

<b>Annexure No.</b>	<b>55 C</b>
<b>SCAA Dated</b>	<b>29.02.2008</b>

**BHARATHIAR UNIVERSITY : COIMBATORE – 641 046.**

**B.B.M.(International Business) - (BBM – IB)**

**(with effect from 2007-08 batch onwards for affiliated College Students)**

**1. Eligibility for Admission to the Course**

Candidate for admission to the first year of the BBM (International Business) degree course shall be required to have passed the higher secondary examination conducted by the Govt. of Tamil Nadu or other examinations accepted as equivalent there to by the Syndicate, subject to such other conditions as may be prescribed there for.

**2. Duration of the Course**

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

**3. Course of Study**

The course of study for the BBM (International Business) degree course shall consist of the following

**a) Part - I**

Tamil or any one of the following modern/classical languages i.e. Telugu, Kannada, Malayalam, Hindi, Sanskrit, French, German, Arabic & Urdu. It shall be offered for the first two semesters with one examination at the end of each semester.

**b) Part – II : English**

The subject shall be offered during the first two semesters with one examination at the end of each semester. During third semester the subject communication skills will be offered as one of the core subject.

**c) Foundation Course**

The Foundation course shall comprise of two stages as follows:

Foundation Course A : General Awareness (I & II semesters)

Foundation Course B : Environmental Studies (III & IV semesters)

The syllabus and scheme of examination for the foundation course A, General awareness shall be apportioned as follows.

From the printed material supplied by the University - 75%

Current affairs & who is who? - 25%

The current affairs cover current developments in all aspects of general knowledge which are not covered in the printed material on this subject issued by the University.

The Foundation course B shall comprise of only one paper which shall have Environmental Studies.

**d) Part – III**

**Group A :** Core subject – As prescribed in the scheme of examination.

Examination will be conducted in the core subjects at the end of every semester

**Group B:** allied subjects -2 subjects-4 papers

Examination shall be conducted in the allied subjects at the end of first four semesters.

**Group C:** application oriented subjects: 2 subjects – 4 papers

The application –oriented subjects shall be offered during the last two semesters of study viz., V and VI semesters. Examination shall be conducted in the subjects at the end of V & VI semesters.

**Group D:** field work/institutional training

Every student shall be required to undergo field work/institutional training, related to the application-oriented subject for a period of not less than 2 weeks, conveniently arranged during the course of 3<sup>rd</sup> year. The principal of the college and the head of the department shall issue a certificate to the effect that the student had satisfactorily undergone the field work/institutional training for the prescribed period.

**Diploma Programme:**

All the UG programmes shall offer compulsory diploma subjects and it shall be offered in four papers spread over each paper at the end of III, IV, V, & VI semesters.

**e) Co-Curricular activities: NSS/NCC/Physical education**

Every student shall participate compulsorily for period of not less than two years (4 semesters) in any one of the above programmes.

The above activities shall be conducted outside the regular working hours of the college. The principal shall furnish a certificate regarding the student's performance in the respective field and shall grade the student in the five point scale as follows

A-Exemplary

B-very good

C-good

D-fair

E-Satisfactory

This grading shall be incorporated in the mark sheet to be issued at the end of the appropriate semester (4<sup>th</sup> or 5<sup>th</sup> or 6<sup>th</sup> semester).

(Handicapped students who are unable to participate in any of the above activities shall be required to take a test in the theoretical aspects of any one of the above 3 field and be graded and certified accordingly).

**4. Requirement to appear for the examinations**

- a) a candidate will be permitted to appear for the university examinations for any semester if
  - i) He/she secures not less than 75% of attendance in the number of working days during the semester.
  - ii) He/she earns a progress certificate from the head of the institution, of having satisfactory completed the course of study prescribed in the subjects as required by these regulations, and
  - iii) His/her conduct has been satisfactory.

Provided that it shall be open to the syndicate, or any authority delegated with such powers by the syndicate, to grant exemption to a candidate who has failed to earn 75% of the attendance prescribed, for valid reasons, subject to usual conditions.

