Financial Planning-factor influencing the sound financial plan.

Unit 2:

Time Value of Money Time value of money: Introduction – Meaning and Definition -Need, Process of compounding, Process of discounting. Future value of Single cash flow and annuity. Present value of a single cash flow and annuity-doubling period.

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Unit 5:

Working Capital Management Introduction – Concept of Working Capital – Significance of Adequate Working Capital – Evils of Excess or Inadequate Working Capital – Determinants of Working Capital – Sources of Working Capital. Cash management: The Cash Budget, Techniques of cash management. Receivables management: Objectives, Factors affecting policies for managing accounts receivables. Inventory Management: Objectives, Inventory Management techniques (Theory only).

SCHOOL OF COMMERCE & MANAGEMENT

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER: IV

COURSE TITLE: COST & MANAGEMENT ACCOUNTING

COURSE CODE : 01ABBAR17414

CREDITS : 04

Unit I:

Cost Accounting- Introduction Nature and scope of cost, cost accounting and Management accounting. Cost accounting vs Management accounting advantages and limitations. Elements of cost, preparation of cost sheets, Tenders & Quotation.

Unit II:

Material, Labour and Overhead. Meaning, Types, Material Control, techniques of Inventory Control. Setting of Stock Level, (K, L, A, Ap), Methods of pricing Material (theory). Labour-

meaning, types, timekeeping, time booking, idle time, overtime, Methods of labour remuneration(theory) Overhead meaning, classifications of overheads, Procedure for accounting and control of overheads. Apportionment of overheads (theory), Methods & Techniques of costing (theory)

Unit III:

Financial statement analysis, Meaning, Advantages, limitations. Different types of financial statements, preparation of financial statements. Comparative, common size balance sheets (including problems)

Unit IV:

Ratio Analysis: Meaning definition of ratio analysis, Classification of Ratios-Advantages and limitations of Ratio analysis, Computation and interpretation of different accounting Ratios, Du-point Analysis.

Unit V:

Management reporting: Meaning of Management Reporting, Principles and Requisites of a Good Reporting System –Kinds of Reports. Drafting of Reports under different Situations

SCHOOL OF COMMERCE AND MANAGEMENT
DOCTORATE OF PHILOSOPHY (Ph.D) IN MANAGEMENT

SEMESTER: I

COURSE TITLE: INTRODUCTION TO ISLAMIC BANKING AND FINANCE

COURSE CODE:

CREDITS: 04

Unit I:

Financial Institutions & Intermediaries Understanding the financial assets and their classification, Financial institutions and intermediaries, their classification. Unorganized markets, Organized markets

Unit II:

Financial Market, Capital market, Money market, Foreign Exchange market

Unit III:

Financial Instruments Primary securities, Secondary securities, Mutual fund, Other financial instruments

Unit IV:

Trending topics in financial markets, Bitcoins, Interest free banking, Peer to peer lending, Other instruments