Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Commerce in International Business

(B.Com. – IB)

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2026-2027

TYBCom - IB Semester V						
Course Type	Course	Course Code	Course Title	Credits		Hours / Week
				Theory	Practical	
Major Mandatory (10)	Major Mandatory 11	MJ-301-IB	Management of Agribusiness and Agri Exports	4	-	4
	Major Mandatory 12	MJ-302-IB	International Relations	4	-	4
	Major Mandatory 13	MJ-303-IB	Management Information System	4	-	4
Major Elective	Major Elective 1	ME-301-IB	Production & Operations Management			
		ME-301-IB	Industrial Marketing			
		ME-301-IB	Management of Financial Services	4	-	4
Minor	Minor 4	MN-301-IB	International Economics	2	-	2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC)	VSC-301-IB	Entrepreneurship Essentials	-	2	4
Field Projects (FP)/ Community Engagement and Service corresponding to the Major (CEP)	Project	FP-301-IB	Project based on Mandatory Major	-	2	4
			Total	18	4	

Semester V					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
5	**MJ-301-IB**	**Major Mandatory 11**	**Management of Agribusiness & Agri export**	**4**	**4**

Course Objectives	
1	To develop understanding of the concepts, structure, and functions of agribusiness management and its role in the agricultural economy.
2	To familiarize students with agricultural marketing systems, supply chain practices, and modern marketing techniques used in agribusiness.
3	To provide knowledge about agricultural finance, rural credit institutions, and government support systems for agricultural development.
4	To enhance students' understanding of international agricultural trade, export procedures, and emerging opportunities in global agribusiness markets.

Course Outcome	
CO1	To understand the concepts, structure, characteristics, and planning process involved in agribusiness management and the application of ICT in agriculture.
CO2	To analyze agricultural marketing systems, marketing functions, types of agricultural markets, and factors affecting effective agricultural marketing.
CO3	To identify the role of various financial institutions, rural credit systems, microfinance, and self-help groups in agricultural development
CO4	To understand global agricultural trade practices, export procedures, WTO agreements, and develop basic marketing plans for Agri exports.

Unit	**Title and Contents**	**No. of Lecture Hours**
1 **Introduction to Agribusiness Management**	1.1 Agribusiness Management – Meaning, scope and importance of agribusiness in India 1.2 Structure of agribusiness 1.3 Nature and characteristics of agribusiness 1.4 Challenges and opportunities in agribusiness 1.5 Sustainable agriculture practices 1.6 Contract farming, types of contract farming 1.7 ICT in agribusiness, application of ICT in agribusiness 1.8 Farm Planning: procedure of farm planning 1.9 Agripreneurship and start-ups in agriculture 1.10 Digital transformation in agriculture	**15**

2 Agri-Marketing and Distribution Systems	**Agri-Marketing and Distribution Systems:** 2.1 Meaning and scope, importance, characteristics of agricultural products 2.2 Distribution channels in agriculture 2.2.1 Direct channels 2.2.2 Indirect channels 2.3 Supply chain management 2.3.1 Stages of supply chain management 2.3.2 Challenges of supply chain management	**15**
3 Agricultural Finance and Credit Systems	3.1 Meaning, nature, scope and importance of agricultural finance. 3.2 Role of agricultural finance in agribusiness and agricultural exports. 3.3 Types of agricultural credit: Short-term, medium-term, and long-term. 3.4 Sources of agricultural credit: 3.4.1 Institutional sources of credit 3.4.2 Non-institutional: Moneylenders, traders, relatives 3.5 Role of NABARD in rural and agricultural finance 3.6 Government schemes and initiatives 3.7 Microfinance and self-help groups (SHGs) in rural credit. 3.8 Export finance for agricultural products 3.9 Issues and challenges in agricultural credit system 3.10 Role of digital finance and fintech in agricultural lending	**15**
4. Agri Export and International Trade	4.1 Introduction to Agri Export Management, Overview of Global Agricultural Trade 4.2 International Trade Policies and Regulations 4.3 WTO Agreement on Agriculture (AoA) 4.4 Export Documentation and Procedures 4.5 Terms of International Trade (Incoterms) 4.6 Export Finance and Payment Methods 4.7 Agri Export Zones (AEZs) in India 4.8 Role of APEDA in Agri Export Promotion 4.9 Marketing Plan for Agri Exports 4.10 Called Multiple Times, out of Service	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Indian Agriculture and Agribusiness Management	Dr Smita Diwase	KRISHI Resource Management Network, Pune	Pune
2	Agricultural Business Management	Prof. H. L. Nagaraja Muthy	Himalaya Publishing House	Mumbai

