

ಬೆಂಗಳೂರು
ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



BENGALURU
CITY UNIVERSITY

Office of the Registrar, Central College Campus, Dr. B.R. Ambedkar Veedhi, Bengaluru – 560 001.
PhNo.080-22131385, E-mail: registrar@bcu.ac.in

No.BCU/BoS/Commerce (UG)/2023-24

Date:04.12.2023.

NOTIFICATION

Sub: V & VI Semester BA Marketing Syllabus of Bengaluru City University-reg.

Ref: 1. University Notification No. BCU/BoS/Commerce (UG)/216/2022-23
dated: 21.09.2022.

2. University Notification No.BCU/BoS/Commerce (UG)/312/2022-23
dated: 23.11.2022.

3. University Notification No.BCU/BoS/Commerce (UG)/08/2023-24
dated: 25.04.2023.

4. Recommendations of the BoS Chairperson in Commerce (UG)

5. Approval of the Vice-Chancellor dated:4.12.2023.

In pursuance to the recommendations of the Chairperson BoS in Commerce (UG) and approval of the Vice-Chancellor cited at reference (4 & 5) above, the V & VI Semesters BA Marketing Syllabus of Bengaluru City University effective from the academic year 2023-24, is hereby notified for information of the concerned.

The copy of the Syllabus is notified in the University Website: www.bcu.ac.in for information of the concerned.

REGISTRAR

To:

1. The Registrar (Evaluation), Bengaluru City University, Bengaluru.
2. The Principal, Indian Institute of Psychology and Research (IIPR), St. Anthony's Friary, #85, Hosur Road, Bengaluru-560095. contact@iipr.in

Copy to;

1. The Dean, Faculty of Commerce, BCU.
2. The Chairman & Members of BoS in Commerce (UG) , BCU.
3. The P.S. to Vice-Chancellor/Registrar/Registrar (Evaluation), BCU.
4. Office copy / Guard file / University Website: www.bcu.ac.in

Course Matrix for B.A. Psychology and Marketing

Semester	Discipline Specific Core (DSC), (Credits),(Hours- L+T+P)	Minor/ Open Elective(OE), (Credits),(Hours- L+T+P)	AEC (Credits),(Hours- L+T+P)	Skill Enhancement Courses (SEC)	Value added course	Total Credits
I	DSC-A1. Foundations of Psychology (4) (4+0+0) DSC-A 2. Psychology Practicals (2),(0+0+4) DSC-B 1. Marketing Management(3), (3+0+0) DSC-B 2. Digital Marketing (3), (3+0+0)	OE-1(3)	Lang 1-1 (3) (4+0+0) Lang 2-1(3), (4+0+0)	AECC 1 Env Studies (3) (1+0+2)	Health and Wellness(1), (1+0+1); Yoga (1) (0+0+2)	26
II	DSC-A3. Foundations of Behaviour (4) (4+0+0) DSC-A4. Psychology Practicals (2),(0+0+4) DSC-B3. Business Environment (3), (3+0+0) DSC-B4. Entrepreneurship Development (3), (3+0+0)	OE-2 (3)	Lang 1-2 (3) (4+0+0) L2-2(3), (4+0+0)	SEC 1 Digital Fluency (2) (1+0+2)	Sports/NCC/NSS(S&G) Cultural (2) (0+0+4)	25
Students exiting the programme after securing 46 credits will be awarded UG Certificate in the relevant Discipline provided they secure 4 credits in work based vocational courses during summer term or internship/Apprenticeship in addition to 6 credits from skill-based courses earned during first year.						
III	DSC-A5. Child Development (4) (4+0+0) DSC-A6. Psychology Practicals (2),(0+0+4) DSC-B5. Advertising and Sales Promotion (3), (3+0+0) DSC-B6. Consumer Behaviour (3), (3+0+0)	OE- 3 (3)	Lang 1-3 (3) (4+0+0) Lang 2-3 (3), (4+0+0)	SEC -2: Artificial Intelligence (AI) (2) (1+0+2)	Sports/NCC/NSS(S&G) Cultural (2) (0+0+4)	25
IV	DSC-A7. Developmental Psychology(4) (4+0+0) DSC-A8. Psychology Practicals (2),(0+0+4) DSC-B7. Rural Marketing (3), (3+0+0)	India and Indian Constitution (3)	Lang1-4 (3) (4+0+0) L2-4 (3),(4+0+0)	SEC- 3: Financial Edu. & Investment Awareness (2) (1+0+2)	Sports/NCC/NSS(S&G) Cultural (2) (0+0+4)	25


