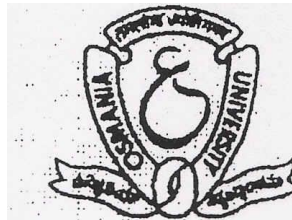


**B.Com (Advertising, Sales Promotion & Sales Management)**  
(w.e.f. 2016–2017)

**First Year Syllabus (CBCS)**



**FACULTY OF COMMERCE, OSMANIA UNIVERSITY**  
**HYDERABAD - 500 007 T.S.**

**2016**

**DEPARTMENT OF COMMERCE, O.U.**

*Structure of B.Com (Advertising, Sales Promotion & Sales Management (CBCS) for  
Osmania University, Hyd.  
(w.e.f. Academic Year 2016-17)*

**B.COM (Advertising, Sales Promotion & Sales Management) PROGRAMME****FIRST YEAR:****SEMESTER-I:**

<i>Sl.No.</i>	<i>Code</i>	<i>Course Title</i>	<i>Course Type</i>	<i>HPW</i>	<i>Credits</i>
(1)	(2)	(3)	(4)	(5)	(6)
1.	BC101	A/B/C/D	AECC-1	2	2
2.	BC102	English	CC-1A	5	5
3.	BC103	Second Language	CC-2A	5	5
4.	BC104	Financial Accounting - I	DSC-1A	5	5
5.	BC105	Marketing Management	DSC-2A	5	5
6.	BC106	Business Organization	DSC-3A	4	4
7.	BC107	Information Technology	DSC-4A	3T+2P	4
		<b>Total</b>		<b>31</b>	<b>30</b>

**SEMESTER-II:**

8.	BC201	A/B/C/D	AECC-2	2	2
9.	BC202	English	CC-1B	5	5
10.	BC203	Second Language	CC-2B	5	5
11.	BC204	Financial Accounting - II	DSC-1B	5	5
12.	BC205	Fundamentals of Advertising	DSC-2B	5	5
13.	BC206	Principles of Management	DSC-3B	4	4
14.	BC207	Foreign Trade	DSC-4B	4	4
		<b>Total</b>		<b>30</b>	<b>30</b>

**SECOND YEAR:****SEMESTER-III:**

15.	BC301	Principles of Insurance	SEC-1	2	2
16.	BC302	English	CC-1C	5	5
17.	BC303	Second Language	CC-2C	5	5
18.	BC304	Advanced Accounting	DSC-1C	5	5
19.	BC305	Income Tax-I	DSC-2C	5	5
20.	BC306	Business Statistics-I	DSC-3C	4	4
21.	BC307	Media Management	DSC-4C	4	4
		<b>Total</b>		<b>30</b>	<b>30</b>

**SEMESTER-IV:**

22.	BC401	Practice of Life Insurance	SEC-2	2	2
23.	BC402	English	CC -1D	5	5
24.	BC403	Second Language	CC-2D	5	5
25.	BC404	Corporate Accounting	DSC-1D	5	5
26.	BC405	Income Tax-II	DSC-2D	5	5
27.	BC406	Business Statistics-II	DSC-3D	4	4
28.	BC407	International Advertising	DSC-4D	4	4
		<b>Total</b>		<b>30</b>	<b>30</b>

<b>THIRD YEAR:</b>					
<b>SEMESTER-V</b>					
29.	BC501	Practice of General Insurance	SEC-3	2	2
30.	BC502		GE-1	2	2
31.	BC503	Cost Accounting	DSC-1E	4	4
32.	BC504	Business Law	DSC-2E	4	4
33.	BC505	Banking Theory & Practice	DSC-3E	4	4
34.	BC506	Computerised Accounting	DSC-4E	3T+2P	4
<b>35.</b>	<b>BC507</b>	Brand Management	<b>DSE-1A</b>	<b>5</b>	<b>5</b>
<b>36.</b>	<b>BC508</b>	Media Research & Planning	<b>DSE-2A</b>	<b>5</b>	<b>5</b>
		<b>Total</b>		<b>31</b>	<b>30</b>
<b>SEMESTER-VI</b>					
37.	BC601	Regulation of Insurance Business	SEC-4	2	2
38.	BC602		GE-2	2	2
39.	BC603	Managerial Accounting	DSC-1F	4	4
40.	BC604	Company Law	DSC-2F	4	4
41.	BC605	Financial Institutions & Markets	DSC-3F	4	4
42.	BC606	Commerce Lab	DSC-4F	2T+4P	4
<b>43.</b>	<b>BC607</b>	Copy writing of Management	<b>DSE-1B</b>	<b>5</b>	<b>5</b>
<b>44.</b>	<b>BC608</b>	Project	<b>DSE-2B</b>	<b>5</b>	<b>5</b>
		<b>Total</b>		<b>32</b>	<b>30</b>
		<b>GRAND TOTAL</b>		<b>184</b>	<b>180</b>