- b) A candidate who has secured less than 65% but 55% and above attendance in any semester has to compensate the shortage in attendance in the subsequent semester besides, earning the required percentage of attendance in that semester and appear for both semester papers together at the end of the latter semester.
- c) A candidate who has secured less than 55% of attendance in any semester will not be permitted to appear for the regular examinations and to continue the study in the subsequent semester. He/she has to rejoin the semester in which the attendance is less than 55%
- d) A candidate who has secured less than 65% of attendance in the final semester has to compensate his/her attendance shortage in a manner as decided by the concerned head of the department after rejoining the same course.

5. **Restrictions to appear for the examinations**

- a) Any candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the regular semester papers.
- b) “Candidates who fail in any of the papers in Part I, II & III of UG degree examinations shall complete the paper concerned within 5 years from the date of admission to the said course, and should they fail to do so, they shall take the examination in the texts/ revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts/syllabus they shall appear for the examination in that paper with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of that paper consequent to change of regulation and / or curriculum after 5 year period, the candidates shall have to take up an equivalent paper in the revised syllabus as suggested by the chairman and fulfill the requirements as per regulation/ curriculum for the award of the degree.

6. **Medium of Instruction and examinations**

The medium of instruction and examinations for the papers of Part I and II shall be the language concerned. For part III subjects other than modern languages, the medium of instruction shall be either Tamil or English and the medium of examinations is in English/Tamil irrespective of the medium of instructions. For modern languages, the medium of instruction and examination will be in the languages concerned.

7. **Submission of Record Note Books for practical examinations**

Candidates appearing for practical examinations should submit bonafide Record Note Books prescribed for practical examinations, otherwise the candidates will not be permitted to appear for the practical examinations. However, in genuine cases where the students, who could not submit the record note books, they may be permitted to appear for the practical examinations, provided the concerned Head of the department from the institution of the candidate certified that the candidate has performed the experiments prescribed for the course. For such candidates who do not submit Record Books, zero (0) marks will be awarded for record note books.

## 8. **Passing Minimum**

- a) A candidate who secures not less than 40% of the total marks in any subject including the Diploma and Foundation courses (theory or Practical ) in the University examination shall be declared to have passed the examination in the subject (theory or Practical ).
- b) A candidate who passes the examination in all the subjects of Part I, II and III (including the Diploma and Foundation courses) shall be declared to have passed, the whole examination.

## 9. **Improvement of Marks in the subjects already passed**

Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear once within a period of subsequent two semesters. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

## 10. **Classification of Successful candidates**

- a) A candidate who passes all the Part III examinations in the First attempt within a period of three years securing 75% and above in the aggregate of Part III marks shall be declared to have passed B.A/ B.Sc./B.Com./B.B.M. degree examination in **First Class with Distinctions**
- b)
  - (i) A candidate who passes all the examinations in Part I or Part II or Part III or Diploma securing not less than 60 per cent of total marks for concerned part shall be declared to have passed that part in **First Class**
  - (ii) A candidate who passed all the examinations in Part I or Part II or Part III or Diploma securing not less than 50 per cent but below 60 per cent of total marks for concerned part shall be declared to have passed that part in **Second Class**
  - (iii) All other successful candidates shall be declared to have passed the Part I or Part II or Part III or Diploma examination in **Third Class**

## 11. **Conferment of the Degree**

No candidate shall be eligible for conferment of the Degree unless he / she,

- i. has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by/affiliated to the University or has been exempted from in the manner prescribed and has passed the examinations as have been prescribed therefor.
- ii. Has satisfactory participates in either NSS or NCC or Physical Education as evidenced by a certificate issued by the Principal of the institution.
- iii. Has successfully completed the prescribed Field Work/ Institutional Training as evidenced by certificate issued by the Principal of the College.

## 12. **Ranking**

A candidate who qualifies for the UG degree course passing all the examinations in the first attempt, within the minimum period prescribed for the course of study from the date of admission to the course and secures I or II class shall be eligible for ranking and such ranking will be confined to 10 % of the total number of candidates qualified in that particular branch of study, subject to a maximum of 10 ranks.

The improved marks will not be taken into consideration for ranking.

