

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Global Business Laws & Taxation**Session:** Jan.-June**Class:** B.B.A (Foreign Trade) IV Sem**I: Objective of the course:**

The objective of this course is to offer an opportunity to the student to understand the basic legal framework under which export and import business is conducted. The students are expected to know only those provisions of law which affect the international trade.

II: Examination:

The faculty member will award internal marks out of 30. The semester examination will be carrying 70 marks.

III: Course Outcomes(CO):

CO 1: To demonstrate an understanding of the Legal Environment in which the export and import business function.

CO2. To identify laws, conditions and regulations that impact business in national and international work environments.

CO 3: To understand various modes of dispute resolution in business transactions.

CO 4: Identify and discuss the legal implications of business decisions and application of basic legal knowledge to business transactions.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---------|------|------|------|------|------|------|------|------|
| CO 1 | | 2 | | | | | | 3 |
| CO 2 | | | | | | | 2 | 3 |
| CO 3 | | | | | | | 2 | 3 |
| CO 4 | | | | | | | | 3 |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub - Topic | Reference |
|--|----------|------------------------------------|--|--------------------------------|
| 1 | I | Legal Environment | Legal Environment – Introduction, Need of Legal system | Study Material |
| 2 | | | Multiplicity of Legal Environment | Study Material |
| 3 | | | Jurisdiction in International Business Disputes | Study Material |
| 4 | | | Legal Recourse in Resolving Disputes - Conciliation | Study Material |
| 5 | | | Legal Recourse in Resolving Disputes - Arbitration | Study Material |
| 6 | | | Legal Recourse in Resolving Disputes - Litigation | Study Material |
| CO:1 | | | | |
| LO: Develop an understanding of the various modes of dispute resolution in business transactions in national and international context. | | | | |
| 7 | II | Commercial Laws within the Country | Contract Act | B.N.1/ Study Material/Bare Act |
| 8 | | | Contract Act | B.N.1/ Study Material/Bare Act |
| 9 | | | The Sale of Goods Act | B.N.1/ Study Material/Bare Act |
| 10 | | | The Sale of Goods Act | B.N.1/ Study Material/Bare Act |
| 11 | | | Arbitration Act | B.N.1/ Study Material/Bare Act |
| 12 | | | Patents & Trademark Act | Study Material/ Bare Act |
| 13 | | | Patents & Trademark Act | Study Material/ Bare Act |
| 14 | | | Contract of Affreightment | Study Material/ Bare Act |
| 15 | | | Insurance Laws | Study Material/ Bare Act |
| 16 | | | Foreign Trade (Development and Regulation Act) Act, 1992 | Study Material/ Bare Act |
| 17 | | | M RTP (Monopolies and Restrictive Trade Practices) Act | Study Material/ Bare Act |
| 18 | | | Foreign Exchange Regulation Act, 1973. | Study Material/ Bare Act |

| Assignment No.1 | | | | |
|--|-----|--|---|-----------------------------|
| CO:2 | | | | |
| LO: Develop an understanding of major economic and commercial laws that have bearing on conduct of business in India. | | | | |
| 19 | III | U.S. laws Applicable in Host Countries | Foreign Corrupt Practices Act | Study Material/ Bare Act |
| 20 | | | National Security Laws | Study Material/ Bare Act |
| 21 | | | Anti Trust Laws | Study Material/ Bare Act |
| 22 | | | Antiboycott Laws | Study Material/ Bare Act |
| 23 | | | Protection of Intellectual Property Rights | Study Material/ Bare Act |
| 24 | | | Laws of Other Countries relating to: • Export Sales Contract • Consultancy Service Contract | Study Material |
| 25 | | | Laws of Other Countries relating to: • Project Export Contract • Product Liability Laws | Study Material |
| CO:3 | | | | |
| LO: Understand the foundational information about the U.S. legal system, its applicability in host countries and their impact on business and acquire knowledge of terminology and concepts of laws of other countries relating to various business contracts. | | | | |
| 26 | IV | Taxation Laws | Laws Relating to Customs | Study Material/ Bare Act |
| 27 | | | Laws Relating to Income Tax | Study Material/ Bare Act |
| 28 | | | Laws Relating to Income Tax | Study Material/ Bare Act |
| 29 | | | Avoidance of Double Taxation Agreements | Study Material/ Bare Act |
| Assignment No.2 | | | | |
| CO:2,3 | | | | |
| LO: Develop knowledge about various provisions of Custom and Tax laws which affect international trade. | | | | |
| 30 | V | Bribery | Over Billing & Under Billing | Study Material |
| 31 | | | Gray Markets | Study Material |
| 32 | | | Green Marketing Legislation | Study Material |
| CO:4 | | | | |
| LO: Understand the concept of bribery, grey market and green marketing legislation. | | | | |

VI: Reference Book:

1. M.C. Kuchhal & Vivek Kuchhal, Business Legislation for Management, 4th edition, Vikas Publishing House, 2013.
2. BARE ACT of the abovementioned topics.