3	Agribusiness Management	Biswas &Giri Mishra	Himalaya Publishing House	Mumbai
4	Indian Economy Gaurav Datt&	Ashwani Mahajan	S.Chand and Company Limited	New Delhi

Other Learning Material E- Resource:

1. Post Harvest Operations and Processing of Fruits, Vegetables, Spices and Plantation Crop Products – NPTEL/SWAYAM
2. Indian Agricultural Development – SWAYAM
3. Agricultural Policy: Formulation, Components, Process, Implementation and Comparative Analysis – SWAYAM
4. Economic Viability of Indian Agriculture – SWAYAM

Semester V					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
5	**MJ-302-IB**	**Major Mandatory 12**	**International Relations**	**4**	**4**

Course Objectives	
1	To develop students' understanding of international relations and global trade environment.
2	To familiarize students with regional economic integration, WTO provisions, and international trade policies.
3	To enhance awareness about socio-cultural factors influencing international business and trade relations.
4	To develop analytical understanding of contemporary global trade issues and India's role in international business.

Course Outcome	
CO1	Students will be able to explain the concepts and dimensions of international relations and global trade.
CO2	Students will be able to analyze regional economic integration and international trade agreements.
CO3	Students will be able to understand the impact of socio-cultural and legal factors on international business practices.
CO4	Students will be able to evaluate current trends, challenges, and opportunities in global trade and India's international economic relations.

Unit	**Title and Contents**	**No. of Lecture Hours**
1. Overview of International Relations	1.1 Meaning, scope, objectives and principles of international relations 1.2 Economic relations: Meaning and importance of international economic relations, international trade and global business, 1.2.1 Foreign Direct Investment (FDI) 1.3 Legal Relations: Introduction to international law, 1.3.1Sources of international law: Treaties, customs, international conventions 1.3.2 Political relations: Bilateral and multilateral relations 1.3.3 Regional political groupings: SAARC, ASEAN, BRICS, European Union	**15**

2 Regional Economic Integration & Current Practices.	2.1 European Union (EU) & their current practices; Brexit its reasons and implications. 2.2 North Atlantic Free Trade Agreement (NAFTA) & their current Practices 2.3 South Asian Association for Regional Co-operation (SAARC) & their current Practices 2.4 SAARC Preferential Trading Arrangement (SAPTA) & their current Practices 2.5 Brazil, Russia, India, China, and South Africa (BRICS) 2.6 India's Role in Regional Economic Integration and Recent Global Trade Developments.	**15**
3 International Trade Governance and Legal Challenges	3.1 WTO provisions relating to preferential treatment of developing Countries 3.2 Implications of WTO pertaining to 3.2.1 General Agreement on Trade in Services (GATS) Trade Related Intellectual Property Rights (TRIPs) Trade Related Investment measures (TRIMs) commodity agreement. 3.2.5 India's foreign trade policy and recent trade reforms 3.2.6 International trade challenges and emerging business environment	**15**
4. Social and Trade Relations in Global Business	4.1 Social structure, diversity, and inclusive growth 4.2 Culture and workplace environment 4.3 Cultural sensitivity and global business adaptation 4.4 Trade policy instruments and government regulations 4.4.1 Tariffs and non-tariff barriers 4.4.2 Subsidies and export promotion measures 4.4.3 Quotas and trade restrictions 4.5 Dumping, fair-trade practices, and trade protection measures 4.6 Contemporary issues in geopolitical conflict	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	International Trade Law (WTO, GATT, GATS, TRIPS) and India	Dr. Jyoti Rattan & Anshula Rattan Atre	Bharat Law House	New Delhi, India
2	WTO and International Trade	M. B. Rao & Manjula Guru	Vikas Publishing House	New Delhi, India
3	Guide to the WTO and GATT: Economics, Law and Politics	Autar Krishen Koul	Springer Nature	Singapore
4	Fundamentals of International Business	Sumati Varma	Pearson India	Noida, India
5	Elements of International Business	S. N. Chary	Wiley India	New Delhi, India

