

Resolution No.: AC/I(19-20).2.RUA1

**S.P.Mandali's**  
**RAMNARAIN RUIA AUTONOMOUS COLLEGE**



Syllabus for: F.Y.B.A/ S.Y.B.A/T.Y.B.A

Program: B.A.

Course Code: Commerce (RUACOM)

(Choice Based Credit System (CBCS) with effect from academic year 2019-20)

# Ramnarain Ruia Autonomous College

## University of Mumbai

### Syllabus for Commerce

*(To be implemented for Academic Year- 2019-20)*

### Offered under B.A. Programme

*Under Choice Based Credit, Grading and Semester System*

#### Course Structure

Level	Course Subject Code	Semester	Paper No.	Title of the Course	Credits
FYBA	RUACOM101	I	1	Introduction to Business Organisation	3
	RUACOM201	II	2	Introduction to Business Sector	3
SYBA	RUACOM301	III	1	Financial Management	3
	RUACOM302	III	2	Introduction to Marketing	3
	RUACOM401	IV	1	Financial Management	3
	RUACOM402	IV	2	Introduction to Marketing	3
TYBA	RUACOM501	V	1	Introduction to Management	4
	RUACOM502	V	2	Human Resources Management	4
	RUACOM503	V	3	Export Management	3 ½
	RUACOM601	VI	1	Introduction to Management	4
	RUACOM602	VI	2	Human Resources Management	4
	RUACOM603	VI	3	Export Management	3 ½
<b>TOTAL</b>					<b>40</b>

**FYBA**  
**Semester I**  
**Paper I**  
**Introduction to Business Organisation**

<b>Course Code</b>	<b>Unit</b>	<b>Unit Title</b>	<b>Credits</b>	<b>Lectures</b>
RUACOM101	<b>I</b>	<b>Meaning of Business and Forms of Business organizations</b>	<b>3</b>	<b>15</b>
	<b>II</b>	<b>Business Organisation - I</b>		<b>15</b>
	<b>III</b>	<b>Business Organisation – II</b>		<b>15</b>
	<b>IV</b>	<b>Business Organisation – III</b>		<b>15</b>
	<b>TOTAL</b>			<b>60</b>

**Semester II**  
**Paper II**  
**Introduction to Business Sector**

<b>Course Code</b>	<b>Unit</b>	<b>Unit Title</b>	<b>Credits</b>	<b>Lectures</b>
RUACOM201	<b>I</b>	<b>Banking</b>	<b>3</b>	<b>15</b>
	<b>II</b>	<b>Insurance</b>		<b>15</b>
	<b>III</b>	<b>Retailing</b>		<b>15</b>
	<b>IV</b>	<b>Business Environment</b>		<b>15</b>
	<b>TOTAL</b>			<b>60</b>

**Semester III  
 Paper I  
 Financial Management**

<b>Course Code</b>	<b>Unit</b>	<b>Unit Title</b>	<b>Credits</b>	<b>Lectures</b>
RUACOM301	<b>I</b>	<b>Introduction to Financial Management</b>	<b>3</b>	<b>10</b>
	<b>II</b>	<b>Capital Structure</b>		<b>10</b>
	<b>III</b>	<b>Financial Statements and Sources of Capital</b>		<b>13</b>
	<b>IV</b>	<b>Long term Finance</b>		<b>12</b>
	<b>TOTAL</b>			<b>45</b>

**Semester III  
 Paper II  
 Introduction to Marketing**

<b>Course Code</b>	<b>Unit</b>	<b>Unit Title</b>	<b>Credits</b>	<b>Lectures</b>
RUACOM302	<b>I</b>	<b>Marketing and Marketing Environment</b>	<b>3</b>	<b>10</b>
	<b>II</b>	<b>Market Segmentation and Consumer Behaviour</b>		<b>13</b>
	<b>III</b>	<b>Recent trends in Marketing</b>		<b>12</b>
	<b>IV</b>	<b>Market Research and MIS</b>		<b>10</b>
	<b>TOTAL</b>			<b>45</b>

**Semester IV**  
**Paper 1**  
**Financial Management**

<b>Course Code</b>	<b>Unit</b>	<b>Unit Title</b>	<b>Credits</b>	<b>Lectures</b>
RUACOM401	<b>I</b>	<b>Fixed capital and Working Capital</b>	3	<b>14</b>
	<b>II</b>	<b>Capital Markets</b>		<b>15</b>
	<b>III</b>	<b>Mutual Funds</b>		<b>8</b>
	<b>IV</b>	<b>Foreign Direct Investment</b>		<b>8</b>
	<b>TOTAL</b>			<b>45</b>

**Semester IV**  
**Paper II**  
**Introduction to Marketing**

<b>Course Code</b>	<b>Unit</b>	<b>Unit Title</b>	<b>Credits</b>	<b>Lectures</b>
RUACOM402	<b>I</b>	<b>Marketing Mix and Product Mix</b>	3	<b>12</b>
	<b>II</b>	<b>Product Life Cycle</b>		<b>11</b>
	<b>III</b>	<b>Place and Price Mix</b>		<b>12</b>
	<b>IV</b>	<b>Promotion Mix</b>		<b>10</b>
	<b>TOTAL</b>			<b>45</b>

**SEMESTER V**  
**Paper I**  
**Introduction to Management**

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM501	I	Introduction to Management	4	15
	II	Planning and Decision Making		15
	III	Organising		15
	IV	Delegation and Departmentation		15
	<b>TOTAL</b>			<b>60</b>

**SEMESTER V**  
**Paper II**  
**Human Resource Management**

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM502	I	Human Resource Management – 1	4	15
	II	Human Resource Management – 2		15
	III	Human Resource Development– I		15
	IV	Human Resource Development– II		15
	<b>TOTAL</b>			<b>60</b>

**SEMESTER V**  
**Paper III**  
**Export Management**

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM503	I	Introduction to Export Management	3 ½	12
	II	International Trade		12
	III	Export Marketing and Promotional Organisations in India		11
	IV	Foreign Trade Policy and Export incentives		10
	<b>TOTAL</b>			<b>45</b>

**SEMESTER VI  
 Paper I  
 Introduction to Management**

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM601	<b>I</b>	<b>Communication, Coordination and Controlling</b>	<b>4</b>	<b>15</b>
	<b>II</b>	<b>Management Challenges</b>		<b>15</b>
	<b>III</b>	<b>Production Management</b>		<b>15</b>
	<b>IV</b>	<b>Materials Management</b>		<b>15</b>
	<b>TOTAL</b>			<b>60</b>

**SEMESTER VI  
 Paper II  
 Human Resource Management**

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM602	<b>I</b>	<b>Human Relations - I</b>	<b>4</b>	<b>15</b>
	<b>II</b>	<b>Human Relations - II</b>		<b>15</b>
	<b>III</b>	<b>Industrial Relations</b>		<b>15</b>
	<b>IV</b>	<b>Current Issues</b>		<b>15</b>
	<b>TOTAL</b>			<b>60</b>