VII: Note:

1. There will be 2 class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of Global Business Laws & Taxation
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

Rubrics for Internal Assessment For Global Business Laws and Taxation**BFT IV Sem**

Goal : After the completion of the subject students will be able to understand an overview about the legal environment and the intricacies involved in international trade.

Objective: The purpose of this course is to offer an opportunity to the student to understand the basic legal framework under which export and import business is conducted. The Students are expected to know only those provision of laws which affect international trade.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|---|---|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand the legal environment of international trade. Students provide a good insight of commercial laws of outside countries as well as within the country. Students were able to articulate taxation laws related to customs' and income tax. | %.... students were accomplished and able to articulate some understanding of the legal environment of international trade. Some of the students provide a fare insight of commercial laws of outside countries as well as within the country. Some students were able to articulate taxation laws related to customs and income tax. | %.... students fall in this criteria. They showed minimal knowledge of the subject. | %.... student fall in this criteria. They all were not able to articulate any of perspectives of the legal environment of international trade. None of the students provide a fare insight of commercial laws of outside countries as well as within the country. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|-------------------|-------------------------|--------------------------|----------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |
| | | | | | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Quality Control, TQM, AND ISO-9000**Session:** January-June**Class:** BBA (Foreign Trade) IV Sem

I: Objective of the Course: The objective of the course is to highlight the significant of quality of the product exported as quality gives edge to the exporter in a competitive international market.

II: Examination: The faculty member will award marks out of a maximum of 30 marks (Internal Evaluation). The semester examination will be worth 70 Marks (External evaluation).

III: Course Outcomes(CO):

CO1. Students will be able to implement the basic principles of TQM in manufacturing and service based organization with context of Export and Import.

CO 2. Identify the key aspects of the quality of export goods with appropriate tools and techniques for controlling, improving and measuring quality.

CO 3. Understand Legal provisions of Quality Control and Inspection Act, 1963.

CO 4. Will be able to evaluate the need of quality in terms of ISO 9000.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 3 | | | | | | | 1 |
| CO 2 | | | 3 | | 1 | | | |
| CO 3 | | 3 | | | | 1 | | |
| CO 4 | | | | 2 | | | 1 | 3 |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|------------------------------|---|-----------|
| 1 | 1 | Quality Control in Exports | Introduction to Need for Quality Control in Exports | B.N.1,3 |
| 2 | | | Need for Quality Control in Exports | B.N.1,3 |
| 3 | | Class Test | | |
| 4 | | First Group Presentation | | |
| A1 First Assignment Submission within 3 Days | | | | |
| CO:1 | | | | |
| LO: Able to understand the need of Quality control in Exports. | | | | |
| 5 | 2 | Procedure of Quality Control | Introduction to Procedure of Quality Control | B.N.1,3 |
| 6 | | | Procedure of Quality Control | B.N.1,3 |
| 7 | | | Commodities covered under the quality control and pre-shipment inspection | B.N.1,3 |
| 8 | | | Commodities covered under the quality control and pre-shipment inspection | B.N.1,3 |
| 9 | | | Export Inspection Council | B.N.1,3 |
| 10 | | | Quality Standards for Exports | B.N.1,3 |
| 11 | | | System of Inspection | B.N.1,3 |
| 12 | | | Pilot Test House | B.N.1,3 |
| 13 | | | Voluntary Inspection | B.N.1,3 |
| 14 | | | Fee for Inspection | B.N.1,3 |
| 15 | | | Export Worthy Certificate | B.N.1,3 |

| | | | | |
|--|---|--------------------|---|-----------|
| 16 | | | Procedure for Handling Complaints | B.N.1,3 |
| 17 | | | Procedure for Handling Complaints | B.N.1,3 |
| 18 | | | Second Group Presentation | |
| 19 | | | Class Test | |
| A2Second Assignment Submission within 3 Days | | | | |
| CO:2 | | | | |
| LO: Students will be able to understand the procedure of quality control in exports including certificate. | | | | |
| 20 | 3 | Legal Provisions | Legal Provisions Regarding Quality Control | B.N.2 |
| 21 | | | Export (Quality Control And Inspection) Act 1963 | |
| 22 | | | Export (Quality Control And Inspection) Act 1963 | B.N.2 |
| 23 | | | Quality Control as per New EXIM policy | B.N.2 |
| 24 | | | Quality Control as per New EXIM policy | B.N.2 |
| 25 | | Class Test | | |
| 26 | | Group Presentation | | |
| CO:3 | | | | |
| LO: Students will learn about the legal procedure Quality Control and Inspection act 1963. | | | | |
| 27 | 4 | TQM | Introduction to TQM | B.N.1,3,5 |
| 28 | | Class Test | | |
| 29 | | Group Presentation | | |

| | | | | |
|--|---|--------------------|-------------------------|-------|
| CO:1 | | | | |
| LO: Students will be able to know about various parameters of Total Quality Management. | | | | |
| 30 | 5 | ISO-9000 | Introduction to ISO-900 | B.N.2 |
| 31 | | Class Test | | |
| 32 | | Group Presentation | | |
| CO:4 | | | | |
| LO: Students will learn all aspects of ISO 9000. | | | | |

VI: Reference Books:

1. J.M Juran, Quality Assurance.
2. UNCTAD/WTO, ISO-9000 Quality Management Systems
3. M. Mahajan, Statistical Quality Control.
4. E.L. And Leavenworth, R.S. (1998). Grant, Statistical Quality Control/ McGraw Hill, Inc, New York.
5. D.L. Shah, Continuous Quality Improvement (Part I & II)
- 6.