AECC: Ability Enhancement Compulsory Course; SEC: Skill Enhancement Course; DSC: Discipline Specific Course; DSE: Discipline Specific Elective; GE: Generic Elective; T=Theory; P=Practicals;

### SUMMARY OF CREDITS

Sl. No.	Course Category	No. of Courses	Credits Per Course	Credits
1	AECC	2	2	4
2	SEC	4	2	8
3	CC Language	8	5	40
	<b>DSC</b>	<b>8</b>	<b>5</b>	<b>40</b>
		<b>16</b>	<b>4</b>	<b>64</b>
4	<b>DSE</b>	<b>4</b>	<b>5</b>	<b>20</b>
5	GE	2	2	4
	<b>TOTAL</b>	<b>44</b>		<b>180</b>
	<b>Commerce Total</b>	<b>28</b>		<b>124</b>

**SYLLABUS****Paper : (BC 104) : FINANCIAL ACCOUNTING - I**

Paper: BC104

Max. Marks: 50

THPW: 5 Hrs

Exam Duration: 3 Hrs

Credits : 5

*Objective: to acquire conceptual knowledge of basics of accounting and preparation of final accounts of sole trader.*

**UNIT-I: ACCOUNTING PROCESS:**

Financial Accounting: Introduction – Definition – Evolution – Functions-Advantages and Limitations –Users of Accounting Information- Branches of Accounting – Accounting Principles: Concepts and Conventions- Accounting Standards– Meaning – Importance – List of Accounting Standards issued by ASB – Accounting System- Types of Accounts – Accounting Cycle- Journal- Ledger and Trial Balance. (Including problems)

**UNIT-II: SUBSIDIARY BOOKS:**

Meaning –Types - Purchases Book - Purchases Returns Book - Sales Book - - Sales Returns Book - Bills Receivable Book - Bills Payable Book – Cash Book - Single Column, Two Column, Three Column and Petty Cash Book - Journal Proper.(Including problems)

**UNIT-III: BANK RECONCILIATION STATEMENT:**

Meaning – Need - Reasons for differences between cash book and pass book balances – Favourable and over draft balances – Ascertainment of correct cash book balance (Amended Cash Book) - Preparation of Bank Reconciliation Statement. (Including problems)

**UNIT-IV: RECTIFICATION OF ERRORS AND DEPRECIATION:**

Capital and Revenue Expenditure – Capital and Revenue Receipts: Meaning and Differences - Differed Revenue Expenditure. Errors and their Rectification: Types of Errors - Suspense Account – Effect of Errors on Profit. (Including problems)

Depreciation (AS-6): Meaning – Causes – Difference between Depreciation, Amortization and Depletion - Objectives of providing for depreciation – Factors affecting depreciation – Accounting Treatment – Methods of depreciation: Straight Line Method - Diminishing Balance Method (Including problems)

**UNIT-V: FINAL ACCOUNTS:**

Final Accounts of Sole Trader: Meaning -Uses -Preparation of Manufacturing, Trading and Profit & Loss Account and Balance Sheet – Adjustments – Closing Entries.(Including problems)

**SUGGESTED READINGS:**

1. Accountancy-I: Haneef and Mukherjee, Tata McGraw Hill Company.
2. Principles & Practice of Accounting: R.L.Gupta&V.K.Gupta, Sultan Chand.
3. Accountancy-I: S.P. Jain & K.L Narang, Kalyani Publishers.
4. Accountancy–I: Tulasian, Tata McGraw Hill Co.
5. Introduction to Accountancy: T.S.Grewal, S.Chand and Co.
6. Advanced Accountancy-I: S.N.Maheshwari& V.L.Maheswari, Vikas.
7. Fundamentals of Financial Accounting: Deepak Sehgil, Tax Mann Publication.
8. Financial Accounting: Jawahar Lal, Himalaya Publishing House.