13. **Additional Degree**

Any candidate who wishes to obtain an additional UG degree not involving any practical shall be permitted to do so and such candidate shall join a college in the III year of the course and he/she will be permitted to appear for part III alone by granting exemption from appearing Part I, Part II and common allied subjects (if any), already passed by the candidate. And a candidate desirous to obtain an additional UG degree involving practical shall be [permitted to do so and such candidate shall join a college in the II year of the course and he/she be permitted to appear for Part III alone by granting exemption from appearing for Part I, Part II and the common allied subjects. If any, already passed. Such candidates should obtain exemption from the university by paying a fee of Rs.500/-.

14. **Evening College**

The above regulations shall be applicable for candidates undergoing the respective courses in Evening Colleges also.

15. **Syllabus**

The syllabus for various subjects shall be clearly demarcated into five viable units in each paper/subject.

16. **Revision of Regulations and Curriculum**

The above Regulation and Scheme of Examinations will be in vogue without any change for a minimum period of three years from the date of approval of the Regulations. The University may revise /amend/ change the Regulations and Scheme of Examinations, if found necessary.

17. **Transitory Provision**

Candidates who have undergone the Course of Study prior to the Academic Year 2007-2008 will be permitted to take the Examinations under those Regulations for a period of four years i.e. up to and inclusive of the Examination of April 2012 thereafter they will be permitted to take the Examination only under the Regulations in force at that time.

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**B.B.M (International Business) –U.G Degree course  
for the students admitted during the academic year 2007-2008 & onwards  
SCHEME OF EXAMINATIONS**

Sem	Part	Title of the Paper	Hrs/ Week	Exam Dur.	Marks
I	I	Language paper I	6	3	100
I	II	English paper I	6	3	100
I	III	Core-1: Principles of Management	5	3	100
I	III	Core-2: Introduction to international business	5	3	100
I	III	Allied-1: Mathematics - I	6	3	100
I	III	Foundation course –A	2	-	-
II	I	Language paper II	6	3	100
II	II	English paper II	6	3	100
II	III	Core-3: Organizational behaviour	5	3	100
II	III	Core-4: Export Import Procedures	5	3	100
II	III	Allied-2: Mathematics –II	6	3	100
II	III	Foundation course A	2	3	100
III	III	Core-5: Executive and Exim communication			
III	III	Core-6: Production and Materials management	5	3	100
III	III	Core-7: International Marketing Management	6	3	100
III	III	Core-8: India's Foreign Trade.	6	3	100
III	III	Allied-3: Financial Accounting	6	3	100
III	III	Foundation Course-B	2	-	-
III	--	<b>Diploma in Retail Management – Subject 1</b>	3	3	100
IV	III	Core-9 PC Software (MS Office and Tally) ** PRACTICALS ONLY	3	3	100
IV	III	Core-10 Globalisation and Labor management	5	3	100
IV	III	Core-11 Functional English for Executives ***	5	3	100
IV	III	Core-12 Entrepreneurship and Project Management	5	3	100
IV	III	Allied-4 Cost and Management Accounting	6	3	100
IV	III	Foundation Course –B	2	3	100
IV	--	<b>Diploma in Retail Management –Subject 2</b>	3	3	100
V	III	Core-13 International Financial Management	6	3	100
V	III	Core-14 Research Methods for Management	6	3	100
V	III	Core-15 Logistics and Supply Chain Management	6	3	100
V	III	AOS-1 Advertising and Sales Promotion	6	3	100
V	III	AOS-2 E-Commerce	6	3	100
V	--	<b>Diploma in Retail Management – Subject 3</b>	3	3	100
VI	III	Core-16 International Business Environment	5	3	100
VI	III	Core-17 Apparel Merchandising	5	3	100
VI	III	Core-18 Risk Management	5	3	100
VI	III	AOS-3 Project and Viva-voce	6	-	200
VI	--	<b>Diploma in Retail Management – Subject 4</b>	3	3	100
		<b>BBM (IB) 32 X 100</b>			<b>3200</b>
		<b>Diploma 4 X 100</b>			<b>400</b>
		<b>TOTAL</b>			<b>3600</b>

\*\* Both theory and practical classes will be conducted for PC-Software (MS-Office & Tally). Theory 2 hours per week and practical 3 hours per week. But the term-end examination will be conducted for PRACTICAL ONLY.