Other Learning Material E- Resource:

1. https://www.coursera.org/learn/international-relations-theory
2. https://www.coursera.org/learn/global-diplomacy
3. https://learn.saylor.org/course/view.php?id=84
4. https://onlinecourses.nptel.ac.in/noc25_hs91/preview
5. https://onlinecourses.swayam2.ac.in/cec24_hs23/preview

Semester V					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
5	**MJ-303-IB**	**Major Mandatory 13**	**Management Information System**	**4**	**4**

Course Objectives	
1	To understand the concepts, components, and strategic role of Management Information Systems in organizations.
2	To examine the role of information systems in managerial decision making and business process integration.
3	To develop understanding of enterprise systems, business analytics, cloud computing, and digital business platforms..
4	To familiarize students with cybersecurity, data governance, ethical issues, and information security in global business.
5	To provide practical exposure to MIS applications used in modern domestic and international business organizations.

Course Outcome	
CO1	Explain the concepts, structure, and strategic importance of Management Information Systems in business organizations.
CO2	Analyze the role of MIS in managerial decision making, business intelligence, and organizational performance.
CO3	Evaluate enterprise systems, cloud technologies, analytics platforms, and digital transformation tools used in modern businesses.
CO4	Demonstrate awareness regarding cybersecurity, data ethics, digital risks, and information governance in global business operations.

Unit	**Title and Contents**	**No. of Lecture Hours**
1 Foundations of Management Information Systems	1.1 Meaning, nature, and scope of information systems 1.2 Data, information, knowledge, and business intelligence 1.3 Meaning and components of MIS 1.4 Role of MIS in functional areas of business 1.5 Strategic importance of MIS in global business 1.6 Digital transformation and business automation 1.7 Information systems for competitive advantage 1.8 Contemporary trends in MIS	**15 Hours**

2 Decision Support Systems and Business Analytics	2.1 Managerial decision-making process 2.2 Types of decisions 2.3 Decision support systems (DSS) 2.4 Group decision support systems (GDSS) 2.5 Executive information systems (EIS) 2.6 Business intelligence and data visualization 2.7 Fundamentals of business analytics 2.8 Dashboard reporting and KPI monitoring 2.9 MIS applications in international business decision making	**15 Hours**
3 Enterprise Systems and Emerging Technologies	3.1 Enterprise resource planning (ERP) 3.2 Customer relationship management (CRM) 3.3 Supply chain management systems (SCM) 3.4 Cloud computing in business 3.4.1SaaS 3.4.2 PaaS 3.4.3 IaaS 3.5 Internet of Things (IoT) and smart business applications 3.6 Artificial intelligence and automation in MIS 3.7 Blockchain applications in international business 3.8 E-Business and digital platforms 3.9 Case studies of enterprise systems used by global organizations	**15 Hours**
4. Cybersecurity, Information Ethics and MIS Applications	4.1 Information Security Concepts 4.2 Types of Cyber Threats 4.3 Cybersecurity Frameworks and Risk Management 4.4 Data Privacy and Data Protection 4.5 Ethical Issues in Information Systems 4.6 Information Technology Act 2000 (Overview) 4.7 Digital Governance and Compliance 4.8 MIS Applications in different fields 4.9 Future of MIS in Global Business Environment	**15 Hours**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Management Information Systems	Kenneth C. Laudon & Jane P. Laudon	Pearson Education	New York
2	Management Information Systems for the Information Age	Stephen Haag	McGraw Hill	New York
3	Essentials of Management Information Systems	Kenneth C. Laudon & Jane P. Laudon	Pearson	London
4	MIS and Business Analytics	Ramesh Behl	McGraw Hill	New Delhi