**Paper : (BC 105) : MARKETING MANAGEMENT**

Paper: BC 105

THPW: 5 Hrs

Credits : 5

Max. Marks: 50

Exam Duration: 3Hrs

**Objective:** This paper is intended to familiarize the students with the concepts of marketing management.

**Unit-I: Introduction to Marketing & Marketing Environment:** Meaning and Definition of Marketing - Scope of Marketing - Evolution of Marketing Concepts -Production Concept - Product Concept - Marketing Myopia - Selling Concept – Marketing Concept - Societal Marketing Concept - Objectives of Marketing - Role of Marketing in Economic Development - Rural Marketing - Rural Markets Vs Urban Markets – Marketing Management Tasks - Marketing Mix-Marketing of services.

**Marketing Environment:** Micro Environment (Company-Suppliers-Marketing Intermediaries-Customers- Competitors- Public) - Macro Environment (Demographic-Economic-Natural-Technological-Political-Legal and Regulatory - Cultural -Social) - International Marketing-GAAT and WTO.

**Unit-II: Market Segmentation & Consumer Behaviour :** Concept of Target Market - Diffused Market - Concentrated Market - Clustered Market -Market Segmentation (Concept-Bases-Benefits-Requirements for Effective Segmentation) –Market Segmentation Analysis for consumer and service products - Product Positioning – Positioning maps.

**Unit III: Consumer and Organizational Buying Behavior:** Consumer Behavior (Nature-Scope-Importance) - Factors influencing Consumer Behavior (Economic psychological-Cultural-Social and Personal) - Steps in Consumer Decision Process – Post Purchase Behavior - Cognitive Dissonance - Organizational Buyer (Industrial Markets- Resellers Market-Government Market)- Characteristics of Organizational Buyer Organizational Buying Behavior Vs Consumer Behavior.

**Unit IV: Product & Price Management:** Concept of Product - Classification of Products - Product Levels- Product Mix - Product Mix Decisions - New Product – New Product Development Stages - . Product Life Cycle Stages and marketing implications - Branding - Packaging and Labeling. **Price Management:** Pricing – Objectives of Pricing – Role of Price in Marketing Mix – Factors influencing price – Pricing under different competitive conditions, Skimming and Penetration Pricing –Pricing Methods/strategies- cost based- demand based- competition based.

**Unit-V: Promotion & Channel Management:** Promotion – Significance – Promotion Mix – Advertising – Objectives – Media – Budget- Types of Advertising - Personal Selling – Nature – Steps in personal selling. Sales Promotion – Objectives – Tools - Public Relations – Direct marketing – Forms of direct marketing.

**Channel Management:** Marketing Channels: Nature – Channel Levels - Channel Structure & Participants –Functions Marketing Intermediaries - Channel Design Decisions - Online Marketing - Online Marketing Channels – objectives – merits – demerits- Retailing: Meaning – Significance – forms of retailing – formats of retail stores.

**SUGGESTED READINGS:**

1. Philip Kotler: Marketing Management 12e, PHI ; 2. Lamb: Introduction to Marketing, 8e, Thomson, 2007; 3. Stanton WJ: Fundamental of Marketing, 1996; 4. Jain: Marketing Planning and Strategy, 7e,; 5. Czinkota & Kotabe: Marketing Management, 2005; 7. Ramaswamy &. Namakumari: Marketing Management; 8. Boone & Kurtz: Principles of Marketing, 12e, Thomson, 2007.; 9. Rajan Saxena: Marketing Management ; 10.Blackwell: Consumer Behaviour, 10e,; 11.Schiffman: Consumer Behavior, 9e PHI