**SEMESTER VI  
 Paper III  
 Export Management**

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM603	<b>I</b>	<b>Preliminaries for starting export business</b>	<b>3 ½</b>	<b>12</b>
	<b>II</b>	<b>Export Pricing</b>		<b>11</b>
	<b>III</b>	<b>Export Finance</b>		<b>11</b>
	<b>IV</b>	<b>Export Documentation and Procedure</b>		<b>11</b>
	<b>TOTAL</b>			<b>45</b>

## **Ramnarain Ruia Autonomous College**

### **Commerce Syllabus**

#### **FYBA**

#### **Semester I**

#### **Paper1**

#### **Introduction to Business Organisation**

<b>Course Code</b>	<b>Unit</b>	<b>Unit Title</b>	<b>Credits</b>	<b>Lectures</b>
<b>RUACOM101</b>	<b>I</b>	<b>Meaning of Business and Forms of Business organisations</b>	<b>3</b>	<b>15</b>
	<b>II</b>	<b>Business Organisation - I</b>		<b>15</b>
	<b>III</b>	<b>Business Organisation – II</b>		<b>15</b>
	<b>IV</b>	<b>Business Organisation – III</b>		<b>15</b>
		<b>TOTAL</b>		<b>60</b>

#### **Semester II**

#### **Paper2**

#### **Introduction to Business Sector**

<b>Course Code</b>	<b>Unit</b>	<b>Unit Title</b>	<b>Credits</b>	<b>Lectures</b>
<b>RUACOM201</b>	<b>I</b>	<b>Banking</b>	<b>3</b>	<b>15</b>
	<b>II</b>	<b>Insurance</b>		<b>15</b>
	<b>III</b>	<b>Retailing</b>		<b>15</b>
	<b>IV</b>	<b>Business Environment</b>		<b>15</b>
		<b>TOTAL</b>		<b>60</b>



## **Ramnarain Ruia Autonomous College** **SYLLABUS FOR FYBA COMMERCE**

### **Semester I**

**Course Code: RUACOM101**

**Paper 1**

**No. of Credits: 3**

**Title: Introduction to Business Organisation**

**Learning Objectives:**

- To impart knowledge of commerce and various forms of business organisations
- To understand the rules governing various forms of business organisations

**Learning Outcomes:**

After completing this course a student will be able to

- Identify different types of business organisations
- Outline the rules related to forms of business organisations
- Outline the nature of business organisations

**Number of Lectures: 60**

<b>Unit</b>	<b>Unit Title</b>	<b>Lectures</b>
<b>I</b>	<b>Meaning of Business and Forms of Business organizations</b> <ul style="list-style-type: none"><li>• Business: Features, Importance, Objectives, classification of business objectives</li><li>• Trade: Features, Importance, Aids to Trade.</li><li>• Industry: Features, Importance, Types.</li><li>• Importance of Commerce in 21<sup>st</sup> Century.</li><li>• Meaning, Forms, Factors to be considered to select suitable form of organisation.</li><li>• International Organisations: Multinational and Transnational Corporations – Features, Merits and Demerits, Multinationals in India, Comparison between Multinational and Transnational Corporations</li></ul>	<b>15</b>
<b>II</b>	<b>Business Organisation– I</b> <ul style="list-style-type: none"><li>• Sole Proprietorship: Features, Advantages and Limitations, Suitability</li><li>• Partnership: Features, Types of Partnership, Limited Liability Partnership, Types of Partners, Partnership Deed, Rights and Duties of a Partner, Reconstitution and Dissolution of a Firm, Advantages and Limitations, Suitability.</li><li>• Co-operative Societies: Formation, Features, Types, Advantages and Limitations, Suitability.</li></ul>	<b>15</b>
<b>III</b>	<b>Business Organisation – II</b> <ul style="list-style-type: none"><li>• Joint Stock Company: Stages in the promotion of joint stock companies.</li><li>• Types of Joint Stock Companies (Departmental Organisations,</li></ul>	<b>15</b>

	Statutory Corporations, Government Companies, Holding company, Subsidiary company), Public Sector, Private Sector • Share Capital- Types of Shares – Types of Debentures	
<b>IV</b>	<b>Business Organisation – III</b> • Organisation Structure-Board of Directors, Managing Director, Auditor, Company Secretary, Shareholders • Company Meetings-(Statutory Meeting, Annual General Meeting, Board of Directors Meeting, Extra Ordinary General meeting) • Legal Provisions relating to Company Meetings	<b>15</b>
		<b>60</b>

**Reference Books:**

- Maheshwari, Rajendra P ,Mahajan, Business Organisation Management, J.P.,InternationalBookHouse, Mumbai, 2011
- Dr. C. B. Gupta, Business Organization and Management, Sultan Chand & Co., New Delhi, 2016
- N.D. Kapoor,Elements of Company Laws (29<sup>th</sup>Edition), Publication : Sultan Chand & Sons , New Delhi,2014
- G. K. Kapoor, Sanjay Dhamiia, Company Law : A comprehensive text book on Companies Act 2013 (21st Edition), Taxmann, New Delhi, ,2016
- M.C. Kuchal, Business Law ,Vikas Publishing House, New Delhi, 2016

## Semester II

**Course Code: RUACOM201**

**Paper1**

**No. of Credits: 3**

**Title: Introduction to Business Sector**

### Learning Objectives:

- To provide knowledge of banking structure in India
- To familiarize the students with the types and terminologies of insurance
- To understand the environmental factors affecting business
- To introduce basic concepts of channels of distribution and retail industry

### Learning Outcomes:

After completing this course a student will be able to

- Identify different types of banks
- Equip the students with the knowledge of banking functions
- Outline the factors affecting the current business environment
- Analyse the retail industry prospects

**Number of Lectures: 60**

Unit	Unit Title	Lectures
<b>I</b>	<p><b>Banking</b></p> <ul style="list-style-type: none"> <li>• Bank:Banking Structure in India – Typesof banks - Functions of Commercial banks, Functions of Central bank, Co-operative Banks- Structure -NABARD- Role and Functions.</li> <li>• Bank Accounts: Types, Procedure for opening Account.</li> <li>• Loans &amp; Advances: Types, Procedure for taking loan, Modes of giving security for loans (Bailment, Pledge, Hypothecation, Mortgage)</li> <li>• Technology in Banking: Debit Card, Credit Card, ATMs, Internet Banking, Mobile Banking, Electronic Fund Transfer, Electronic Clearing System (ECS), RTGS.</li> <li>• BASEL Norms.</li> <li>• Payment Banks</li> <li>• Financial Systems- Broad overview of Institutions</li> </ul>	15
<b>II</b>	<p><b>Insurance</b></p> <ul style="list-style-type: none"> <li>• Insurance: Importance, Principles, Terminologies.</li> <li>• Life Insurance: Types of policy, Procedure for taking a life insurance policy, Procedure of Claim.</li> <li>• General Insurance: Types, Procedure for taking a general insurance policy, Procedure of Claim.</li> <li>• Sectoral Development: Current Status and Future Prospects, FDI in Insurance.</li> <li>• IRDA, Insurance intermediaries (Agents, Surveyors and loss assessors, Brokers, Third Party Administrators), Bancassurance</li> </ul>	15