VII: Note:

1. There will be 4 class tests/assignments/presentations of equal weightage.
2. There will be group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach Import Management.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII Rubrics for Internal Assessment**Subject-Quality Control, TQM, And ISO-9000****BBA FT IV Sem**

Goal : Students should understand the significance of quality of the product in competitive international market.

Objective: To Understand how company's success in being competitive in global markets depends on the quality of products and services exported

| 20-16 Marks | 15-11 Marks | 10-06 Marks | 05-00 Marks |
|--|--|--|--|
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| Students have high conceptual understanding of the need of quality control in foreign trade specially export. Students are having sufficient knowledge of quality control procedure and legal provisions related with it and standards of TQM and ISO-9000 | Students have conceptual understanding of quality control process and are capable to understand TQM and ISO 9000 Standards | Basic understanding of concepts but getting stuck between the legal provisions and its application | Cannot relate the concept to anything happening. Has no Conceptual Clarity either. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan**

Subject: Computer Application to Foreign Trade I
Class: BFT IV Sem

Session: Jan- Jun

I: Objective of course: The objective of the course is to familiarize the student with IT enabled functioning of an export house.

II: Examination: The faculty member will award internal marks out of 30. The end semester examination will be worth 70 marks having theory and cases/practical problems.

III: Course Outcomes(CO):

CO1. Understand the concept of Computer Application functioning of an export house .

CO2. Understand the role of IT & functioning of Office Automation Equipments.

CO3. To gain knowledge about Application software which is used in Export-Import Softwares.

CO4. Get the knowledge about Multimedia Application and Electronic transfer system and also understand to solve case studies in role of IT in Foreign Trade.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 1 | | 2 | | 1 | | | |
| CO 2 | | | 2 | | 2 | | | |
| CO 3 | | | | 1 | 2 | | | |
| CO 4 | 2 | 1 | | | | | 1 | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|---------------------------|---|-----------|
| 1 | 1 | Office Automation Systems | Basic Computer Organisation with Block Diagram | B.N. 1 |
| 2 | | | Applications and types of computer | B.N. 1 |
| 3 | | | Office Automation System Uses and advantages | B.N. 1 |
| 4 | | | Fax ,email, video conferencing | B.N. 1 |
| 5 | | | Voice mail, Answering Machines | B.N. 1 |
| 6 | | | Application of Office automation in foreign trade | B.N. 1 |
| A-1. First assignment | | | | |
| CO:1 | | | | |
| LO: Basic learning about Communication channels by Office Automation Equipments. | | | | |
| 7 | 2 | Application Software | Introduction to software | B.N. 1 |
| 8 | | | Types of software | B.N. 1 |
| 9 | | | Examples of each category of software | B.N. 1 |
| 10 | | | Software used in Export offices | B.N. 1 |
| 11 | | | Features of Import Export software | B.N. 1 |
| 12 | | | Advantages of Import export software | B.N. 1 |
| 13 | | | Multi currency features in software | B.N. 1 |
| 14 | | | Example of Multi currency feature | B.N. 1 |

A-2. Second assignment**CO:2****LO:** Learning about Application Software which is used in Export-Import softwares.

| | | | | |
|----|---|-------------|------------------------------------|--------|
| 15 | 3 | Multi media | Introduction to Multimedia | B.N. 3 |
| 16 | | | Using presentation software | B.N. 3 |
| 17 | | | Features of Multimedia software | B.N. 3 |
| 18 | | | Designing presentations | B.N. 3 |
| 19 | | | Example of multimedia presentation | B.N. 3 |
| 20 | | | Example of multimedia presentation | B.N. 3 |
| 21 | | | Example of multimedia presentation | B.N. 3 |

A-3. Group assignment**CO:3****LO:** Learning and implementation of Multimedia application in Export-Import functioning.

| | | | | |
|----|---|------------------------|--------------------------------|--------|
| 22 | 4 | Information Technology | Information technology | B.N. 3 |
| 23 | | | Role of IT in foreign trade | B.N. 3 |
| 24 | | | Application of IT | B.N. 3 |
| 25 | | | Advantages of using technology | B.N. 3 |

A-4. Presentations

CO:4**LO:** To solve case studies and role of IT in Foreign Trade.

| | | | | |
|----|---|--------------------------|--|--------|
| 26 | 5 | Electronic Fund Transfer | Introduction to Electronic Fund Transfer | B.N. 3 |
| 27 | | | Types of EFT | B.N. 3 |
| 28 | | | E-payment system | B.N. 3 |
| 29 | | | Types of e-payment | B.N. 3 |
| 30 | | | Digital currency | B.N. 3 |
| 31 | | | Scheduled payments | B.N. 3 |
| 32 | | | Limits related to e-payments | B.N. 3 |

A-5. Class Test**CO:4****LO:** Understanding the concept of Electronic transfer and Digital Currency.**VI: Book Reference:**

1. Sinha and Sinha, Computer Fundamentals, BPB publications
2. Jawadekar Waman, Management Information Systems: Text & Cases, TMH
3. Andrew B. Whinston and Ravi Kalakota, Frontiers of e-commerce, Pearson

VII : Notes:

1. There will be individual assignment, presentations and group assignments .
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.