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	DSC-B8. Legal Aspects of Marketing (3), (3+0+0)				
Students exiting the programme after securing 92 credits will be awarded UG Diploma in Disciplines A and B provided they secure additional 4 credits in skill based vocational courses offered during first- or second-year summer term.					
V	DSC-A9. Social Psychology (4) (4+0+0) DSC-A10. Social Psychology Practicals (2) (0+0+4) DSC-A11. Health Psychology(4),(4+0+0) DSC-A12. Health Psychology Practicals (2),(0+0+4)	DSC-B9. Retail Management (4), (4+0+0) DSC-B10. Services Marketing (4), (4+0+0) DSC-B11. Fundamentals of Supply chain Management (4), (4+0+0)		SEC 4 Employability Skills(3) (2+0+2) / Cyber Security(3) (2+0+2)	27
VI	DSC-A13. Abnormal Psychology (4) (4+0+0) DSC-A14. Abnormal Psychology Practicals (2) (0+0+4) DSC-A15. Human Resource Management(4),(4+0+0) DSC-A16. Human Resource Management practicals (2),(0+0+4)	DSC-B12. Logistic Management (4), (4+0+0) DSC-B13. Business Law (4), (4+0+0) DSC-B14. International Marketing (4), (4+0+0)		Internship (2)	26
Students exiting the programme after 3-years will be awarded UG Degree in Disciplines A and B as double majors upon securing 136 credits and satisfying the minimum credit requirements under each category of courses prescribed.					

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Name of The Program : BA Marketing Course Code : BA MK 5.1 Name of the Course : Retail Management		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	60 Hours
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: On successful completion of the course, the students will demonstrate a) An understanding of the types and forms of Retail Business b) Ability to examine Consumer Behaviour in various environment c) Ability to analyse various Retail Operations and evaluate them. d) Ability to analyse various marketing mix elements in retail operations. e) An understanding of Information Technology in retail Business		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO RETAIL BUSINESS		15
Definition - Functions of retailing - types of retailing - forms of retail business ownership. Wheel of Retailing - Retail life cycle. Retail business in India. Influencing factors - Present Indian Retail Scenario.		
Module No. 2: RETAIL OPERATIONS		15
Factors influencing location of Store - Market Area Analysis - Trade Area Analysis - Rating Plan Method - Site Evaluation . Retail Operations: Stores layout and visual merchandising, Stores designing, Space Planning, Inventory Management, Merchandise Management, Category Management.		
Module No. 3: RETAIL MARKETING MIX		15
Introduction - Product: Decisions related to selection of goods - Decisions related to delivery of service. Pricing : Influencing factors - approaches to pricing - price sensitivity - Value pricing - markdown pricing. Place : Supply channel - SCM principles - Retail logistics - replenishment system. Promotion: Setting objectives - Promotional Mix.		
Module No. 4: INFORMATION TECHNOLOGY IN RETAILING		15
Non store retailing (e-retailing) - The impact of Information Technology on retailing - Integrated systems and networking - EDI, Bar coding, Electronic article surveillance, Electronic shelf labels (concept only), customer database management system.		
Skill Development Activities:		
<ol style="list-style-type: none"> 1. Draw a retail life cycle chart and list the stages. 2. Draw a chart showing a retail store manager 3. List out the major functions of a store manager 4. list out the current trends in e-retailing 5. List out the Factors Influencing in the location of a New Retail Outlet. 		
Text Books:		
<ol style="list-style-type: none"> 1. Suja Nair, Retail Management , HPH 2. Kartic - Retail Management , HPH 3. Barry Bermans and Joel Evans, "Retail Management - A strategic approach", 8th edition, PHI Ltd. 4. H.R.Appannaiah and Ramanath H.R -Retail management-HPH 		