<b>III</b>	<b>Emerging industries Retailing</b> <ul style="list-style-type: none"> <li>• Retailing: Concept of organized and unorganized retailing, Trends in Retailing, Growth of Organised Retailing, Survival Strategies for Unorganised Retail Sector</li> <li>• Mall Management, Franchising, FDI in Retailing, Challenges for Retail Industry in India</li> </ul>	<b>15</b>
<b>IV</b>	<b>Business Environment</b> <ul style="list-style-type: none"> <li>• Features and Importance of Business Environment- Micro and MacroEnvironment, SWOT analysis.</li> <li>• Environmental Factors-Economic Environment, Economic Policies and Political Environment.</li> <li>• Environmental Factors: Social, Regulatory, Demographic and Natural Environment.</li> </ul>	<b>15</b>
		<b>60</b>

**Reference Books:**

- K. Aswathappa, Essentials of Business Environment(12<sup>th</sup> Edition), Himalaya Publishing House, Mumbai, 2014
- Francis Cherunilam, Business Environment -Text and Cases (25<sup>th</sup> Edition) , Himalaya Publishing House, Mumbai 2017
- Mishra M.N., Insurance Principles and Practice (22<sup>nd</sup> Edition), S. Chand and Co, New Delhi, , 2016
- Lusch,Robert F.,Dunne,Patrick M., Carver,JamesR.,Introduction To Retailing, Cengage Learning, USA, 2011
- Levy Michael.,Weitz Barton, Ajay Pandit, Retailing Management(8<sup>th</sup> Edition), Mcgraw Hill, , 2012.
- Morrison J, The International Business Environment, Palgrave Macmillan, UK, 2008
- Mishra and Puri, Indian Economy (33<sup>rd</sup> Edition), Himalaya Publishing House, Mumbai, , 2015
- M.B. Shukla, Business Environment Text and Cases, Taxmann Publications, New Delhi, 2012
- Dutt and Sundaram,Indian Economy (72<sup>nd</sup> Edition), S. Chand and Company Pvt. Ltd.,, 2016
- BharatiPathak, Indian Financial System (4<sup>th</sup> edition) , Pearson, , 2014

**SYBA**  
**Semester III**  
**Paper1**  
**Financial Management**

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM301	I	Introduction to Financial Management	3	10
	II	Capital Structure		10
	III	Financial Statements and Sources of Capital		13
	IV	Long Term Finance		12
	<b>TOTAL</b>			<b>45</b>

**Semester III**  
**Paper 2**  
**Introduction to Marketing**

Course Code	Unit	Unit Title	Credits	Lectures
RUACOM302	I	Marketing and Marketing Environment	3	10
	II	Market Segmentation and Consumer Behaviour		13
	III	Recent trends in Marketing		12
	IV	Market Research and MIS		10
	<b>TOTAL</b>			<b>45</b>

**Ramnarain Ruia Autonomous College**  
**Commerce Syllabus**  
**SYBA**  
**Semester III**

**Course Code: RUACOM301**  
**Title: Financial Management**

**Paper1**

**No. of Credits: 3**

**Learning Objectives:**

- To provide basic knowledge of concepts of financial management
- To familiarize the students with the types and terminologies of finance
- To understand the different sources of capital
- To analyse financial health of firm

**Learning Outcomes:**

After completing this course a student will be able to

- Identify different types of sources of funds
- Outline the determinants of capital structure and financial planning
- Ascertain operating and financial leverages

**Number of Lectures: 45**

Unit	Unit Title	Lectures
<b>I</b>	<b>Introduction to Financial Management</b> <ul style="list-style-type: none"> <li>• Financial Management – Meaning - Objectives – Functions – Scope - Importance – Finance and related disciplines- Organisational framework of financial management-</li> <li>• Financial Planning- Importance – Scope – Objectives – Essentials of Sound Financial Plans –Limitations</li> <li>• Capitalisation – Meaning– Theories of Capitalisation Over-Capitalization and Under-Capitalisation (Causes – Effects- Measures)</li> </ul>	<b>10</b>
<b>II</b>	<b>Capital Structure</b> <ul style="list-style-type: none"> <li>• Cost of capital –WACC</li> <li>• Capital Structure– Importance – Determinants of Capital Structure - approaches</li> <li>• Operating and Financial Leverages- Capital Gearing – Trading on Equity</li> </ul>	<b>10</b>
<b>III</b>	<b>Financial Statements and Sources of Capital</b> <ul style="list-style-type: none"> <li>• Balance Sheet – Income Statement (Profit and Loss Account)- Formats</li> <li>• Sources of Capital – Owned Capital – Borrowed Capital – Long term Capital – Short Term Capital – Comparative Study of Sources of Capital</li> <li>• Shares- Concept, Face Value, Market Value, Dividend, Equity</li> </ul>	<b>13</b>

	Shares, Preference Shares, Bonus Shares, Role of Depreciation • Equity Instruments-Debt Instruments	
<b>IV</b>	<b>Long Term Finance</b> • Venture Capital – Initial Public offer –Rights Issue– Bonus Issues-- Ploughing Back of Profits — Financial institutions - Borrowings from Banks – External commercial Borrowings - Euro Issues- Foreign Currency loans- Alternate Investment Fund • Schemes for financing Start-ups –Crowdfunding –Private Equity- Angel Investors	<b>12</b>
		<b>45</b>

**References:**

- Ravi Kishore, Financial Management, Taxmann Publication, 2017
- Bharati Pathak, Indian Financial System (4<sup>th</sup> Edition), Pearson Education, New Delhi, 2014
- M.Y. Khan and P.K. Jain, Financial Management (7<sup>th</sup> Edition), Tata McGraw Hill, 2014
- D. Chandra Bose, Fundamentals of Financial Management (2<sup>nd</sup> Edition), Prentice Hall, New Delhi, 2010
- Bhabatosh Banerjee, Fundamentals of Financial Management PHI Learning India, 2015
- Vyuptakesh Sharma, Fundamentals of Financial Management by Pearson Education India, New Delhi, 2011
- J.C. Van Horne, Fundamentals of Financial Management, Prentice Hall of India, 2007
- Prasanna Chandra, Financial Management :Theory and Practice ( 8th Edition ), Tata McGraw Hill, 2007