5	Cybersecurity and Cyberwar	P.W. Singer & Allan Friedman	Oxford University Press	New Delhi

Online Sources:

1. https://onlinecourses.nptel.ac.in/noc25_cs48/preview
2. https://onlinecourses.swayam2.ac.in/cec25_cm08/preview
3. https://www.coursera.org/specializations/information-systems
4. https://www.coursera.org/learn/management-information-systems
5. https://ocw.mit.edu/courses/15-568-enterprise-information-systems-spring-2003/

Semester V					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
5	**ME-301-IB**	**Major Elective**	**Production & Operations Management**	**4**	**4**

Course Objectives	
1	To provide basic knowledge of production and operations management and its key functions.
2	To develop knowledge of different techniques of materials management, inventory management and types of maintenance management.
3	To understand the concepts relating to production planning and control
4	To understand emerging trends and modern technologies in production and operations management for improving efficiency, quality, and decision-making in manufacturing industries.

Course Outcome	
CO1	Understanding of the basic concepts and functions of production and operations management.
CO2	Apply inventory models and techniques of materials management, inventory management and understand the importance of maintenance management
CO3	Understand production planning and control techniques and their application
CO4	Students will be able to explain and apply concepts of automation, industry 4.0, AI, lean manufacturing, and six sigma in production and operations management.

Unit	**Title and Contents**	**No. of Lecture Hours**
1 Fundamentals of Production and Operations Management	1.1 Meaning, ddefinition, objectives and scope of production and operations management, classification, evolution from manufacturing to operations management 1.2 Waste management - 3 R's (Reduce-Reuse-Recycle), scrap and surplus disposal, salvage and recovery 1.3 Plant location: Definitions, objectives and importance of plant location, locating foreign operations facilities, location decision process 1.4 Plant layout - Definition, objectives and importance of plant layout, layout planning, principles of layout, types of layout	**15**

2 Materials and Maintenance Management	2.1 Introduction, ddefinitions and scope of materials management 2.2 Material handling principles and practices 2.3 Criteria for selection of materials, material handling equipment, standardization, codification and simplification 2.4 Inventory control 2.4.1 ABC analysis 2.4.2 HML analysis 2.4.3 VED analysis 2.4.4 SDE analysis 2.4.5 GOLF analysis 2.4.6 SOS analysis 2.4.7 MNG analysis 2.4.8 FSN Analysis 2.4.9 XYZ Analysis 2.5 Stock levels, EOQ Model, JIT Technique 2.6 Maintenance management - Definition, objectives, types	**15**
3 Production Planning and Production Control	3.1 Production planning: Meaning, objectives, scope, importance 3.2 Procedure of production planning, elements of production planning 3.3 Production schedule master production schedule 3.4 Production control: Meaning, objective, importance, factors affecting production control 3.5 Elements of production control- Dispatching, follow up, inspection, corrective action	**15**
4. Introduction to Emerging Trends in Production and Operations Management	4.1 Introduction to emerging trends: Meaning, impact of globalization, competition, and technology on operations 4.2 Automation and smart manufacturing: Need and types of automation in production, benefits and limitations of automation. 4.3 Industry 4.0: Concept, features, cyber physical systems (CPS), Internet of Things (IoT), applications in manufacturing industries. 4.4 Artificial Intelligence (AI) and machine learning in operations: Meaning, predictive maintenance, demand forecasting and robotics 4.5 Lean Manufacturing and six sigma - Concept and importance in quality improvement	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Production and Operations Management	S.N. Chary	Tata McGraw-Hill Education	New Delhi
2	Production and Operations Management	K. Aswathappa & K Shridhara Bhat	Himalaya Publishing House Pvt. Ltd.	Mumbai
3	Production, Planning Control & Industrial Management	K. C. Jain & L. N. Aggarwal	Khanna Publishers	New Delhi
4	Materials and Logistics Management	Prof. L.C. Jhamb	Everest Publishing House	Pune
5	Production and Operations Management Concepts Models	Everett E. Adam, Ronald J. Albert	Prentice Hall	Toledo, OH, U.S.A.
6	Productivity Techniques	Shrinivas Gondhalekar & Uday Salunkhe	Himalaya Publishing House Ltd.	New Delhi
7	Plant Layout and Materials Handling	Apple, James M	Wiley	Houston, TX, U.S.A.
8	Production and Operations Management	J. P. Saxena	McGraw-Hill HED	New York U.S.