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Name of The Program : BA Marketing		
Course Code : BA MK 5.2		
Name of the Course : Services Marketing		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	60 Hours
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: On successful completion of the course, the students will demonstrate		
a) An understanding of the types and forms of Services Marketing		
b) Ability to analyse various tourism marketing mix		
c) Ability to analyse consumer behaviour in services.		
d) Ability to analyse banking and insurance services.		
e) An understanding of financial services in marketing		
Syllabus:		Hours
Module No. 1: Introduction ,Planning and managing Service Delivery		15
Understanding Services Phenomenon: Growth of services sector; Role of services in Economy; The concept of services; Marketing Mix in Services Marketing ; Knowledge of Customer : Customer Involvement in Service processes ; Customer behaviour in service settings ; Targeting Customers, Managing Relationships and Building Loyalty.		
Creating Delivery system in Place, Cyberspace and time ; Enhancing value by improving quality and productivity ; Balancing Demand & Capacity ; Managing customers reservations & waiting lists.		
Module No. 2: Tourism and Travel Services		15
Introduction to Tourism Marketing : Concept and nature of Tourism ; Significance and Impact of tourism ; Evolution of Tourism ; Tourism market segmentation ; Tourism Marketing Mix . Introduction to Hotel Industry: Hotels ; Evolution of Hotel Industry ; Development of Hotels; Facilities ; The guest cycle ; Grades of hotels ; marketing Mix of hospitality industry .Introduction to Travel Services: i) Role of Travel Agencies & Travel Organization, ii) tour Operations, iii) Airline service marketing, iv) Road & Rail services, v)Travel by Sea.		
Module No. 3: Marketing of Banking & Insurance Services		15
Marketing Insurance Services : i)Life insurance - Whole life, Term Insurance, Endowment insurance , Building Insurance, Survivorship Insurances. ii) General Insurance - Marine Insurance, Fire Insurance, Building Insurance, Motor Insurances. iii) Miscellaneous Insurance - Personal accident, Burglary & theft, Workmen's compensation, Fidelity guarantee, Mediclaim, Policy for jewellery, Videsh yatra policy.		
Marketing of Banking Service: A brief insight into Indian banking scenario; Issues in banking; Bank Marketing, Market research in Indian banks, Areas of future growth in Banking, e-banking		
Module No. 4: Marketing of Financial Services		15
Housing & Financial Intermediaries, Operational capital formation; Housing finance ; issues, supply constraints, policy perspectives;links and private sector initiatives (Indian context). Mutual Funds Marketing : Introduction;concept;scope of MF; Market evolution ; Impact of growth on the economy; types of mutual fund services, elements of MF marketing , product design pricing, promotion and distribution of products, customer service; marketing & market research , strategic marketing plan.		
Skill Development Activities:		
1. prepare a chart on conditions to be compiled for Star Hotel Status.		
2. procedures of railway ticket booking with specimen of reservations/cancellation slip.		
3. Procedure for Air ticket booking both domestic and International.		
4. procure any two insurance policies(xerox) and paste them in the record.		

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Reference Books:

1. Services Management , Amandeep Kaur & Punam Agarwal - Kalyani Publishers
2. Services Management , Vasanti Venugopal & Raghu V.N - HPH
3. Services Marketing ,Vasanti Venugopal & Raghu VN , HPH
4. Services Management , Bansal Geeta & Amandeep Kaur, paperback
5. Services Marketing ,NAR Gundkar , paperback