## Semester III

**Course Code: RUACOM302**

**Paper2**

**No. of Credits: 3**

**Title: Introduction to Marketing**

### Learning Objectives:

- To understand and appreciate the concept of marketing in theory and practice
- To have an elementary knowledge of consumer behaviour and marketing research
- To understand the environment of marketing and the peculiarities of rural marketing and social marketing

### Learning Outcomes:

After completing this course a student will be able to

- Be proficient and knowledgeable about the contemporary marketing practices
- Analyse consumers' behaviour and use them in designing marketing strategies
- Evaluate the environment of marketing and apply the STP of marketing (segmentation, targeting, positioning)

**Number of Lectures: 45**

Unit	Unit Title	Lectures
<b>I</b>	<b>Marketing and Marketing Environment</b> <ul style="list-style-type: none"> <li>• Nature, Importance and scope of Marketing- Difference between marketing and selling, Different concepts of Marketing-exchange, production, product, societal, holistic etc, Functions of marketing manager.</li> <li>• Marketing Environment – Factors affecting marketing environment</li> </ul>	<b>10</b>
<b>II</b>	<b>Market Segmentation and Consumer Behaviour</b> <ul style="list-style-type: none"> <li>• Consumer Behaviour – Features - Factors influencing consumer behaviour-Buying process- types of buyers-types of buyer behaviour- buying motives</li> <li>• Market Segmentation- Importance and bases of market segmentation- Market targeting- effective segmentation</li> </ul>	<b>13</b>
<b>III</b>	<b>Recent trends in Marketing</b> <ul style="list-style-type: none"> <li>• Service marketing, Rural marketing, digital marketing, Green marketing, Social Marketing</li> </ul>	<b>12</b>
<b>IV</b>	<b>Market Research and MIS</b> <ul style="list-style-type: none"> <li>• Marketing Research- Meaning - Importance- Scope - steps in marketing research – Sources of Data –Tools and Techniques of data collection - Limitations</li> <li>• MIS – Need – Components</li> </ul>	<b>10</b>
		<b>45</b>



**References:**

- Kotler Philip and Keller Kevin, Marketing Management (14<sup>th</sup> Edition), Pearson, UK, 2011
- Kotler, Keller, Koshi, Jha, Marketing Management, Pearson, UK, 2017
- Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi, 1993
- Saxena, Rajan, Marketing Management (4<sup>th</sup> Edition), Tata-McGraw Hill, New Delhi, 2013
- McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York, 1960
- Pillai R S, Bagavathi, Modern Marketing, S.Chand and Sons, New Delhi, 2010
- S. Ramesh Kumar, Consumer Behaviour and Branding – The Indian Context, Pearson Education India, New Delhi, 2009
- NareshMalhotra, Satyadarshn Dash, Marketing Research – An applied orientation, Pearson, 2008
- Naresh K. Malhotra, Dan Nunan, David F. Birks, Pearson Education, New Delhi, 2017
- Krishnaswami O.R., Ranganathan M., Methodology of research in social sciences (2<sup>nd</sup> Edition), Himalaya Publishing House, 2014
- J.K.Sachdeva, Business Research Methodology, Himalaya publishing House, 2009

## SYBA

### Semester IV

#### Paper 1

#### Financial Management

Course Code	Unit	Unit Title	Credits	Lectures
<b>RUACOM401</b>	<b>I</b>	<b>Fixed capital and Working Capital</b>	<b>3</b>	<b>14</b>
	<b>II</b>	<b>Capital Markets</b>		<b>15</b>
	<b>III</b>	<b>Mutual Funds</b>		<b>8</b>
	<b>IV</b>	<b>Foreign Direct Investment</b>		<b>8</b>
	<b>TOTAL</b>			<b>45</b>

### Semester IV

#### Paper 2

#### Introduction to Marketing

Course Code	Unit	Unit Title	Credits	Lectures
<b>RUACOM402</b>	<b>I</b>	<b>Marketing Mix and Product Mix</b>	<b>3</b>	<b>12</b>
	<b>II</b>	<b>Product Life Cycle</b>		<b>11</b>
	<b>III</b>	<b>Place and Price Mix</b>		<b>12</b>
	<b>IV</b>	<b>Promotion Mix</b>		<b>10</b>
	<b>TOTAL</b>			<b>45</b>

## Semester IV

**Course Code: RUACOM401**  
**Title: Financial Management**

**Paper 1**

**No. of Credits: 3**

### Learning Objectives:

- To familiarize the students with the financial environment of business
- To impart knowledge of stock markets
- To gain inputs on working capital

### Learning Outcomes:

After completing this course a student will be able to

- Identify methods of marketing securities
- Explain the concepts of mutual funds and FDI

Unit	Unit Title	Lectures
<b>I</b>	<b>Fixed capital and Working Capital</b> <ul style="list-style-type: none"> <li>• Fixed Capital - Meaning – Importance – Sources – Determinants of Fixed Capital. Management of Working Capital – Meaning – Importance – Classification of Working Capital – Types of Working Capital – Distinguish Between Gross And Net Working Capital – Working Capital Cycle - Factors Affecting Working Capital Requirement –Working Capital Financing Approaches- Sources of Working Capital</li> </ul>	<b>14</b>
<b>II</b>	<b>Capital Markets</b> <ul style="list-style-type: none"> <li>• <b>Capital Market</b> -Importance – Functions – Growth</li> <li>• <b>Primary Market</b>– Meaning - Functions- Constituents-Issue of securities- IPO- Private Placement--Book Building- Asset Securitisation-Buyback of shares-Prospectus –Kinds of Offer documents –Anchor Investor-Green Shoe Option - Listing of Shares--Capital Market Instruments.</li> <li>• <b>Secondary Market</b> - Stock exchanges-NSE, BSE,OTCEI, Interconnected Stock Exchange of India.-Functions of secondary market – Demutualization of stock exchange – Listing of securities –Nature of transactions in Stock Markets (Cash Market, Carry Forward, Forward Trading, Rolling settlement, Margin trading)</li> <li>• SEBI – (Formation – Objectives – Functions)</li> </ul>	<b>15</b>
<b>III</b>	<b>Mutual Funds</b> <ul style="list-style-type: none"> <li>• Mutual Funds - Functions – Advantages – Mutual funds Schemes – Net Asset Value -- Parties to a Mutual Fund scheme - Growth and Performance of Mutual Funds in India.</li> </ul>	<b>8</b>
<b>IV</b>	<b>Foreign Direct Investment</b>	<b>8</b>

	<ul style="list-style-type: none"><li>• FDI -Meaning – Importance – FDI policy of government in different sectors – Growth of FDI in India – Challenges for FDI sector</li></ul>	
		<b>45</b>