**VIII : Rubrics for Internal Assessment For COMPUTER APPLICATION TO FOREIGN TRADE-I
BFT IV Sem**

Goal : Students will learn the use of office automation and role of Information Technology in Foreign trade

Objective: The objective of the course is to familiarize the student with IT enabled functioning of an export house

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|---|---|---|
| .Students | .Students | .Students | .Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand the use of various equipments used in office automation, features of import export software, e-commerce and role of IT in foreign trade. | %.... students were able to understand the use of multimedia, some of the office automation tools and about electronic fund transfer. | %.... students fall in this criteria. They showed minimal knowledge of the subject. They could not express the use of multimedia and multi currency features in Export-Import software. | %.... student fall in this criteria. They all were not able to articulate the role of IT in foreign trade. Also they could not express the methods used in electronic fund transfer |

IX: Scheme of internal marks

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|-----------------------|-------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH IPS ACADEMY, INDORE
Lesson Plan

Subject: Management of Risks & Settlement of Claims in Foreign Trade **Session:** Jan-June

Class: BBA (FT) – IV Sem

I: Course Objective:

The objective of this course is to make the student aware of the various types of risks faced by global business house & explain to him the methods of managing risks & setting claims arising out of risks.

II: Examination Scheme: 30 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 70 marks having 8 questions out of which student has to attempt any five.

III: Course Outcomes (CO):

CO1 Enable student to understand the Global Business risk involved in Global Economy and apply the management ability to manage those risks.

CO2 Understand the role of Insurance and Insurance Agencies Scheme to handle the risks in Global Business.

CO3 Enhance the student with various types of risks that can be controlled & diversified along with the risks which are non diversifiable

CO4 Enrich the Students to deal with the Claim settlement procedure & Methods of losses occurred due to risks.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|
| CO 1 | | | | | | | 3 | |
| CO 2 | | | | 1 | | | 3 | |
| CO 3 | | | 2 | 1 | | | | |
| CO 4 | | | 3 | 3 | 3 | | | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|-------------------|---|---------------------|
| 1 | 1 | Type of Risks | Meaning of Risk | B.N.4, B.N. 6 |
| 2 | | | Types of risk | B.N.4, B.N. 6 |
| 3 | | | Commercial risks | B.N.4, B.N. 6 |
| 4 | | | Political risks | B.N.4, B.N. 6 |
| 5 | | | Political risks | B.N.4, B.N. 6 |
| 6 | | | Legal risks | B.N.4, B.N. 6 |
| 7 | | | Cargo risks | B.N.4, B.N. 6 |
| 8 | | | Cargo risks | B.N.4, B.N. 6 |
| 9 | | | Credit risk | B.N.4, B.N. 6 |
| 10 | | | Exchange Fluctuation Risk | B.N.4, B.N. 6 |
| 11 | | | Exchange Fluctuation Risk | B.N.4, B.N. 6 |
| Assignment 1 | | | | |
| CO:1 | | | | |
| LO: Describe the various types of Risks faced by Global business houses. | | | | |
| 12 | 2 | Managing of Risks | Marine Insurance Policy | B.N.4, B.N. 6 |
| 13 | | | Marine Insurance Policy | B.N.4, B.N. 6 |
| 14 | | | Export Credit & Guarantee Corporation | B.N.2,B.N.4, B.N. 6 |
| 15 | | | Role of Export Credit & Guarantee Corporation | B.N.2,B.N.4, B.N. 6 |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|-------------------|--|---------------------|
| 16 | | | Role of ECGC in covering risk | B.N.2,B.N.4, B.N. 6 |
| 17 | | | Exchange Fluctuation risk cover scheme | B.N.2,B.N.4, B.N. 6 |
| 18 | | | Bid | B.N.4, B.N. 6 |
| CO:2,3 | | | | |
| LO: Explain the Methods of Managing risks. | | | | |
| 19 | 3 | Settlement Claims | Bid | B.N.4, B.N. 6 |
| 20 | | | Contract | B.N.4, B.N. 6 |
| 21 | | | Contract | B.N.4, B.N. 6 |
| 22 | | | Finance Guarantees | B.N.4, B.N. 6 |
| 23 | | | Overseas Investment Insurance | B.N.4, B.N. 6 |
| 24 | | | Presentation | B.N.4, B.N. 6 |
| 25 | | | Settlement Claims | B.N.4, B.N. 6 |
| 26 | | | Litigation | B.N.4, B.N. 6 |
| 27 | | | Litigation | B.N.4, B.N. 6 |
| 28 | | | Arbitration | B.N.4, B.N. 6 |
| 29 | | | Arbitration | B.N.4, B.N. 6 |
| 30 | | | International Arbitration | B.N.4, B.N. 6 |
| 31 | | | International Arbitration | B.N.4, B.N. 6 |
| 32 | | | Presentation | B.N.4, B.N. 6 |
| Assignment 2 | | | | |
| CO:4 | | | | |
| LO: Understand the procedure and techniques for Settlement of Claims arising out of Global Risk. | | | | |