Name of The Program : BA Marketing Course Code : BA MK 5.3 Name of the Course : Fundamentals of Supply Chain Management		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	60 Hours
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: On successful completion of the course, the students will demonstrate a) Understand the fundamentals of Logistics and Supply Chain Management b) Comprehend the relationship between competitive strategies and supply chain strategies c) Analyse the latest trends and challenges in the field of Logistics and Supply chain management d) Understand the best practices in SCM		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO SUPPLY CHAIN MANAGEMENT		15
Concept of Supply Chain and Supply Chain Management, Importance of SCM, Focus areas in Supply Chain Management, Functions of SCM, Decision phases in Supply chain Management, Process view of Supply Chain - Cycle view and push-pull view, Drivers of SCM, Enablers in Supply Chain Management, Concepts of Integrated supply chains, Autonomous Supply Chain. Supply chain model and Value chain model; Supply Chain trends and challenges in India		
Module No. 2: INTRODUCTION TO LOGISTICS MANAGEMENT		15
Meaning of logistics and Logistics Management, Logistics management and Supply Chain management, Elements of Logistic Management, Types of Logistics; Seven R's of Logistics; Key Players in Logistics; Benefits of Logistics; Role of Logistics in Supply Chain; Role of Government in Logistics.		
Module No. 3: DEMAND MANAGEMENT IN SUPPLY CHAIN		10
Concept of demand in SCM, Types of demand, Role of demand forecasting in supply chain, Forecasting methods, Basic approach to Demand Forecasting; Collaborative planning, forecasting and replenishment (CPFR), Aggregate Planning in a Supply Chain, CODP(Customer order decoupling point) – Concepts only		
Module No. 4: OPERATIONS AND STRATEGIC FIT IN SUPPLY CHAIN MANAGEMENT		20
Role of production in Business; Concepts of Mass production, Lean manufacturing, Agile manufacturing, Quick Response manufacturing; Differences between Mass production and Lean production; Key concepts in Lean manufacturing , Basic elements of Lean manufacturing, Benefits of Lean manufacturing (case study Toyota Production System) Lean manufacturing and Supply chain management. Competitive Strategies and Supply chain Strategies- Strategic Fit between competitive strategy and supply chain strategy, Steps in achieving strategic fit, Obstacles to achieving Strategic Fit.		
Skill Development Activities: <ol style="list-style-type: none"> 1. Draw a flow chart showing the basic supply chain and extended supply chain for a FMCG Company. 2. Draw a chart showing the Cycle view of the supply chain. 3. Discuss the case of the Dabba walas of Mumbai and their supply chain success story. 4. Study the Toyota Production system and highlight their special SCM practices. 5. Discuss the risks in the management of the supply chain. 		

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Text Books:

1. Sunil Chopra & Peter Meindl, Supply Chain Management-Strategy, Planning and Operation, PHI
2. R.B. Handfield and E.L. Nichols, Jr. Introduction to Supply Chain Management. Prentice Hall, 1999.
3. Dr.R.P. Mohanty & Dr.S.G. Deshmukh, Essentials of Supply Chain Management, Jaico Publishing House
4. D.K. Agarwal, Supply Chain Management- Strategy, Cases and Best Practices, Cengage
5. David Simchi-Levi, Philip Kamiusky, Edith Simchi-Levi, Designing & Managing the Supply Chain, McGraw Hill.
6. Rahul V Altekar, Supply Chain Management-Concepts and Cases, PHI.
7. Sridhara Bhat, Supply Chain Management, HPH.
8. Milind M Oka, Supply Chain Management, Everest Publishing House.
9. Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill

Name of The Program : BA Marketing		
Course Code : BA MK 6.1		
Name of the Course :Logistics Management		
Course Credit	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	60 Hours
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: On successful completion of the course, the students will demonstrate		
1.Understand the role of logistics in Supply Chain Management		
2.Comprehend the various elements of logistics management		
3. Analyse the functionally and utility of inventory, warehousing, packaging and material handling		
4.Understand the various aspects of transportation management		
5.Role of the government in enhancing the logistics efficiency.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO LOGISTICS MANAGEMENT		15
Meaning, Importance and Types of Logistics, Players in Logistics; Logistics management Meaning, Elements of Logistics Management, Benefits of Logistics Management- Logistics Interface with other functional areas, sever R's of Logistics.		
Module No. 2: INVENTORY MANAGEMENT IN LOGISTICS AND SCM		10
Inventory functionality- Geographical specialization, Decoupling, Balancing demand and supply, buffer uncertainties; Types of inventory - Inventory expectations - Planning inventory (when and how much- EOQ)- Managing uncertainty - fill rate estimations, Inventory management policies - Methods of inventory control -Concepts of collaborative inventory replenishment, MRP, DRP, JIT, JIT II, Kanban.		
Module No. 3: TRANSPORTATION MANAGEMENT		15
Transport structure- Rail, Road, Water, Air and Pipeline, Inter-modal - (Performance characteristics and suitability of each mode); Suppliers of transport service- Single mode carriers, specialized carriers, Inter-modal transportation (TOFC, COFC), Containership, Non-operating intermediaries.		
Transport Operation Planning- Equipment scheduling, yard management, load planning, routing and advanced shipment notification, movement administration, consolidation, negotiation, control of transport management, audit and claim administration, logistics integration; Transport documentation: Delivery Order, Dock receipt, Bill of Lading, Freight Bill, Sea waybill (SWB/e-SWB), Airway Bill (AWB/e-AWB), shipping guarantee, packing note or list, consignment note - Shipping Manifest; Documentation process. Transport pricing methods- FOB, Delivery pricing, Promotional pricing, Menu pricing; Pricing issues		
Module No. 4: WAREHOUSING, PACKAGING AND MATERIAL HANDLING		20
Warehousing- Meaning, importance and benefits of warehousing, warehouse operations, Warehouse ownership arrangement- Private, public, contract, network development Warehouse decisions- Site section, Design, Product mix analysis, expansion, material handling, layout, sizing, WMS (concept only).		
Packaging: Meaning, importance and functions of Packaging; Types of packaging- Benefits of modular packaging, Packaging for material handling efficiency- product design, unitization and communication. Material handling: - Material handling systems- mechanized, semi-automated, automated and information directed (meaning and types of material handling under each system) Special handling consideration- E-fulfillment, environmental concerns, regulatory environment and returns processing		