**References:**

- Ravi Kishore, Financial Management, Taxmann Publication, 2017
- Bharati Pathak, Indian Financial System (4<sup>th</sup> Edition), Pearson Education, New Delhi, 2014
- M.Y. Khan and P.K. Jain, Financial Management –Text and Cases (7<sup>th</sup> Edition), Tata McGraw Hill, 2014
- D. Chandra Bose, Fundamentals of Financial Management PHI Learning Pvt. Ltd., 2010
- Bhabatosh Banerjee, Fundamentals of Financial Management, PHI Learning Pvt Ltd., 2015
- Vyuptakesh Sharma, Fundamentals of Financial Management by Pearson Education India, New Delhi, 2011
- J.C. Van Horne, Fundamentals of Financial Management, Prentice Hall of India, 2007

## Semester IV

**Course Code RUACOM402**

**Paper2**

**No. of Credits: 3**

**Title: Introduction to Marketing**

### Learning Objectives:

- To understand and appreciate the concept of marketing strategy formulation and implementation
- To develop the different analytical perspectives in marketing strategies

### Learning Outcomes:

After completing this course a student will be able to:

- Planning, designing and implementing marketing strategy to achieve the long-term objectives
- Equip the students with frameworks and in enhancing the effectiveness of marketing programmes

**Number of Lectures: 45**

Unit	Unit Title	Lectures
<b>I</b>	<b>Marketing Mix and Product Mix</b> <ul style="list-style-type: none"> <li>• Marketing Mix - Elements of Marketing Mix—4Ps –Product, Price, Place and Promotion</li> <li>• Product Mix-Classification of products</li> <li>• Branding-Importance-Branding Strategies - Brand Equity – Brand Positioning – Brand Extensions</li> </ul>	<b>12</b>
<b>II</b>	<b>Product Life Cycle</b> <ul style="list-style-type: none"> <li>• New Product Development- Stages</li> <li>• Product Life Cycle –Stages-strategies at various levels of PLC, Strategies of Leader, Challenger, Follower and Nicher.</li> </ul>	<b>11</b>
<b>III</b>	<b>Place and Price Mix</b> <ul style="list-style-type: none"> <li>• Place Mix-Channels of distribution- Participants – types, functions, merits -Factors affecting channels of distribution-Direct and Indirect channels-E-commerce –Advantages-Logistics.</li> <li>• Price Mix- Factors influencing price-pricing strategies-pricing methods.</li> </ul>	<b>12</b>
<b>IV</b>	<b>Promotion Mix</b> <ul style="list-style-type: none"> <li>• Promotion Mix- Elements of promotion mix- Role of Advertising, publicity. Sales promotion, public relations and personal selling in promotion of goods and services-Importance of promotion-New tools in promotion mix.</li> </ul>	<b>10</b>
<b>TOTAL</b>		<b>45</b>

**REFERENCES:-**

- Philip Kotler, SiewMeng Leong, SweeHoonAng, Chin TiongTan, Marketing Management :An Asian Perspective (6<sup>th</sup> Edition); Pearson Education, New Delhi, 2012
- Kotler, Keller, Koshi, Jha, Marketing Management, Pearson, UK, 2017
- Dr. C.B. Gupta, Dr. N. RajanNair, Marketing Management (17<sup>th</sup> Edition); Sultan Chand and Sons, New Delhi, 2016
- Saxena, Rajan, Marketing Management (4<sup>th</sup> Edition), Tata-McGraw Hill, New Delhi, 2013
- S. Ramesh Kumar, Consumer Behaviour and Branding – The Indian Context, Pearson Education India, New Delhi, 2009
- V. Ramaswamy , S. Namakumari, Marketing Management (4<sup>th</sup> Edition), McMillan. New Delhi, 2009
- Shelekar S. A, Modern Marketing (2<sup>nd</sup> Edition), Himalya Publications, 2016

**TYBA**  
**Commerce**  
**SEMESTER V**  
**Paper1**  
**Introduction to Management**

Course Code	UNIT	TOPICS	Credits	Lectures
<b>RUACOM501</b>	<b>I</b>	<b>Introduction to Management</b>	<b>4</b>	<b>15</b>
	<b>II</b>	<b>Planning and Decision Making</b>		<b>15</b>
	<b>III</b>	<b>Organising</b>		<b>15</b>
	<b>IV</b>	<b>Delegation and Departmentation</b>		<b>15</b>
	<b>TOTAL</b>			<b>60</b>

**SEMESTER V**  
**Paper 2**  
**Human Resource Management**

Course Code	UNIT	TOPICS	Credits	Lectures
<b>RUACOM502</b>	<b>I</b>	<b>Human Resource Management – 1</b>	<b>4</b>	<b>15</b>
	<b>II</b>	<b>Human Resource Management – 2</b>		<b>15</b>
	<b>III</b>	<b>Human Resource Development– I</b>		<b>15</b>
	<b>IV</b>	<b>Human Resource Development– II</b>		<b>15</b>
	<b>TOTAL</b>			<b>60</b>

**SEMESTER V**  
**Paper 3**  
**Export Management**

Course Code	UNIT	TOPICS	Credits	Lectures
<b>RUACOM503</b>	<b>I</b>	<b>Introduction to Export Management</b>	<b>3 ½</b>	<b>12</b>
	<b>II</b>	<b>International Trade</b>		<b>12</b>
	<b>III</b>	<b>Export Marketing and Promotional Organisations in India</b>		<b>11</b>
	<b>IV</b>	<b>Foreign Trade Policy and Export incentives</b>		<b>10</b>
	<b>TOTAL</b>			<b>45</b>

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**SEMESTER V**

**Course Code: RUACOM501**

**Paper 1**

**No. of Credits: 4**

**Title: Introduction to Management**

**Learning Objectives:**

- To provide an overview of the major functions of management
- To know the key management processes and the roles that managers play in organisations

**Learning Outcomes:**

After completing this course a student will be able to

- To work as contributing members of a team utilizing these functions of management.
- Practice the process of management's functions: planning, organizing, decision making and delegating.
- Evaluate managerial skills and the ways in which these might be developed.