Other Learning Material E- Resource

1. https://onlinecourses.nptel.ac.in/noc25_mg126/preview
2. https://ocw.mit.edu/courses/15-761-operations-management-summer-2002/
3. https://open.umn.edu/opentextbooks/textbooks/fundamentals-of-operations-management
4. https://learn.saylor.org/course/view.php?id=58
5. https://www.tutorialspoint.com/production_and_operations_management/index.htm

Semester V					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
5	**ME-301-IB**	**Major Elective**	**Industrial Marketing**	**4**	**4**

Course Objectives	
1	To introduce students to the fundamentals, nature, scope, and strategic importance of Industrial Marketing in modern business environments.
2	To provide an understanding of industrial buying behaviour, organizational purchase decisions, and customer relationships in B2B markets.
3	To familiarize students with market segmentation, pricing, distribution, and promotional strategies used in Industrial Marketing.
4	To acquaint students with industrial marketing research, demand analysis, and forecasting techniques for effective industrial decision-making and strategic planning.

Course Outcome	
CO1	To understand the fundamental concepts, evolution of Industrial Marketing and its role in modern business environments.
CO2	To acquire the ability to analyses industrial buying behaviour, organizational purchase decisions, and industrial customer relationships.
CO3	To gain knowledge of market segmentation, pricing, distribution, and promotional strategies used in Industrial and B2B markets.
CO4	To develop an understanding of industrial marketing research, demand analysis, and forecasting techniques for effective industrial decision-making.

Unit	**Title and Contents**	**No. of Lecture Hours**
1 Introduction and Overview of Industrial Marketing	1.1 Introduction - Concept of Industry, types and features of Industries 1.2 Meaning, importance and key features of industrial marketing 1.3 Evolution of industrial marketing 1.4 Industrial v/s consumer marketing 1.5 Traditional v/s modern industrial markets	**15**
2 Industrial Buying Behaviour	2.1 Meaning and nature of industrial buying behaviour 2.2 Characteristics and scope of industrial buying decisions, rational and professional buying 2.3 Industrial buying process 2.4 Buying situations 2.4.1 Straight rebuy 2.4.2 Modified rebuy 2.4.3 New task	**15**

	2.4.4 Factors influencing industrial buying behaviour	
3 Market Segmentation, Pricing, Promotion and Distribution Strategies	3.1 Market segmentation and targeting: Meaning and importance of segmentation in B2B/Industrial markets 3.1.1 Consumer vs. industrial segmentation 3.1.2 Bases of segmentation 3.1.3 Targeting and positioning strategies 3.2 Pricing: Meaning and objectives of pricing 3.2.1 Factors affecting pricing 3.2.2 Pricing methods - Cost-based, value-based, competitive pricing) 3.2.3 Competitive bidding and new product pricing and its types. 3.3 Promotion: Meaning, objectives of industrial communication and promotion mix 3.4 Distribution: Meaning and characteristics of industrial distribution channels, channel structure.	**15**
4. Industrial Marketing Research and Demand Analysis and Forecasting	4.1 Industrial marketing research 4.1.1 Meaning, nature, importance and process of industrial marketing research 4.1.2 Industrial market analysis and its components, applications of marketing research in industrial decision making 4.2 Demand analysis and forecasting 4.2.1 Methods of demand forecasting- Qualitative and quantitative methods 4.2.2 Sales forecasting techniques, 4.2.3 Market potential and sales potential analysis	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Industrial Marketing	K. K. Havaldar	McGraw Hill Education	New Delhi
2	Business-to-Business Marketing	Ross Brennan, Louise Canning & Raymond McDowell	SAGE Publications	New Delhi
3	Industrial Marketing Management	S. L. Gupta	Everest Publishing House	Mumbai
4	Strategic Industrial Marketing	Hawaldar Johri	TATA McGraw-Hill Publishing Company	New Delhi