\*\*\* The 'Functional English for Executives' is an activity-based paper, which will measure and improve the communication skill of the students. The subject-teacher will conduct the instructional classes and activities as prescribed in the syllabus. The continuous internal assessment will be done (at least FIVE times in the semester) jointly by i) The subject Teacher ii) The H.O.D.-Management and iii) a senior staff from English Department suggested by the Principal. The University examination for this subject will be conducted by an external examiner appointed by the University, from the panel of experts.

### **Other Requirements**

- ✓ Institutional training for a period of one Month in various Industrial establishments is to be completed within the three years of the course followed by submission of report and the award as Good / Commended by the respective faculty.
- ✓ Personality development course for a period of two months in II & IV semesters are to be completed. The respective faculty can frame the syllabus. Evaluation is to be made for the performance of the students by awarding GOOD/COMMENDED by the respective faculty at the end of the respective semester.
- ✓ The students should go for at least ONE Industry Visit per annum and submit an observation report to the class teacher, after the visit.
- ✓ At least one guest lecture should be organized in every semester, inviting practicing managers / industrialists.

## **QUESTION PAPER PATTERN**

The pattern of the question papers for all the subjects shall be as follows  
(Core, allied & Application oriented)

### **I. Subjects with maximum of 75 marks**

**Section A:**

Objective type questions with no ochoice.  $10 \times 1 = 10$   
(10 questions - 2 each from every unit)

**Section B:**

Short answer questions of either/or type  $5 \times 5 = 25$   
(5 questions - 1 each from every unit)

**Section C:**

Essay-type questions – open choice  $4 \times 10 = 40$   
(4 questions to be answered out of 7 questions)

### **SCHEME FOR INTERNAL ASSESSMENT**

- |   |            |
|---|------------|
| 1. Internal tests conducted by the college<br>(Best Two out of Three Tests should be taken): 10 marks |            |
| 2. Assignment (Better one out of two)   | : 5 marks  |
| 3. Seminar / Class-presentation   | : 5 marks  |
| 4. Attendance   | : 5 marks  |
|   | -----      |
| Total   | : 25 marks |
|   | -----      |

### **I Semester-Part III/Core- 1**

Subject Title : **PRINCIPLES OF MANAGEMENT**

Course Number :

#### **Subject description**

This course focuses on imparting basic management concepts and managerial functions.

#### **Goals:**

To enable the student to learn the basic functions, principles and concepts of management.

#### **Objectives:**

On successful completion of the course the student should have

- understood management functions and principles
- learnt the scientific decision making process and problem solving
- learnt the modern trends in management process.

#### **UNIT-I**

Management: Meaning- Process of Managing- Features- Management as an Art or a Science- Profession – Scientific Management- Principles and functions of Management.

#### **UNIT-II**

Planning: Definition – Nature and Characteristics of Planning – Importance of Planning- Types of Plans – Planning Process- Limitations.

Organising: Meaning – Principles and Types of Organisation – Delegation of Authority and Decentralisation- Organisation Charts.

#### **UNIT-III**

Controlling: Definition – Characteristics of control steps in controlling- Effective control – Controlling techniques.

Co-ordination: Definition – features and benefits of co-ordination- Techniques of effective co-ordination.

#### **UNIT-IV**

Business: Meaning – Features – Types- Business – Profession – Business Combinations- Causes- Types- Trade Associations- Chamber of Commerce.

#### **UNIT-V**

Forms of Business Organisation: Sole Trader, Partnership, Joint Hindu Family Firm. Joint Stock Companies, Co-operative organizations – Public Utilities- Public Enterprises.