**Number of Lectures: 60**

UNIT	TOPICS	Lectures
<b>I</b>	<p><b>Introduction to Management</b>                      Introduction - Definition of management – features – need and importance – Administration and Management                      Management functions – managerial skills – management levels – Management as an art – management as science – management as a profession.                      Approaches - Scientific Management Theory – Administrative Management Theory- Behavioural Management                      Management Theory – System Approach – Contingency Approach – Henry Fayol’s Principles of Management</p>	<b>15</b>
<b>II</b>	<p><b>Planning and Decision Making</b>                      Planning – Features – Need and Importance - Types /components of planning –Planning process –limitations – Problems - Essentials of good plan - objectives (basic /organic, economic, social, human, national) –                      Decision making process – importance – techniques – Types Of Decisions – procedure and limitations</p>	<b>15</b>
<b>III</b>	<p><b>Organising</b>                      Organising – principles – Formal and Informal Organisation, Organisational Charts – and Manuals                      Line – Functional – Line and Staff organisation                      Committee– matrix –organizational charts ,Project Organisation</p>	<b>15</b>



<b>IV</b>	<b>Delegation and Departmentation</b> Delegation —Objectives- Elements – Problems in delegation Centralisation and Decentralization of Authority Departmentation – Span of control –Factors Influencing Span of Control- Graicuna’s theory – Tall span and wide span	<b>15</b>
<b>TOTAL</b>		<b>60</b>

**References:**

- Peter Drucker, The Practice of Management, Harper Business, 2008
- Durai, Principles of Management: Text and Cases, Pearson, 2012
- Harold Koontz, Principles of Management: An Analysis of Managerial Functions, Tata McGraw Hill, 1972
- Charles W. L. Hill and Steven McShane, Principles of Management (SIE), McGraw Hill Education, 2007
- Ramasamy, Principles of Management, Himalaya Publications, 2010
- Tripathi Reddy, Principles of Management, Tata McGraw Hill, 2012

## SEMESTER V

**Course Code: RUACOM502**

**Paper2**

**No. of Credits: 4**

**Title: Human Resource Management**

### Learning Objectives:

- To understand the role of human resource management in effective management of organizations
- To learn the key functions of human resource management - HR planning, recruitment and selection, performance appraisal, training and development

### Learning Outcomes:

After completing this course a student will be able to

- Identify relevant issues in human resource management.
- Design a training program using a useful framework for evaluating training needs
- Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures and make appropriate staffing decisions

**Number of Lectures: 60**

UNIT	TOPICS	Lectures
<b>I</b>	<p><b>Human Resource Management – 1</b>                      Human Resource Management – Meaning, Features, Significance, Scope, Functions, Challenges – How is it different from Personnel Management ? -Evolution of Human Resource Management</p> <p>Human Resource Planning –Meaning, Need, Process, Factors, Benefits.                      Job Analysis – Meaning, Contents, Uses, Process, Techniques.                      Job Evaluation – Process and Meaning</p>	<b>15</b>
<b>II</b>	<p><b>Human Resource Management – 2</b>                      Recruitment – Meaning, Sources, Factors, Policy.                      Selection – Meaning, Process, Selection Tests, Induction.                      Psychological Testing – Purpose, Features, Classification, Guidelines and Advantages.                      Interview – Meaning, Types, Limitations, Effective Interview, Guidelines for Interviewer and Interviewee.</p>	<b>15</b>
<b>III</b>	<p><b>Human Resource Development– I</b>                      Training – Meaning, Importance, Methods, Effective Training. - Need for Training , Training Process/Steps , Methods of Training,</p>	<b>15</b>

	<p>Designing a Training and Development Programme, Improving effectiveness of training (Impediment to Effective Training)</p> <p>Management Development – Meaning, Objectives, Concepts, Importance, Components, Techniques.</p> <p>Performance Appraisal – Meaning, Uses, Methods, Limitations, Process, Potential Appraisal</p>	
<b>IV</b>	<p><b>Human Resource Development– II</b></p> <p>Components of Cost-to-Company.</p> <p>Promotion – Meaning, Objectives, Policy.</p> <p>Transfer – Meaning, Purpose, Policy.</p> <p>Separation – Meaning, Causes, Managing Separations.</p> <p>Demotion, Exit Policy.</p>	<b>15</b>
<b>TOTAL</b>		<b>60</b>

**References:**

- K.Ashwathappa, Organisation Behaviour (12<sup>th</sup> Edition), Himalaya Publishing House, Mumbai, 2016
- A.M.Sheikh, Human Resource Management and Development (3<sup>rd</sup> Edition), S.Chand & Co. Ltd., New Delhi, 2010
- Mamoria C.B., Gankar S.V., A Textbook of Human Resource Management, Himalaya Publishing House, New Delhi, 2006
- Dr. S.S.Khanka, Human Resources Management –Text and Cases (5<sup>th</sup> Edition), S.Chand & Co., New Delhi, 2013
- Tanuja Agarwala, Strategic Human Resource Management (1<sup>st</sup> Edition), Oxford Publications, 2007
- Mamoria, C. B., Mamoria, S. & S. V. Gankar, Dynamics of Industrial Relations in India (16<sup>th</sup> Edition), Himalaya Publishing House, Mumbai, 2015

**SEMESTER V**

**Course Code: RUACOM503**

**Paper 3**

**No. of Credits: 3 ½**

**Title: Export Management**

**Learning Objectives:**

- To provide an overview of various aspects of export activities
- To understand the international trade environment
- To learn the role of export promotion organisations

**Learning Outcomes:**

After completing this course a student will be able to

- Assessment of export opportunities and international markets analysis.
- Developing and implementing export plans and programs effectively
- Identify relevant issues in export trade.

**Number of Lectures: 45**

UNIT	TOPICS	Lectures
I	<p><b>Introduction to Export Management</b>                      Definition of Export Management-Need for Export for country and the firm-Features –Functions of Export manager-Distinction between domestic marketing and export marketing-Challenges in Export Marketing</p> <p>India’s Export Trade-Composition and Direction of India’s export trade-Export of services from India-Reasons of India’s poor share in the world trade</p>	12
II	<p><b>International Trade</b>                      Definition of International Trade-Problems in International Trade-Trade Barriers-Tariff and Non –tariff barriers-Distinction between Tariff and Non-tariff barriers.</p> <p>Regional Economic groups ( PTA, FTA, Customs Union and Common Market)- Working of EU( European Union), ASEAN( Association of South East Asian Nations),NAFTA( North American Free Trade Association) and SAARC( South Asian Association For Regional Co-operation)-Effects of Trade blocs on International Trade.                      WTO –World Trade Organisation-Objectives –Agreements-Role of WTO in International trade.</p>	12
III	<p><b>Export Marketing and Promotional Organisations in India</b>                      Export Marketing Organisations in India-Export houses.</p> <p>Export Promotion Organisations in India-Features-Export Promotion Council-Commodity Boards-Federation of Indian Exporters’</p>	11