Other Learning Material E- Resource:

1. https://onlinecourses.nptel.ac.in/noc25_mg95/preview
2. https://www.coursera.org/learn/business-to-business-marketing
3. https://open.umn.edu/opentextbooks/textbooks/business-to-business-marketing
4. https://learn.saylor.org/course/view.php?id=86
5. https://www.tutorialspoint.com/industrial_management/index.htm

Semester V					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
5	**ME-301-IB**	**Major Elective**	**Management of Financial Services**	**4**	**4**

Course Objectives	
1	To provide students with conceptual understanding of financial services and the Indian financial system.
2	To develop knowledge about fund based and non-fund based financial services and their role in business and economic activities.
3	To familiarize students with financial markets, financial instruments, and the relationship between financial markets and financial services.
4	To enable students to understand the role, functions, and importance of financial intermediaries and financial service institutions in economic development.

Course Outcome	
CO1	Explain the concepts, features, scope, and importance of financial services and the structure of the Indian financial system.
CO2	Differentiate between fund based and non-fund based financial services and identify their various types and applications.
CO3	Analyse the structure and functioning of financial markets, financial instruments, and the interrelationship between financial markets and financial services.
CO4	Evaluate the role and contribution of financial intermediaries and financial institutions in financial markets and economic development.

Unit	**Title and Contents**	**No. of Lecture Hours**
1 Introduction to Financial Services	1.1 Meaning, Nature and Scope of Financial Services. 1.2 Features and Importance of Financial Services. 1.3 Role of Financial Services in Economic Development. 1.4 Challenges in Financial Services. 1.5 Financial System in India.	**15**
2 Fund Based and Non-Fund Based Financial Services	2.1 Meaning and concept of fund based financial services 2.2 Features and importance of fund based financial services 2.3 Types of funds based financial services 2.4 Meaning and concept of non-fund based financial services 2.5 Features and importance of non-fund based financial services 2.6 Types of non-fund based financial services 2.7 Difference between fund based and non-fund based financial services.	**15**

3 Financial Market and Financial Services	3.1 Meaning and Concept of Financial Market. 3.2 Features and Functions of Financial Market. 3.3 Types of Financial Markets & Financial Instruments: - 3.4 Components of Financial Market 3.5 Relationship between Financial Market and Financial Services	**15**
4 Financial Intermediaries and Financial Service Institutions	4.1 Meaning and Importance of Financial Intermediaries. 4.2 Types of Financial Intermediaries. 4.3 Role of Financial Intermediaries in Financial Markets. 4.4 Functions of Financial Service Institutions. 4.5 Contribution of Financial Intermediaries in Economic Development.	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial Services	M. Y. Khan	McGraw Hill Education	New Delhi
2	Financial Markets and Services	Gordon & Natarajan	Himalaya Publishing House	Mumbai
3	Management of Financial Services	Dr. S. Gurusamy	McGraw Hill Education	New Delhi
4	Indian Financial System	Bharati V. Pathak	Pearson Education	New Delhi
5	Financial Institutions and Markets	L. M. Bhole & Jitendra Mahakud	McGraw Hill Education	New Delhi
6	Financial Services and Markets	Dr. S. Gurusamy	Thomson Learning	Chennai
7	Indian Financial System and Financial Market Operations	H. R. Machiraju	Vikas Publishing House	New Delhi
8	Financial Markets and Institutions	Frederic S. Mishkin & Stanley Eakins	Pearson Education	New Delhi
9	Merchant Banking and Financial Services	Dr. B. S. Raman	United Publishers	Mumbai
10	Financial Services, Banking and Insurance	S. Shanmugham	Wiley India	New Delhi

Other Learning Material E- Resource:

1. https://onlinecourses.nptel.ac.in/noc25_mg17/preview
2. https://www.coursera.org/learn/financial-services
3. https://open.umn.edu/opentextbooks/textbooks/principles-of-finance
4. https://learn.saylor.org/course/view.php?id=82
5. https://www.investopedia.com/financial-services-4427760