**Paper : (BC 106) : BUSINESS ORGANISATION**

Paper: BC106  
THPW: 4 Hrs  
Credits : 4

Max. Marks: 50  
Exam Duration: 3Hrs

**Objective:** To acquaint the students with the basics of Commerce and Business concepts and functions and forms of Business Organization

**UNIT-1: FUNDAMENTAL CONCEPTS:** Concepts of Business, Trade, Industry and Commerce - Classification - Relationship between Trade, Industry and Commerce - Nature of Business - Objectives of Business – Functions of Business- Social Responsibility of a business - Steps to Start an Enterprise

**UNIT-II: BUSINESS ORGANIZATION:** Forms of Business Organization - Classification - Factors Influencing the Choice of Suitable Form of Organization - Sole Proprietorship – Meaning, Definition - Characteristics - Advantages and Disadvantages - Suitability of Sole Proprietorship - Partnership -Kinds of Partners - Partnership Deed -- Meaning – Contents - Registration of Partnership Advantages and Disadvantages of Partnership - Suitability of Partnership - Limited liability partnership – Hindu Undivided Family - Meaning - Characteristics - Advantages and Disadvantages - Co-Operative Organization – Characteristics -Types of Co-Operative Societies - Limitations of Cooperatives.

**UNIT-III: FORMATION OF JOINT STOCK COMPANY:** Joint Stock Company - Meaning - Definition - Characteristics - Advantages and Disadvantages - Kinds of Companies - Promotion - Stages of Promotion - Promoter - Characteristics - Kinds - Preparation of Important Documents - Memorandum of Association - Clauses - Articles of Association - Contents – Prospectus - Contents – Red herring Prospectus- Statement in lieu of Prospectus.

**UNIT-IV: SOURCES OF FINANCE:** Industrial Finance - Long Term and Short Term Finance - Fixed and Working Capital Finance - Sources of Corporate Finance ( A brief introduction to Shares and Debentures, Retained Earnings, Underwriting, Inter Company Investments and Venture Capital, Angel Investors, lease, hire purchase, franchising) .

**UNIT V: STOCK EXCHANGE AND MUTUAL FUNDS:** Stock Exchange, Functions — Working of Stock Exchanges, Mutual Funds –Importance, Functions, Types — Role of SEBI in Regulating Stock Exchanges and Mutual Funds in India

**SUGGESTED READINGS:**

1. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers
2. Business Organization: Sharma Shashi K. Gupta, Kalyani publishers.
3. Organization & Management: R. D. Agarwal, McGraw Hill.
4. Modern Business Organization: S.A. Sherlekar, V.S. Sherlekar, Himalaya Publishing House
5. Business Organization & Management: C.R. Basu, Tata McGraw Hill
6. Business Organization & Management: R. N. Gupta, S. Chand,
7. Organizational Behaviour Text & Cases: V.S.P. Rao, Himalaya Publishing House
8. Business Organization & Management: Uma Shekaram, Tata McGraw Hill
9. Business Organization & Management: Niranjana Reddy & Surya Prakash, Vaagdevi publishers.
10. Business Organisation and Management, Dr. Neeru Vasihth, Tax Mann Publications.

**Paper : (BC 107) : INFORMATION TECHNOLOGY**

Paper: BC107  
THPW: 5 (3T & 2P)  
Credits: 4

Max. Marks: 35T + 15P  
Time: 3 Hrs.

**Objective:** to acquire basic knowledge in Information Technology and its applications in the areas of business.

**UNIT-I: INTRODUCTION:**

Introduction to computers - Generations of computers – An overview of computer system - Types of computers - Input & Output Devices.

Hardware: Basic components of a computer system - Control unit – ALU - Input/output functions - Memory – RAM – ROM – EPROM - PROM and Other types of memory.

**UNIT-II: OPERATING SYSTEM (OS):**

Meaning - Definition & Functions - Types of OS - Booting process - DOS – Commands (internal & external) - Wild card characters – Virus & Hackers – Cryptography & cryptology.

Windows: Using the Start Menu –Control Panel – Using multiple windows – Customizing the Desktop – Windows accessories (Preferably latest version of windows or Linux Ubuntu).