	Organisation( FIEO),Indian Institute of Foreign Trade(IIFT),Indian Institute of Packaging(IIP),Export Inspection Council(EIC),Director General of Foreign Trade (DGFT) Special Economic Zones(SEZ),100 % Export Oriented units(EOU),Software Technology Parks( STP), Electronic Hardware Technology Parks(EHTP)	
<b>IV</b>	<b>Foreign Trade Policy and Export incentives</b> Objectives and main highlights of FTP-2015-2020.-Implications of FTP on India’s export trade. Export Assistance and Incentives-Main export incentives extended to Indian exporters by Government of India—Duty Drawback, EPCG ( Export Promotion Capital Goods Scheme),MDA (Marketing Development Assistance),MAI( Market Access Initiative)Deemed export, ASIDE(Assistance to States for Infrastructure Development of Exports),Tax holidays	<b>10</b>
<b>TOTAL</b>		<b>45</b>

**References:**

- Francis Cherunilam, International trade and Export Management (14th revised edition), Himalaya Publishing House ,Mumbai,2015.
- Justin Paul, Rajiv Aserkar, Export Import Management Paperback (2nd edition), Oxford University Press, Oxford, 2013.
- T.A.S. Balagopal, Export Management (22<sup>nd</sup> Edition), Himalaya Publishing House, Mumbai,2016
- R.L.Varshney and B. Bhattacharya, International Marketing (24<sup>th</sup> Edition), Sultan Chand & Sons, New Delhi, 2012
- B.S.Rathod, J.S.Rathod, Export Marketing (3rd edition ), Himalaya Publishing House, Mumbai,2016
- Francis Cherunilam, International Marketing- Text and Cases (15<sup>th</sup> Edition), Himalaya Publishing House, Mumbai, 2017.
- Francis Cherunilam, International trade and Export Management (20<sup>th</sup> Edition), Himalaya Publishing House, Mumbai, 2017

## RamnarainRuia Autonomous College Commerce Syllabus

### TYBA SEMESTER VI Paper1 Introduction to Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM601	I	Communication, Coordination and Controlling	4	15
	II	Management Challenges		15
	III	Production Management		15
	IV	Materials Management		15
	<b>TOTAL</b>			<b>60</b>

### SEMESTER VI Paper 2 Human Resource Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM602	I	Human Relations - I	4	15
	II	Human Relations - II		15
	III	Industrial Relations		15
	IV	Current Issues		15
	<b>TOTAL</b>			<b>60</b>

### SEMESTER VI Paper 3 Export Management

Course Code	UNIT	TOPICS	Credits	Lectures
RUACOM603	I	Preliminaries for starting export business	3 ½	12
	II	Export Pricing		11
	III	Export Finance		11
	IV	Export Documentation and Procedure		11
	<b>TOTAL</b>			<b>45</b>

## SEMESTER VI

**Course Code: RUACOM601**

**Paper: 1**

**No. of Credits: 4**

**Title: Introduction to Management**

### Learning Objectives:

- To understand the key skills required by managers in communication, controlling and coordination functions of management
- To impart knowledge of management challenges and social responsibility of business
- To gain an understanding of the concepts: production and materials management

### Learning Outcomes

After completing this course a student will be able to

- Identify and apply key management skills in communication and controlling
- Explain the core features of production and materials management

**Number of Lectures: 60**

UNIT	TOPICS	Lectures
<b>I</b>	<p><b>Communication, Coordination and Controlling</b>                      Communication-Types of communication – Techniques of communication, Importance of communication, Barriers-Overcoming the Barriers, Communication Networks - Communication Flows - Negotiation Skills with stakeholders</p> <p>Controlling - Process of controlling - Techniques of controlling - Budgeting, budgeting process, Sales Budget -Production and Finance budget</p> <p>Co-ordination-Importance in Management – Principles of Coordination</p>	<b>15</b>
<b>II</b>	<p><b>Management Challenges</b>                      Management Challenges- Corporate Social Responsibility</p> <p>Management of Change – Resistance to Change – Steps                      Corporate Governance- Stress Management at work                      Business Ethics – need and importance</p>	<b>15</b>
<b>III</b>	<p><b>Production Management</b>                      Production management –Objectives- Functions- Importance - Scope – Production planning and control – Objectives - Steps</p> <p>Productivity- Need - Factors affecting productivity, Measuring and</p>	<b>15</b>

	Improving -difficulties in measuring productivity  Plant location	
<b>IV</b>	<b>Materials Management</b> Materials Management - Scientific Purchasing- Purchase Procedures - Inventory Control  Centralised and Decentralised purchasing , Store- keeping  Quality control and quality circles –Objectives - Functions -Steps In Quality Control – Inspection - Statistical Quality Control - Quality Circles	<b>15</b>
<b>TOTAL</b>		<b>60</b>

**References:**

- Peter Drucker, Management Challenges, Harper Business, 2008
- Durai, Principles of Management: Text and Cases, Pearson, 2012
- Harold Koontz, Principles of Management: An Analysis of Managerial Functions, Tata McGraw Hill, 1972
- Charles W. L. Hill and Steven McShane, Principles of Management (SIE), McGraw Hill Education, 2007
- Panneerselvam, Production and Operations Management Paperback, Prentice Hall India Learning Private Limited, 2012
- S. Chary, Production and Operations Management Paperback, McGraw Hill Education, 2006
- Ramasamy ,Principles of Management , Himalaya Publications, January 2010
- Tripathi Reddy , Principles of Management , Tata McGraw Hill, January 2012
- Murugan, M.Sakthive, Management Principles and Practices (2<sup>nd</sup> Edition), New Age Publishers, New Delhi, 2016



## SEMESTER VI

**Course Code: RUACOM602**

**Paper 2**

**No. of Credits: 4**

**Title: Human Resource Management**

### Learning Objectives:

- To understand concepts of Human needs and human relations for effective human relations management
- To learn the fundamental concepts and rules of law governing human resource management .
- To know the current issues concerning human resources

### Learning Outcomes:

After completing this course a student will be able to

- Identify the issues and Laws Relating to Human Resource Management
- Evaluate leadership styles to anticipate the consequences of each leadership style
- Observe and evaluate the current practices of human resource management.