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Skill Development Activities:

1. Discuss any three logistical activities and their merits and demerits.
2. Identify and list out the various Inventory control techniques used in Organisations.
3. List out some of the traditional and modern packaging materials used or goods
4. List out the various transport documents
5. Briefly analyse the features and suitability of Inter-modal transportation in LM

Text Books:

1. Donald J Bowersox, David J Closs, "Logistical Management – The integrated Supply Chain Process", McGraw-Hill Edition-2000
2. John J Coyle, Edward J Bardi and C John Langley Jr. "The management of Business Logistics- A supply Chain perspective", Thomson South- Western , 7th edition.
3. Vinod V Soghle, Logistics Management- The supply Chain Imperative, Pearson Education
4. Sunil Chopra & Peter Meindl, Supply Chain Management- Strategy, Planning and Operation, PHI
5. Dr. R.P. Mohanty & Dr. S.G. Deshmukh, Essentials of Supply Chain Management, Jaico Publishing House
6. D. K. Agarwal, Supply Chain Management - Strategy, Cases and Best Practices, Cengage
7. David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing & Managing the Supply Chain, McGraw Hill
8. Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill
9. Rahul V Altekar, Supply Chain Management – Concepts and Cases, PHI
10. Sridhara Bhat, Supply Chain Management, HPH
11. Milind M Oka, Supply Chain Management, Everest Publishing House

Name of The Program : BA Marketing
Course Code : BA MK 6.2
Name of the Course :Business Law

Course Credit	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	60 Hours
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: On successful completion of the course, the students will demonstrate		
1.Comprehend the laws relating to Contracts and its application in business activities.		
2.Comprehend the rules for Sale of Goods and rights and duties of a buyer and a Seller.		
3.Understand the importance of the Negotiable Instrument Act and its provisions relating to Cheque and other Negotiable Instruments.		
4. Understand the significance of Consumer Protection Act and its features		
5.Understand the need for Environment Protection.		
Syllabus:		Hours
Module No. 1: INDIAN CONTRACT ACT, 1872		15
Introduction – Definition of Contract, Essentials of Valid Contract, Offer and acceptance, consideration, contractual capacity, free consent. Classification of Contract, Discharge of contract, Breach of Contract and Remedies to Breach of Contract		
Module No. 2: THE SALE OF GOODS ACT, 1930		10
Introduction - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Transfer of ownership in goods including sale by a non-owner and exceptions. Performance of contract of sale - Unpaid seller, rights of an unpaid seller against the goods and against the buyer.		
Module No. 3: NEGOTIABLE INSTRUMENTS ACT 1881		15
Introduction – Meaning and Definition of Negotiable Instruments – Characteristics of Negotiable Instruments – Kinds of Negotiable Instruments – Promissory Note, Bills of Exchange and Cheques (Meaning, Characteristics and types) – Parties to Negotiable Instruments –Dishonour of Negotiable Instruments – Notice of dishonour – Noting and Protesting.		
MODULE NO. 4: CONSUMER PROTECTION ACT 1986 & ENVIRONMENT PROTECTION ACT 1986		20
Definitions of the terms – Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices, and Services, Rights of Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission and National Commission. Introduction - Objectives of the Act, Definitions of Important Terms – Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, Powers of Central Government to protect Environment in India.		
Skill Development Activities:		
Explain the case of "Carlill vs Carbolic Smoke Ball Company" case .		
Explain the case of "Mohori Bibee v/s Dharmodas Ghose".		
Briefly narrate any one case law relating to minor.		
List at least 5 items which can be categorized as 'hazardous substance' according to Environment Protection Act.		
List out any six cybercrimes		