**UNIT-III: WORD PROCESSING:**

Application of word processing - Menus & Tool Bars - Word processor – Creating – Entering - Saving & printing the document - Editing & Formatting Text - Mail Merge and Macros (Preferably latest version of MS Word or Libre Office Writer).

**UNIT-IV: SPREAD SHEET:**

Application of work sheet/spread sheet - Menus & Tool bars - Creating a worksheet - Entering and editing of numbers - Cell reference - Worksheet to analyze data with graphs & Charts.

Advanced tools: Functions – Formulae – Formatting numbers - Macros – Sorting - Filtering - Validation & Consolidation of Data (Preferably latest version of MS Excel or Libre Office Calc).

**UNIT-V: POWER POINT PRESENTATION:**

Application of Power Point Presentation – Menus & Tool bars – Creating presentations – Adding - Editing and deleting slides - Templates and manually – Slide show – Saving - Opening and closing a Presentation –Types of slides - Slide Views - Formatting – Insertion of Objects and Charts in slides - Custom Animation and Transition (Preferably latest version of MS Power Point presentation - Libre Office Impress).

Internet & Browsing: Services available on internet – WWW – ISP – Browsers.

Multimedia: Application of multimedia – Images – Graphics - Audio and Video – IT security.

**SUGGESTED READINGS:**

1. Introduction to Computers: Peter Norton, McGraw Hill.
2. Fundamentals of Information Technology: Dr. NVN Chary, Kalyani Publishers.
3. Computer Fundamental: Anitha Goel, Pearson.
4. Information Technology Applications for Business: Dr. S. Sudalaimuthu, Himalaya
5. Introduction to Information Technology: ITL ESL, Pearson.
6. Introduction to Information Technology: V. Rajaraman, PHI.
7. Fundamental of Computers: Balaguruswamy, McGraw Hill.
8. PC Software under Windows: Puneet Kumar, Kalyani Publishers.
9. Information Technology and C language: Rajiv Khanna, New Age International.
10. Fundamentals of Information Technology: Alexis Leon, Vikas Publishing House.
11. Informational Technology: P. Mohan, Himalaya Publishing House.
12. Information Technology: R. Renuka, Vaagdevi Publishers.
13. OS-Linux Spoken Tutorials & Libre Office Spoken Tutorials by IIT Bombay.
14. Fundamentals of Information Technology: Rajiv Midha, Tax Mann Publications.

**Paper : (BC 204) : FINANCIAL ACCOUNTING-II**

Paper: BC204

THPW: 5Hrs

**Credits : 5**

Max. Marks: 50

Exam Duration: 3 Hrs

*Objective: to acquire accounting knowledge of bills of exchange and other business accounting methods.*

**UNIT-I: BILLS OF EXCHANGE:**

Bills of Exchange - Definition- Distinction between Promissory note and Bills of exchange- Accounting treatment of Trade bills: Books of Drawer and Acceptor- Honour and Dishonour of Bills- Renewal of bills- Retiring of bills under rebate- Accommodation bills.(Including problems)

**UNIT-II: CONSIGNMENT ACCOUNTS:**

Consignment – Meaning – Features– Proforma invoice - Account sales – Del credere commission- Accounting treatment in the books of the consignor and the consignee - Valuation of consignment stock –Treatment of Normal and abnormal Loss - Invoice of goods at a price higher than the cost price. (Including problems)

**UNIT-III: JOINT VENTURE ACCOUNTS:**

Joint Venture – Meaning –Features-Difference between Joint Venture and Consignment- Accounting Procedure-Methods of Keeping Records for Joint Venture Accounts-Method of Recording in co-ventures books-Separate Set of Books Method- Joint Bank Account-Memorandum Joint Venture Account (Including problems)

**UNIT-IV: ACCOUNTS FROM INCOMPLETE RECORDS:**

Single Entry System – Meaning -Features–Difference between Single Entry and Double Entry systems -Defects in Single Entry System - Books and accounts maintained - Ascertainment of Profit - Statement of Affairs and Conversion method (Including problems)

**UNIT-V: ACCOUNTING FOR NON-PROFIT ORGANIZATIONS:**

Non- Profit Organization – Meaning – Features – Receipts and Payments Account – Income and Expenditure Account – Balance Sheet(Including problems)