VI: Book References:

1. Varshney, R.L & Bhattacharya, (1996).International Marketing Management: An Indian Prespective, Nineth Edition, Sultan Chand & Sons, New Delhi.
2. Rathore, B.S & Rathore, J.S(1997),Export Marketing, Himalaya Publishing House, New Delhi.
3. Verma & Agrawal, Foreign Trade Management, Sharma. R, Export Management.
4. C. Ram Gopal, Export Import Procedures Documentation & Logistics, New Age International Publishers.
5. Francis Cherunilam, International Trade & Export Management, Himalaya Publishing House.
6. D.C Kapoor, Export Management, Vikas Publishing House Pvt. Ltd.
7. B.K Chaudhari, O.P Agarwal, Foreign Trade & Foreign Exchange, Himalaya Publishing House.

VII: Note:

1. There will be 5 unit wise class tests/assignments/presentations of equal weight age.
2. There will be two major assignments and presentation which will increase the understanding and practical approach of towards subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment will be on internal test basis.

VIII : Rubrics for Internal Assessment For Subject - Management of Risks and settlement of claims in foreign trade

BFT IVSem

Goal : Goal : Students will understand the various methods for minimizing the risks associated with foreign trade

Objective: To make student aware of the various types of risks faced by global business house in export and Import business.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|---|---|---|
| .Students | .Students | .Students | .Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand different types of risk associated in foreign trade like commercial risk, political risk, legal risk, cargo risk, credit risk and foreign exchange fluctuation risk. They also posses the knowledge of various methods of minimizing risk involved in foreign trade. | %.... students were accomplished and able to articulate some perspectives of different types of risk associated in foreign trade like commercial risk, political risk, legal risk, cargo risk, credit risk and foreign exchange fluctuation risk. | %.... students fall in this criteria. They showed minimal knowledge of the subject. | %.... student fall in this criteria. They all were not having the knowledge of different types of risk involved in foreign trade. Students were unable to provide an insight of commercial risk, political risk, legal risk, cargo risk, credit risk and foreign exchange fluctuation risk. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|-----------------------|-------------------|--------------|--------------------------------------|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Packaging and Distribution Channels****Session: Jan-Jun****Class: BBA (FT) IV Sem****I: Course Objective:**

The objective of the course is to help student learn the essentials of packaging the goods and export marketing channels.

II: Examination

The faculty member will award internal marks out of 30. The semester examination will be carrying 70 marks having two sections A and B.

III: Course Outcomes(CO):

CO1. Develop an understanding of the techniques of export packaging.

CO2. Understand the selection method of marking and labeling.

CO3. Develop unique export distribution channels.

CO4. Understand the dynamics of marketing in national and international business.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 1 | 2 | 3 | | | | 1 | |
| CO 2 | 2 | | 2 | | | | | |
| CO 3 | 2 | 2 | 3 | | | | 1 | |
| CO 4 | 3 | 2 | 1 | 2 | | | 2 | 2 |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|------------------------------|---|-----------|
| 1 | 1 | Packing and Packaging | Definition and meaning | BN.1,2,4 |
| 2 | | | Distinction between packing and packaging | BN.1,3 |
| 3 | | | Objectives of sound export packaging | BN.1,3 |
| 4 | | | Factors in export packaging | BN.1,2,4 |
| 5 | | | Solutions for packaging problems | BN.2,3 |
| Class Test | | | | |
| CO:1 | | | | |
| LO: Ability to formulate innovative packaging strategies in the competitive environment. | | | | |
| 6 | 2 | Marking and labeling | Selection of containers | BN.1,2,4 |
| 7 | | | Selection of containers | BN.1,3 |
| 8 | | | Package Design | BN.2,3 |
| 9 | | | Packing List | BN.1,2,4 |
| 10 | | | Case Marking | BN.1,3 |
| 11 | | | Labeling | BN.2,3 |
| Assignment Submission: Design package design for the product of your own choice. | | | | |
| CO:2 | | | | |
| LO: Understanding the selection of different marking and labeling patterns for export of goods. | | | | |
| 12 | 3 | Export Distribution Channels | Introduction to distribution channels | BN.2,3 |
| 13 | | | Difference between direct and indirect exporting | BN.1,2,4 |
| 14 | | | Selling to an export house | BN.2,3 |
| 15 | | | Selling to resident buyers | BN.2,3 |
| 16 | | | Selling through overseas import houses | BN.1,2,4 |
| 17 | | | Built in export department | BN.2,3 |
| 18 | | | Self contained export department | BN.2,3 |
| 19 | | | Separate export company | BN.1,2,4 |
| 20 | | | Combination export manager | BN.2,3 |
| 21 | | | Joint marketing groups | BN.1,2,4 |
| Group Presentation 1 | | | | |
| CO:3 | | | | |
| LO: Identify the costs and benefits of various export distribution channels. | | | | |
| 22 | | | Introduction to factors affecting channel decisions | BN.1,3 |