#### **REFERENCE BOOKS**

1. Principles of Management- Dinkar Pagare, Sultan Chand and sons, 2004.
2. Fundamentals of Business Organisation and Management- Y.K Bhushan, Sultan Chand and sons, 2004.
3. Management Functions and Behaviour – R. K Sure and T. N Chhabra.
4. Business Organisation – Vasudevan and Radhaswami

## **I Semester/ Part III/ Core- 2**

Subject Title : **INTRODUCTION TO INTERNATIONAL BUSINESS**

Course Number :

### **Subject description**

This course focuses on fundamentals of international business

#### **Goals:**

To enable the student to learn the influence of international business and the role of multinational companies in this LPG era.

#### **Objectives:**

On successful completion of the course the student should

- explain the factors influencing international business
- analyze the role of MNCs in international trade
- have a clear idea on impact of Globalization.

### **UNIT-I**

IB- an overview- Concept of IB- Factors influencing IB - Roles in economic development- Constraints in international trade- Types of IB

### **UNIT-II**

Growing relevance of Globalization- Why go international orientation?- Internationalization stages – Drives and restraints of globalization – International business decisions.

### **UNIT-III**

Definition and Meaning of Multinational Corporation, Organizational models- Dominance of MNC's- MNC and international trade – MNC's in India- Ranbaxy laboratories, TCS, Asian paints.

### **UNIT-IV**

Social issues in IB- Business Ethics – Social Responsibility to different sectors – Environmental issues- Labour issues.

### **UNIT-V**

Globalization of Indian business – Obstacles to globalization – Factors favoring globalization – Globalization strategies- Scope of marketing in Indian products abroad

### **REFERENCE BOOKS**

1. International business – Francis Cherunilam
2. International trade and business – Jwitesh Kumar Singh
3. Export Management – T.A.S. Balagopal.
4. International Business – U. Y. Uptakesh sharan.

## I Semester/ Part III/ Allied 1

**Subject Title** : MATHEMATICS I  
**Course Number** :

### Subject description

This course focuses on set theory, mathematics of finance and statistics

#### Goals:

To impart knowledge on using various statistical and mathematical techniques for the decision making process.

#### Objectives:

On successful completion of the course the student should

- have a fair knowledge on using of set theory and matrices
- able to use mathematics of finance.
- Able to apply appropriate statistical technique

### UNIT-I

Set and Set Operations – Venn Diagram – Elements of Co-ordinate systems- matrices- Fundamental ideas about Matrices-Operational rules- Matrix multiplication- Inversion of square matrices of not more than 3 order.

### UNIT-II

Mathematics of Finance- Simple and Compound interest - Annuities – Sinking Fund – Discount Present Values.

### UNIT-III

Meaning and Definition of Statistics – Scope and Limitations- Statistical Enquires- Scope of the problem –Methods to be Employed- Types of Enquiries- Presentation of data by Diagrammatic and Graphic method – Formation of frequency distribution.

### UNIT-IV

Measure of central tendency – Arithmetic Mean, Median and Mode- Geometrical and Harmonic Mean- Measures of Variation- Standard-Mean Quartile Deviation – Skewness and Kurtz Lorence Curve – Simple Correlation- Rank Correlation – Regression Lines.

### UNIT-V

Analysis of Time Series – Methods of measuring Trends- Seasonal Variations- Unweighted indices- Consumer Price and Cost of living indices

### REFERENCE BOOKS

1. Statistical Methods- S.P Gupta, Sultan Chand Publications.
2. Business Mathematics- Navaneetham. P. Jai Publishing.
3. Business Mathematics and Statistics- Navaneetham. P , Jai Publishing.

## II Semester/ Part III/ Core 3

**Subject Title** : **ORGANISATIONAL BEHAVIOUR**  
**Course Number** :

### **Subject description**

This course focuses on motivation, perception, job satisfaction, leadership and leadership.

#### **Goals:**

To understand and improve human behaviour at work.

#### **Objectives:**

On successful completion of the course the student should

- able to use motivation techniques
- understood the significance of job satisfaction
- become a successful leader.

### **UNIT-I**

Importance and Scope of Organizational Behaviour – Models of OB – Perception – Factors affecting Perception – Motivation Theories- Financial and Non-financial theories of Motivation - Transactional Analysis – Brain Storming

### **UNIT-II**

Job satisfaction – Meaning- Factors- Theories- Management of Job Satisfaction- Morale- Importance- Employee attitude and behaviour and their significance to employee productivity – Job Enrichment- Job Enlargement.