**SUGGESTED READINGS:**

1. Accountancy-I: Haneef and Mukherjee, Tata McGraw Hill Co.
- 2.Principles and Practice of Accounting: R.L. Gupta & V.K. Gupta,Sultan Chand & Sons.
3. Accountancy–I: Tulasian, Tata McGraw Hill Co.
4. Accountancy–I: S.P. Jain & K.L Narang, Kalyani.
5. Advanced Accountancy-I: S.N.Maheshwari&V.L.Maheswari, Vikas.
6. Advanced Accountancy: M Shrinivas& K Sreelatha Reddy, Himalaya Publishers.
7. Financial Accounting: M.N Arora, Tax Mann Publications.



**Paper : ( BC 205 ) : FUNDAMENTALS OF ADVERTISING**

Paper: BC 204  
THPW: 5 Hrs  
Credits : 5

Max. Marks: 50  
Exam Duration: 3 Hrs

**Objective:** This course presents the various classifications and functions of advertising, effects of Advertising and to familiarize the students with the basic concept of advertising and understanding the importance of Direct marketing, sales Promotion and Public Relations in Advertising.

**UNIT- 1 : INTRODUCTION TO ADVERTISING:**

Advertising – Definition – Importance – Classification of advertisements – Functions of Advertising – Objectives – DAGMAR.

**Advertising and Direct Marketing:** Advertising-Determinants of Advertisability - Causes for advertisement failure – Direct marketing – Definition – Growth of direct marketing – Causes – Process of Direct marketing.

**UNIT- II: ADVERTISING & SALES PROMOTION:**

Sales Promotion – Definition – Types – Features – Increasing importance – Reasons – Advantages and disadvantages of the combination of advertising and sales promotion.

**Advertising and Public Relations/Publicity:** Public Relations – Definition – Publicity – Meaning – Advertising, PR and publicity – Advantages and Disadvantages.

**UNIT- III: PLANNING FOR ADVERTISING:**

Strategic planning – Marketing plan – Advertising objectives – Communication response pyramid – Advertising Department – Organizing for advertising department – Functions of advertising management.

**UNIT- IV: ECONOMIC EFFECTS OF ADVERTISING:**

Explicit role of advertising – Indirect role of Advertising – Economic effects.

**Social Effects of Advertising:** Benefits of Advertising – Impact of Advertisements on children – Women in Advertising.

**UNIT- V: ETHICS IN ADVERTISING:**

Criticism of Advertising – Controversial effects of advertising – Puffery – Shock advertisements – Subliminal advertising – Regulating bodies in India.

**Suggested Readings:**

1. Belch & Belch – Advertising & Promotion – Tata McGraw Hill.
2. Advertising – Sontakki – Himalaya Publishing House.
3. Advertising Planning and Implementation – Sharma and Singh – Prentice Hall
4. Advertising Management – Concepts and cases – Mahendra Mohan – Tata McGraw Hill.
5. Burnelt – Promotion Management Tata McGraw Hill.

**Paper : (BC 206) : PRINCIPLES OF MANAGEMENT**

Paper: BC206

Max. Marks: 50

THPW: 4 Hrs

Exam Duration: 3Hrs

**Credits : 4**

**Objective:** To acquaint the students with the Principles, functions and practices of management

**UNIT-I: INTRODUCTION**

Management - Meaning - Characteristics - Administration Vs Management - Scope of Management - Importance of Management - Functions of Management - Levels of Management - Skills of Management -- Leader Vs. Manager - Scientific Management - Meaning - Definition - Objectives - Criticism – Fayol’s 14 Principles of Management .

**UNIT-II: PLANNING**

Meaning - Definition - Characteristics - Types of Plans - Advantages and Disadvantages – Approaches to Planning - Management by Objectives (MBO) - Steps in MBO - Benefits - Weaknesses

**UNIT-III: ORGANIZING:**

Organizing-Meaning, Definition – Organization Meaning, Definition - Process of Organizing - Principles of Organization - Types of Organization - Formal and Informal Organizations - Line, Staff Organizations - Line and Staff Conflicts - Functional Organization - - Span of Management - Meaning - Determining Span - Factors influencing the Span of Supervision

**UNIT-IV: DELEGATION AND DECENTRALIZATION:**

Authority – Meaning - Delegation - Definition - Characteristics: - Elements - Principles, Types of Delegation - Importance of Delegation: - Factors Influencing Degree of Delegation - Barriers - Guidelines for Making Delegation Effective - Centralization - Meaning – Decentralization- Meaning - Difference between Delegation and Decentralization.