Semester V					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
5	**MN-301-IB**	**Minor**	**International Economics**	**2**	**2**

Course Objectives	
1	To provide a comprehensive understanding of the concepts of International Economics.
2	To develop understanding of international trade theories and their practical relevance.
3	To familiarize students with the role of international economic institutions such as WTO, IMF, and World Bank in global trade and economic development.
4	To enable students to analyze contemporary international economic issues, global business trends, and India's participation in the global economy

Course Outcome	
CO1	Understand the fundamental concepts of International Economics, globalization, and interdependence among world economies.
CO2	Analyze various international trade theories, terms of trade, balance of payments, and exchange rate systems.
CO3	Evaluate the impact of trade policies, protectionism, and international economic organizations on global and Indian trade.
CO4	Interpret emerging trends and contemporary issues in international economics such as digital globalization, trade wars, and global economic crises.

Unit	**Title and Contents**	**No. of Lecture Hours**
1 Introduction to International Economics and Globalization	1.1 Meaning, nature and scope of international economics 1.2 Globalization and liberalization, 1.2.1 Interdependence of world economies, 1.2.2 International trade flows, role of MNCs and TNCs, 1.2.3 Digital global economy, 1.2.4 Emerging trends in global business 1.3 Trade theories 1.3.1 Absolute cost advantage theory – Adam smith 1.3.2 Comparative cost advantage theory – david ricardo 1.3.3 Heckscher-Ohlin theory (basic idea only)	**10**

2 Terms of Trade and Balance of payment	2.1 Meaning and types of terms of trade 2.1.1 Factors affecting terms of trade 2.1.2 Gains from international trade 2.1.3 Trade as an engine of economic growth 2.2 Meaning and components of Balance of Payments (BOP) 2.2.1 Balance of Trade vs Balance of Payments, 2.2.2 Disequilibrium in BOP 2.2.3 Measures to correct BOP disequilibrium 2.3 Exchange Rate-Fixed and Flexible Exchange Rate 2.3.1 Currency Appreciation and Depreciation	**10**
3 International Trade Policy and Contemporary Issues in International Economics	3.1 Free trade and protectionism 3.2 Tariffs, quotas, and subsidies 3.3 Export promotion and import substitution 3.4 India's foreign trade policy 3.5 Role and functions of World Trade Organization 3.5.1 International Monetary Fund 3.5.2 World Bank 3.5.3 Trade wars and global economic crises	**10**

Reference

Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	International Economics	Francis Cherunilam	Tata McGrawHill	New Delhi
2	International Economics	M. L. Jhingan	Vrinda Publications Pvt. Ltd.	New Delhi
3	International Economics An Indian Adaptation	Dominic Salvatore Adapted by Chandan Sharma	Wiley Publications	India
4	International Economics	Rajat Acharyya	Oxford University Press	India

Other Learning Material E- Resource:

1. https://onlinecourses.nptel.ac.in/noc25_hs52/preview
2. https://www.coursera.org/learn/international-economics
3. https://open.umn.edu/opentextbooks/textbooks/international-economics-theory-and-policy
4. https://learn.saylor.org/course/view.php?id=59
5. https://www.economicshelp.org/international-economics/

Semester V					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
5	**VSC-301-IB**	**Vocational Skill Development Course (VSC)**	**Entrepreneurship Essentials**	**2**	**4**

Course Objectives	
1	To understand the fundamentals of entrepreneurship and entrepreneurial leadership.
2	To develop the ability to identify customer needs and business opportunities.

Course Outcome	
CO1	To explain the concepts and principles of entrepreneurship and entrepreneurial leadership.
CO2	To analyse customer requirements and identify potential business opportunities.