### **UNIT-III**

Hawthorne experiment- Importance- Group Dynamics – Cohesiveness- Co-operation – Competition – Conflict- Types of conflict- Sociometry- Group norms - role – Status supervision- Style –Training for supervision.

### **UNIT-IV**

Leadership-Types-Theories- Organizational climate- Organizational Development- Counseling and Guidance- Importance of counselor- Types of Counseling- Merits of counseling

### **UNIT-V**

Individual differences- Intelligence tests- Measurement of Intelligence- Personality tests- Nature types and uses.

### **TEXT BOOK:**

1. Organisational Behaviour- Shashi. K.Gupta and Rosy Joshi, Kalyani Publishers, 2003
2. Industrial Psychology- Ghosh P.K
3. Organisational Behaviour- Fred Luthans
4. Organisational Behaviour- L.M. Prasad.

## II Semester/ Part III/ Core 4

**Subject Title : EXPORT IMPORT PROCEDURES**

Course Number :

### **Subject description**

This course focuses on export import policy, procedures and important documents connected with international business.

### **Goals:**

To impart knowledge on procedures and policy matters pertaining to international trade.

### **Objectives:**

On successful completion of the course the student should

- have a clear idea on international business policy of India.
- able to observe the procedures associated in foreign trade. satisfaction
- understand the importance of important documents

### **UNIT-I**

Export and Import policy- Highlights- Offer and receipt of confirmed orders- Producing goods- Shipment- Banking Procedure.

### **UNIT –II**

Golden rules for successful exporting-Preliminary steps for starting export business- Registration of exporters- Obtaining license-Appointing overseas agents.

### **UNIT –III**

Financing exports-Preshipment and post shipment credit-Letter of credit-Types-Special care for negotiating documents under letter credit-ECGC-Exim bank foreign exchange rates.

### **UNIT –IV**

Preparation of various export documents- Document for declaration of goods under foreign exchange management act- documents for transportation of goods- documents for customs clearance- other documents- document under ADS.

### **UNIT –V**

Import license- import of capital goods under EPCG scheme- restricted and banned its for imports- canalization of imports and various canalization agents- customs procedure for imports- special facilities provided for FTZ-EPZ & SEZ.

### **REFERENCE BOOKS**

1. Hand Book of Export Procedure
2. Export Management- T.A.S. Balagopal
3. Export Management- Ashwathappa

**II Semester/ Part III/ Allied 2**

**Subject Title** : **MATHEMATICS - II**  
**Course Number** :

**Subject description**

This course devotes attention on using of quantitative research models like transportation, game theory CPM and PERT and their application.

**Goals:**

To improve the communication ability

**Objectives:**

On successful completion of the course the student should able

- to apply operation research techniques
- to construct CPM and PERT network
- to construct real time OR models.

**UNIT-I**

Introduction to Operation Research- Meaning- Scope- Models- Limitations. Linear programming- Formulation- Dual – Application in Management Decision (Graphic and Simplex methods only)

**UNIT-II**

Transportation- Assignment Problems - Applications

**UNIT-III**

Game theory – Queuing Theory (single channel only) Fundamentals- Simple problems only

**UNIT-IV**

CPM-Principles- Construction of Network for projects – Critical path- Crash programme.

PERT-Time Scale Analysis- Critical Path- Probability of Completion of Project- Advantages and limitations.

**UNIT-V**

Decision theory: Decision making under conditions of uncertainty maximal criterion, Maximin Criterion, Minimax Regret Criterion, Hurwicz Criterion, Laplace criterion

Decision making under conditions of Risk: Expected Value Criterion, Expected Opportunity Loss (LOS) Criterion, Expected Value of Perfect Information (EVPI)

# Theory and problems in the ratio of 20% and 80% respectively

**TEXT BOOK:**

1. Operations Research – Kapoor V.K. Sultan Chand & Sons,
2. Quantitative Techniques- C.R. Kothari.
3. Statistical Methods- Gupta. S.P
4. Operations Research and Quantitative Analysis- P.K. Gupta and D.S. Hira

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