| | | | | |
|---|---|--------------------------------|---------------------------------------|----------|
| 23 | 4 | Selection of channels | Product characteristics | BN.1,2,4 |
| 24 | | | Consumer factor | BN.2,3 |
| 25 | | | Middlemen consideration | BN.2,3 |
| 26 | | | Company factors | BN.1,2,4 |
| 27 | | | Environmental factors | BN.2,3 |
| 28 | | | Approaches to channel strategy cavity | BN.1,2,4 |
| 29 | | | Push approaches | BN.1,3 |
| 30 | | | Pull approaches | BN.1,3 |
| Group Presentation 2 | | | | |
| CO:3 | | | | |
| LO: Discuss the different factors involved in selection of channels. | | | | |
| 31 | 5 | Distribution channels in India | Comparative Assessment | BN.1,3 |
| 32 | | | Comparative Assessment | BN.1,3 |
| CO:4 | | | | |
| LO: Study the comparative assessment of distribution channels in India and export business. | | | | |

VI: Books recommended;

1. Rathore ,B.S. and Rathore. J.S.(1997).**Export Marketing**, Himalya Publishing House,New Delhi.
2. Varshney,R.L. and Bhattacharya , (1996) ,**International Marketing Management:An Indian Perspective** ,Nineth Edition.Sultan Chand and Sons,New Delhi.
3. Cherunilan,F.(2004) **International Business:Text and cases**, Third Edition , Prentice Hall India, New Delhi.
4. Verma ,M.L. (1988). **Foreign Trade Management in India**. Vikas Publishing House Pvt. Ltd. , New Delhi.
5. Sharma, R, **Export Management**

VII: Notes:

1. There will be several unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the theoretical concepts.
3. Regular attendance, Class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

**VIII : Rubrics for Internal Assessment For Packaging and Distribution
Channels
BFT IV Sem**

Goal : Students will understand the Packaging and Distribution Channels of Export Marketing

Objective: It will help the Students to understand the essentials of packaging of goods to be exported and marketing channels used in export of goods.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|---|---|--|
| .Students |Students | .Students |Students |
| Outstanding | Accomplished | Does not Meet the Criteria | Need Improvement |
| %.... students were outstanding and were able to understand the concepts of Packaging, Marking and Labelling of goods to be exported. They are also aware of the Distribution Channels for exporting goods, selection of the correct channel etc. The student is able to make a comparative assessment with the channels used in India. | %.... students have accomplished the goal and are able to articulate some perspectives of Packaging and Labelling of the goods which need to be exported. They are able to understand the Distribution channels used for Export while having an understanding of the factors affecting the channel selection. | %.... students fall in this criteria. They showed minimal knowledge of the subject. | %.... student fall in this criteria. They all were not able to articulate any perspectives of packaging and distribution channels. Students do not provide an insight of the selection of export channels or any factors which affect in choosing the correct channel. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|---------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE
Lesson Plan

Subject: Transportation And Material handling in Foreign Trade Session: Jul-Dec
Class: BFT IV SEM

I: Course Objectives: The Objective of this Course is to give exposure to the student about the system of transportation of goods and material handling adopted in export and import of goods so that the objectives of economy of cost of transportation and safety of goods could be achieved.

II: Examination: Students shall be evaluated on two components, internal and end semester examination. Internal component shall be on 30 marks and semester examination will be of worth 70 marks.

III: Course Outcomes(CO):

CO1. Understand the basic concept of transportation and the recent developments

CO2. Evaluate the different modes of transportation and preparation of documentation.

CO3. Understand and evaluate the different types of warehouse facilities and cost of warehousing.

CO4. Understand the concept of material handling and cargo handling in foreign trade.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 3 | 1 | | | | | | |
| CO 2 | 1 | 1 | | 2 | | | | |
| CO 3 | 1 | 1 | | | 1 | | | |
| CO 4 | 1 | | 1 | | | | | |

V: Session Plan:

| Lecture No. | Unit No. | Topics | Sub Topics | Reference |
|--|---------------------|-----------------------------|--|---------------|
| 1 | 1 | Transportation | Elements of Transportation System | B.N. 1, B.N.2 |
| 2 | | | Criteria of Choice | B.N. 1, B.N.3 |
| 3 | | | New development in Transportation | B.N. 2 |
| 4 | | | Case Study | B.N. 2 |
| CO:1 | | | | |
| LO: Understand the elements of transportation system and the latest developments which have taken place. | | | | |
| 5 | 2 | Types of transportation | Transportation by ships, by Air | B.N. 1, B.N.2 |
| 6 | | | Transportation by Rail, by Inland Waterways | B.N. 1, B.N.2 |
| 7 | | | Merits And Demerits | B.N. 3 |
| 8 | | | Merits And Demerits | B.N. 2, B.N.3 |
| 9 | | | Choice of Type of Transportation | B.N. 1 |
| 10 | | | Choice of Type of Transportation | B.N. 1 |
| 11 | | | Cost Availability and Safety | B.N. 1 |
| 12 | | | International Freight forwarders | B.N. 1 |
| | | | Case Study | B.N. 1 |
| 13 | Assignment | | | |
| CO:2 | | | | |
| LO: Evaluate the different kinds of transportation modes and learn the concept of international freight forwarders. | | | | |
| 14 | 3 | Documents of Transportation | Special Care | B.N. 1, B.N.4 |
| 15 | | | Special care in Preparation of Documents of Transportation | B.N. 1, B.N.4 |
| 16 | | | Special care in Preparation of Documents of Transportation | B.N. 1, B.N.4 |
| 17 | | | Legal Requirements and Uses | B.N. 1, B.N.2 |
| 18 | | | Legal Requirements and Uses | B.N. 1, B.N.2 |
| 19 | | | Case Study | B.N. 1, B.N.2 |
| 20 | Presentation | | | |
| CO:2 | | | | |
| LO: Gain knowledge about the various documents required in transportation and the legal requirements needed. | | | | |
| 21 | 4 | Warehousing | Needs of Warehousing | B.N. 1, B.N.3 |

| | | | | |
|---|--------------|-------------------|---|------------------|
| 22 | | | Types, Cost of Warehousing | B.N. 2, B.N.3 |
| 23 | | | Warehousing facility in India | B.N. 2, B.N.4 |
| 24 | | | ET & T | B.N. 1, B.N.3 |
| 25 | | | Marketing for Exporters of Electronics to U.S.A | B.N. 1, B.N.3 |
| 26 | Presentation | | | |
| CO:3 | | | | |
| LO: Determine the cost and the need of warehousing facility in India. | | | | |
| 27 | 5 | Material Handling | Packing Problems | B.N. 1, B.N.2 |
| 28 | | | Containers | B.N. 1, B.N.2 |
| 29 | | | Cargo Handling | B.N. 1, B.N.3 |
| 30 | | | Insurance of Goods in Transit | B.N. 1, B.N.4 |
| 31 | | | Case Study | B.N. 1, B.N.4 |
| 32 | Assignment | | | |
| CO:4 | | | | |
| LO: Understand the process of cargo handling and insurance of goods in transit. | | | | |

VI: Book References:

- 1 Onkvisit,S. and Shaw,J.J.(1998).International Marketing Analysis and Strategies,PHI,New Delhi
- 2 Keegan,W.J.(2002). Global marketing Management, Seventh Edition .PearsonEducation,New Delhi
- 3 Rathore ,B.S. and Rathore, J.S.(1997).Export Marketingm, Himalaya Publishing House, New Delhi.
- 4 "Philip Kotler (1999). Principles of Marketing Management,Prentice Hall of India,Millennium Edn.,New Delhi

VII:**Note:**

- 1 There will be 2 group major assignment . Group size will be 4-5 students
- 2 There will be a Group presentations of 30 minutes.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries 5 marks.
- 4 If any student does not submit assignments at time, credit wil be given half mark after submission of assignment.
- 5 Attendance will be multiplying factor as per given in academic plan.

**VIII : Rubrics for Internal Assessment For Transportation and Material Handling
in Foreign Trade
BFT IV Sem**

Goal : Students will understand the logistic system of domestic and International trade along with its elements

Objective: Students have conceptual understanding the system of transportation of goods and material handling adopted in export and import of goods so that the objectives of economy of cost of transportation and safety of goods could be achieved.

| 00-07 Marks | 23-30 Marks | 16-22 Marks | 08-015 Marks |
|---|---|---|---|
|Students |Students |Students |Students |
| Outstanding | Outstanding | Outstanding | Outstanding |
| %.... student fall in this criteria. They all were not able to articulate some perspectives of transportation and material handling systems in India. Cannot relate the concept to any happening. Has no Conceptual Clarity either. | %.... students were outstanding and able to understand the elements of transportation system and the latest developments which have taken place and the different kinds of transportation modes and learn the concept of international freight forwarders. Students provide insight in gaining knowledge about the various documents required in transportation and the legal requirements needed and also will be able to understand the cost and the need of warehousing facility in India and the process of cargo handling and insurance of goods in transit. | %.... students were accomplished and able to understand the basic concept of transportation and the recent developments and also the concept of material handling and cargo handling in foreign trade. Students provide a good insight the different modes of transportation and preparation of documentation and evaluate the different types of warehouse facilities and cost of warehousing. | %.... students fall in this criteria. They showed minimal knowledge of the subject. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|-------------------------|-------------------------|--------------------------|----------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH IPS ACADEMY, INDORE
Lesson Plan

Subject: World Trade Organization

Session: July-Dec

Class: BBA (Foreign Trade) – V Sem

I: Course Objective:

The objective of this course is to make the students aware of the significance of WTO, its place in Global Trade environment and its effect on Indian Business.

II: Examination Scheme: 30 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 70 marks having 8 questions out of which student has to attempt any five.

III: Course Outcomes(CO):

CO1. Basic understanding of WTO.

CO2. Knowledge about basic concepts of WTO norms, structure and treatments.