**UNIT-V: COORDINATION AND CONTROL:**

Meaning - Definition - Principles of Coordination – Importance- Process of Coordination-techniques of Effective Coordination - Control - Meaning - Definition – relationship between planning and control- Steps in Control – Types (post, current and pre-control) - Requirements for effective control.

**SUGGESTED READINGS:**

1. Principles and Practice of Management: R. S. Gupta, B. D. Sharma, W.S. Bhalla, Kaylani
2. Management: Stephen P. Robbins, Person
3. Principles of Management: T Ramasamy, Himalaya Publication
4. Principles of Management Concept: Rajeshviwanathan, Himalaya Publication
5. Management Theory and Practices: P Subba Rao, Himalaya Publishing House
6. Essential of Management: Harold Kontz, McGraw Education
7. Principles of Management, Chandan JS, Vikas Publishers.
8. Fundamentals of Management, Dr. Pradeep Kumar, S. Chand
9. Principles of Management: Neeru Vasishth, Tax Mann Pulications.

**Paper : (BC 207) : FOREIGN TRADE**

Paper: BC 207

THPW: 4 Hrs

**Credits : 4**

Max. Marks: 50

Exam Duration: 3Hrs

*Objective: to gain knowledge of India's foreign trade procedures policies, and international institutions.*

**UNIT-I: INTRODUCTION:**

Foreign Trade: Meaning and Definition - Types – Documents used-Commercial Invoice – Bills of Lading / Airway Bill – Marine Insurance Policy and Certificate – Bills of Exchange – Consumer Invoice – Customs Invoice – Certificate of Origin – Inspection Certificate – Packing List.

**UNIT-II: BALANCE OF TRADE AND BALANCE OF PAYMENTS:**

Introduction – Meaning - Components of BOT & BOP - Concept of Disequilibrium – Causes - Remedies for Correcting Balance of Payments in International Trade.

**UNIT-III: INDIAN TRADE POLICY:**

Importance and its Implementation – Current Export Policy and Import Policy.

**UNIT-IV: FOREIGN TRADE AND TRADE BLOCS:**

Growth - Significance of Foreign Trade – Merits - Demerits – Trade Blocs : Types – Preferential Trade Area, Free Trade Area, Customs Unions, Common Markets, Economic Unions, Monetary Unions, Customs and Monetary Unions, and Economic and Monetary Unions.

**UNIT-V: INTERNATIONAL ECONOMIC INSTITUTIONS:**

IMF: Objectives - Functions - World Bank: Objectives – Functions - Subsidiaries of World Bank – IMF Vs. IBRD; New Development Bank (NDB) – Objective Functions – Features – Membership – Shareholding, Criticism, Asian Infrastructure Investment Bank (AIIB) – Objective Functions – Features – Membership – Shareholding, Criticism; Trans-Pacific Partnership (TPP) - Objective Functions – Features – Membership – Shareholding, Criticism; UNCTAD: Aims – Features; WTO - Aims - Features – Agreements.

**SUGGESTED READINGS:**

1. International Marketing: Rathore & Jain, Himalaya Publishers.
2. International Marketing: Kushpat S. Jain & Rimi Mitra, Himalaya Publishers
3. International Economics: SSM Desai & Nirmal Bhalerao, Himalaya Publishers.
4. International Business Environment & Foreign Exchange Economies: Singh & S. Srivastava,
5. Foreign Trade and Foreign Exchange: O.P Agarwal & B.K. Chaudri, Himalaya Publishers
6. International Financial Markets & Foreign Exchange: Shashi.K.Gupta & Praneet Rangi, Kalyani
7. International Economics: Theory & Practice: Paul R. Krugman, Pearson Publishers.

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