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Cases: The relevant legal point, facts and the judicial decision relating to the following 10 case laws are to be specifically dealt with –


1. Balfour Vs Balfour
2. Carlill Vs Carbolic Smoke Ball Company
3. Felthouse Vs Bindley
4. Lalman Shukla Vs. Gauridutt
5. Durgaprasad Vs Baldeo
6. Chinnayya Vs Ramayya
7. Mohiribibi Vs. Dharmodas Ghosh
8. Ranganayakamma Vs Alvar Chetty 9. Hadley Vs Baxendale

Text Books:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Avtar Singh, Business Law, Eastern Book Company, Lucknow.
3. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
4. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi
5. Bhushan Kumar Goyal and Jain Kinneri, Business Laws, International Book House
6. Sushma Arora, Business Laws, Taxmann Publications.
7. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education, 6th Ed.
8. P C Tulsian and Bharat Tulsian, Business Law, McGraw Hill Education
9. Sharma, J.P. and Sunaina Kanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi
10. K. Rama Rao and Ravi S.P., Business Regulatory Framework., HPH N.D. Kapoor, Business Laws, Sultan Chand Publications
11. K. Aswathappa, Business Laws, HPH,
12. Information Technology Act/Rules 2000, Taxmann Publications Pvt. Ltd.
13. Chanda.P.R, Business Laws, Galgotia Publishing Company

Name of The Program : BA Marketing
Course Code : BA MK 6.3
Name of the Course :International Marketing

Course Credit	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hours	60 Hours
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.		
Course Outcomes: On successful completion of the course, the students will demonstrate		
1.Understand the concept of International Business.		
2. Differentiate the Internal and External International Business Environment.		
3.Understand the difference between MNC and TNC		
4.Understand the role of International Organisations in International Business.		
5.Understand International Operations Management		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO INTERNATIONAL Business		15
Introduction- Meaning and definition of international business, need and importance of international business, stages of internationalization, tariffs and non-tariff barriers to international business. Mode of entry into international business - exporting (direct and indirect), licensing and franchising, contract manufacturing, turnkey projects, management contracts, wholly owned manufacturing facility, Assembly operations, Joint Ventures, Third country location, Mergers and Acquisition, Strategic alliance, Counter Trade; Foreign investments.		
Module No. 2: INTERNATIONAL BUSINESS ENVIRONMENT		10
Overview, Internal and External environment - Economic environment, Political environment, Demographic environment, Social and Cultural environment, Technological and Natural environment.		
Module No. 3: GLOBALIZATION		15
Meaning, features, essential conditions favoring globalization, challenges to globalization, MNCs, TNCs - Meaning, features, merits and demerits; Technology transfer - meaning and issues in technology transfer.		
Module No. 4: ORGANIZATIONS SUPPORTING & INTERNATIONAL OPERATIONS MANAGEMENT		20
Meaning, Objectives and functions of - IMF, WTO, GATT, GATS, TRIM, TRIP; and Regional Integration- EU, NAFTA, SAARC, BRICS. Global Supply Chain Management- Global sourcing, Global manufacturing strategies, International Logistics, International HRM - Staffing policy and its determinants; Expatriation and Repatriation (Meaning only).		
Skill Development Activities:		
1.Prepare a chart showing the currencies of different countries.		
2. Analyse the SWOT analysis impact of external factors only on International Business		
3. Prepare a chart showing the modes of entry into global business.		
4. List any 10 Indian MNCs along with their products or services offered.		
5. Visit the website of the IMF, WTO, and SAARC and prepare an organization structure.		
Text Books:		
1. Rakesh Mohan Joshi. (2011). International Business, Oxford University Press, NewDelhi.		
2. Francis Cherunilam; International Business, Prentice Hall of India		
3. P. SubbaRao – International Business – HPH		
4. Sumati Varma. (2013). International Business (1st edi), Pearson.		
5. Charles Hill. (2011). International Business: Text & Cases, Tata McGraw Hill, NewDelhi.		
International Business by Daniel and Radebaugh –Pearson Education.		


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