Unit	**Title and Contents**	**No. of Lecture Hours**
1 Entrepreneurship Fundamentals	1.1 Meaning and concept, attributes and mind-set of entrepreneurial and intrapreneurial leadership, role models in each and their role in economic development. 1.2 Understanding and analyzing the macro-Problem and Industry perspective, technological, socio economic and urbanization trends and their implication on new opportunities. 1.3 Aligning passion, identifying and defining problem using design thinking principles, analyzing problem and validating with the potential customer.	**15**
2 Customer Discovery, Ideation and competition mapping	2.1 Understanding customer, customer segmentation, creating and validating customer personas. 2.2 Understanding Customer Jobs-to-be-done and crafting innovative solution design to map to customer's needs and create a strong value proposition. Iterating problem-customer fit. 2.3 Examining ideation techniques and generating solution ideas. Competition and Industry trends mapping for assessing market sizing - initial opportunity.	**15**

This Course will be executed in collaboration with SPPU's Innovation, Incubation & Linkages and Wadhavani Foundation.

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Entrepreneurship (11th Edition)	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha	McGraw Hill	New York
2	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses	Eric Ries	Crown Business	New York
3	Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers	Alexander Osterwalder & Yves Pigneur	John Wiley & Sons	Hoboken, New Jersey
4	Start with Why	Simon Sinek	Penguin Books Limited	London
5	Change by Design Revised & Updated: How Design Thinking Transforms Organizations and Inspires Innovation	Tim Brown	Harper Business	New York
6	The Dolphin and the Shark: Stories on Entrepreneurship	Namita Thapar	Penguin Books Limited	New Delhi
7	Effectuation: Elements of Entrepreneurial Expertise	Saras D. Sarasvathy	Elgar Publishing Ltd	Cheltenham, UK

Other Learning Material E- Resource:

1. https://onlinecourses.nptel.ac.in/noc25_mg53/preview
2. https://www.coursera.org/learn/wharton-entrepreneurship
3. https://open.umn.edu/opentextbooks/textbooks/entrepreneurship-and-innovation-toolkit
4. https://learn.saylor.org/course/view.php?id=72
5. https://www.tutorialspoint.com/entrepreneurship_development/index.htm

Semester V					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
5	**FP-301-IB**	**Field Projects (FP)**	**Field Project**	**2**	**4**

Course Objectives	
1	To understand the practical aspects of field-based research and project work.
2	To develop analytical, communication, and problem-solving skills through field study.

Course Outcome	
CO1	To understand and apply field research techniques in project work.
CO2	To analyse information and prepare project reports effectively.

<table>
<tr><th>Unit</th><th>Title and Contents</th><th>No. of Lecture Hours</th></tr>
<tr><td>1

Field Visit Structure</td><td>• Pre-visit orientation session by concerned teachers
• Selection of industry/organization (department level)
• Visit to manufacturing firms / service organisations / logistics companies/ Export houses
• Interaction with professionals
• Data collection and observation (Preparing Questionnaire</td><td>15</td></tr>
<tr><td>2

Student Activities During Visit</td><td>• Follow discipline (safety protocols) as prescribed by the organization.
• Observation of business operations for practical understanding
• Interaction with officials
• Documentation study (if any)
• Understanding working of business firms
• Note-taking and data collection
• Photography (if permitted)</td><td>15</td></tr>
<tr><td>3

Project preparation</td><td>The final project shall be presented as a book along with a presentation to be evaluated by the faculty mentor.

Total Evaluation will be of 50 Marks and distributes as follows

<table>
<tr><th>Component</th><th>Marks</th></tr>
<tr><td>Attendance & Participation</td><td>10</td></tr>
<tr><td>Field Visit Report</td><td>20</td></tr>
<tr><td>Viva/Presentation</td><td>10</td></tr>
<tr><td>Industry Interaction & Observation Quality</td><td>10</td></tr>
<tr><td>Total</td><td>50 Marks</td></tr>
</table>
</td><td></td></tr>
</table>

4 **Field Visit Report Format**	1. Title page 2. Certificate 3. Acknowledgement 4. Objectives of Visit 5. Company/Organization Profile 6. Methodology 7. Observations and findings 8. Learning Outcomes 9. Conclusion 10. References 11. Annexures (photos, brochures, etc.) Notes: ❖ Students will be assessed on continuous basis with respect to their performance. ❖ Submission of two spiral visit reports, duly signed by students and concerned mentors at the time of viva is mandatory.	