**Number of Lectures: 60**

UNIT	TOPICS	Lectures
<b>I</b>	<p><b>Human Relations – I</b>                      Human Relations – Meaning, Features, Importance, Fundamental Concepts, Measures for Improvement.</p> <p>Human Needs – Meaning, Concept of Needs, Changing Nature of Needs, Need Satisfaction Process, Behavioral Effect of Unsatisfied Needs, manager’s Role in Need Fulfillment.</p> <p>Group Dynamics – Meaning, Characteristics, Types of Group, Objectives of Group Formation, Process of Group Formation, Conflict (Causes, Stages, Resolution)</p>	<b>15</b>
<b>II</b>	<p><b>Human Relations – II</b>                      Motivation – Meaning, Features, Factors, Importance, Theories ( Maslow, Herzberg, McGregor ,Expectancy Theory, McClelland Achievement Theory).</p> <p>Leadership – Meaning, Styles of Leadership- Rensis Likert’s Theory, Behavioural Theories (Trait, Ohio State University Studies, The Michigan Studies, LMX , The Managerial Grid)-</p>	<b>15</b>

	Contingency Theories (Path-Goal Model, Situational Leadership)- Selection of Leadership Style	
<b>III</b>	<b>Industrial Relations</b> Industrial Relations – Meaning, Importance, Labour Laws- Industrial Disputes Act ( Causes, Effects, Settlement Procedure)-Grievance – Meaning, Features, Causes, Redressal Procedure.  Employee Safety – Meaning, Importance, Employee Health and Safety, Accidents (Causes, Effects, Safety, Settlement Proposal) , Payment Of Wages Act – Employee Compensation Act, Factories Act	<b>15</b>
<b>IV</b>	<b>Current Issues</b> Human Resource Research- Meaning, Objectives. Human Resource Accounting- Meaning, Objectives, Limitations. Employee Participation-Meaning, Modes of participation Women at Workplace- Coping with Gender Bias and Sexual Harassment.	<b>15</b>
<b>TOTAL</b>		<b>60</b>

**References:**

- Dr. S.S.Khanka, Human Resources Management –Text and Cases (5<sup>th</sup> Edition), S.Chand&Co., New Delhi, 2013
- K.Ashwathappa, OrganisationBehaviour (12<sup>th</sup> Edition), Himalaya Publishing House, Mumbai, 2016.
- A.M.Sheikh, Human Resource Management and Development (3<sup>rd</sup> Edition), S.Chand& Co. Ltd., New Delhi, 2010
- McShane, S. L., Glinow, M. A., Sharma, R. R., Organisational behavior (4<sup>th</sup> Edition), Tata McGraw Hill, New Delhi, 2010
- Pareek, U. &Khanna, S, Understanding Organizational Behavior (1<sup>st</sup> Edition), Oxford University Press, 2016
- Sharma, S., Organisational behavior (4<sup>th</sup> Edition), Tata McGraw Hill, 2008
- Sharma, A. M., Industrial Relations and Labour Laws (2<sup>nd</sup> Edition), Himalaya Publishing House , Mumbai, 2015
- Mamoria, C. B., Mamoria, S. & S. V. Gankar, Dynamics of Industrial Relations in India(16<sup>th</sup> Edition), Himalaya Publishing House, Mumbai, 2015
- VenkataRatnam, C. S. Industrial Relations, Oxford University Press, 2014
- N Sinha, InduBalaSinha, SeemaPriyadarshiniShekhar, Industrial RelationsTrade Unions and P.R. Labour Legislation (2<sup>nd</sup> Edition), Pearson Publications, 2013

## SEMESTER VI

**Course Code: RUACOM 603**

**Paper 3**

**No. of Credits: 3 ½**

**Title: Export Management**

### Learning Objectives:

- To provide students with skills and knowledge needed to prepare export plans
- To learn the international markets practices and practical procedures of exports.
- To know the various sources of finance and foreign markets accessibility

### Learning Outcomes:

After completing this course, as student will be able to

- To identify products for exports and prepare export plans
- To recognize practices and procedures in exports.
- To identify and assess the foreign markets and sources of financing for export business

**Number of Lectures: 45**

UNIT	TOPICS	Lectures
<b>I</b>	<b>Preliminaries for starting export business</b> Overseas Marketing Research-Identifying foreign markets-Factors affecting selection of product in foreign market- Product Planning-International Product Life cycle-New product development process-Product branding, labelling and packaging. Methods of entry in foreign market-Channels of distribution in export market-Export marketing plan	<b>12</b>
<b>II</b>	<b>Export Pricing</b> Factors affecting export price-Pricing methods-Marginal costing and Breakeven pricing-Export pricing strategies Export pricing quotations-INCO terms-Major export price quotations-FOB price-CIF price- C & F price-Distinction between FOB price and CIF price Methods of payment in export marketing-Letter of credit-types-process of opening letter of credit.	<b>11</b>
<b>III</b>	<b>Export Finance</b> Types of Export Finance-Pre-shipment (Packing) credit-Post-shipment credit-Features, process of obtaining credit-Distinction between pre-shipment and Post-shipment finance-Deferred payment. Role of EXIM bank, Commercial bank, SIDBI in export finance- Role of ECGC in export finance	<b>11</b>
<b>IV</b>	<b>Export Documentation and Procedure</b> Main documents used in export and their importance-Commercial	<b>11</b>

	Invoice , Consular Invoice, Shipping bill, Certificate of Origin ,Consular Invoice, Shipping bill, Mate’s receipt, Bill of Lading and G.R. form. Stages in export procedure-Registration stage-Pre-shipment stage- Shipment stage-Post-shipment stage-Role of CHA in export procedure	
<b>TOTAL</b>		<b>45</b>

**References:**

- Francis Cherunilam, International trade and Export Management (20<sup>th</sup> Edition), Himalaya Publishing House, Mumbai, 2017
- Justin Paul, Rajiv Aserkar, Export Import Management (2<sup>nd</sup> Edition), Oxford Press, Oxford, 2013
- T.A.S. Balagopal, Export Management (22<sup>nd</sup> Edition), Himalaya Publishing House, Mumbai,2016
- R.L.Varshney and B. Bhattacharya, International Marketing (24<sup>th</sup> Edition), Sultan Chand & Sons, New Delhi, 2012
- B.S.Rathod, J.S.Rathod, Export Marketing (3rd edition ), Himalaya Publishing House, Mumbai, 2016
- Francis Cherunilam, International Marketing- Text and Cases (15<sup>th</sup> Edition), Himalaya Publishing House, Mumbai, 2017.
- Rakesh Mohan Joshi. *International Business*, Oxford University Press, New Delhi,2011.

### MODALITY OF ASSESSMENT

#### Theory Examination Pattern:

The performance of the learners shall be evaluated into two components viz. by Internal Assessment with 40% marks in the first component and by conducting the Semester End Examinations with 60% marks as the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:

#### A) Internal Assessment - 40% :40 marks.

Sr No	Evaluation type	Marks
1	One or more Assignments/Case study/Project plus attendance and Active participation in routine class instructional deliveries(case studies/ seminars/presentation	20
2	One class Test (multiple choice questions / objective/brief answers)	20

#### B) External examination - 60 %

##### Semester End Theory Assessment - 60 marks

- i. Duration - These examinations shall be of **2 hours** duration.
- ii. Paper Pattern:
  1. There shall be **4** questions each of **15** marks. Each unit there will be one question.
  2. All questions shall be compulsory with internal choice within the questions.

Questions	Options	Marks	Questions on
Q.1	Any 2 out of 3	15	Unit I
Q.2	Any 2 out of 3	15	Unit II



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Q.3	Any 2 out of 3	15	Unit III
Q.4	Any 2 out of 3	15	Unit IV