CO3. Preparing students to understand general WTO Principles for better trade with all nations like TRIPS, TRIMS.

CO4. Developing concept on effect of WTO on specific sectors trade and also on India.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-----|------|------|------|------|------|------|------|------|
| CO1 | 3 | | | | | | | |
| CO2 | | | 2 | 2 | | | 1 | 1 |
| CO3 | 2 | | | | | | 3 | |
| CO4 | 1 | 3 | | | | | 2 | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|--------------------------|-------------------------------------|------------|
| 1 | 1 | History of WTO | Origin and Development | B.N. 1, 4 |
| 2 | | | Role in Global Trade | B.N. 1, 4 |
| 3 | | | Tokyo Round | B.N. 1, 4 |
| 4 | | | Uruguay Round | B.N. 1, 4 |
| 5 | | | Overview of GATT | B.N. 2, 5 |
| 6 | | | Overview of GATT | B.N. 2, 5 |
| 7 | | | Difference Between GATT and WTO | B.N. 1, 2, |
| 8 | | | Difference Between GATT and WTO | B.N. 1, 2, |
| Assignment: Submit Detailed Differences between GATT and WTO | | | | |
| CO:1 | | | | |
| LO: To understand the history of WTO and an overview of GATT | | | | |
| 9 | 2 | Structure of WTO | Organisation Structure of WTO | B.N. 3, 5, |
| 10 | | | Scope and Functions | B.N. 3, 5, |
| 11 | | | Decision Making Procedure | B.N. 3, 5, |
| 12 | | | Entry Norms | B.N. 3, 5 |
| 13 | | | Gains to World Trade from WTO | B.N. 5, 3 |
| 14 | | | Gains to World Trade from WTO | B.N. 3, 5 |
| CO:2 | | | | |
| LO: To acknowledge the organization structure of WTO, its scope, functions and gains to World Trade from WTO. | | | | |
| 15 | 3 | WTO - General Principles | Most Favored Nation (MFN) Treatment | B.N. 2, 4 |
| 16 | | | National Treatment | B.N. 2, 4 |
| 17 | | | Tariffs | B.N. 2, 4 |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|--------------------------------|--|------------|
| 18 | | | Non-Tariffs | B.N. 2, 4 |
| 19 | | | Technical Barriers to Trade Sanitary measures | B.N. 2, 4 |
| 20 | | | Technical Barriers to Phyto Sanitary Measures | B.N. 2, 4 |
| 21 | | | TRIPS | B.N. 2, 4 |
| 22 | | | TRIPS | B.N. 2, 4 |
| 23 | | | TRIMS | B.N. 2, 4 |
| Group Presentation | | | | |
| CO:3 | | | | |
| LO: To develop understanding of general principles followed by WTO for National treatments, technical barriers, TRIPS and TRIMS. | | | | |
| 24 | 4 | Trade in Goods and Services | Effect of WTO on Agriculture | B.N. 3, 4 |
| 25 | | | Effect of WTO on Agriculture | B.N. 3, 4 |
| 26 | | | Effect of WTO on Textiles and Clothings | B.N. 3, 4 |
| 27 | | | Multi Fiber Agreement | B. N. 3, 4 |
| 28 | | | General Agreement on Trade in Services | B.N. 3, 4 |
| 29 | | | General Agreement on Trade in Services | B.N. 3, 4 |
| Assignment: Written Assignment on Effect of WTO in Agriculture, Textiles and Services | | | | |
| CO:4 | | | | |
| LO: To gain Conceptual knowledge on effects of WTO on different sectors and their general agreement on Trade in services. | | | | |
| 30 | 5 | India and WTO | Effect of WTO on India | B.N. 1, 5, |
| 31 | | | Effect of WTO on India | B.N. 1, 5, |
| 32 | | | Class Discussion | B.N. 1, 5 |
| CO: 4 | | | | |
| LO: To study the effect of WTO on India. | | | | |

VI: Book References:

1. Bhagirathi Lai Das, **The World Trade Organization - A Guide to the Framework for International Trade.**
2. Gopalsamy, N., **GATT/ WTO TRIPS, TRIMS and Trade in Services.** New Delhi, BPB Publications.
3. Goyal, A. (2001). **WTO in New Millennium.** New Delhi, Academy of Business Studies. MVIR DC World Trade Centre.
4. Gupta, K.R., **World Trade Organization.**
5. Krueger, A. O., **The WTO as an International Organization.**

VII: Note:

1. There will be 5 unit wise class tests/assignments/presentations of equal weight age.
2. There will be two major group assignments, group size of 4, each group will be given separate topics for to discuss and presentation which will increase the understanding and practical approach of towards subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment will be on internal test basis.

VIII : Rubrics for Internal Assessment For World Trade Organization

BFT V Sem

Goal : Students will understand the working of WTO in promotion of trade and its policy implications in India's trade operations. of international economics and its application in the field of trade and business.

Objective: To understand the significance of WTO , its place in Global Trade environment and its effect on Indian Business.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|--|---|--|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand main perspectives of WTO along with concepts of WTO norms, structure and treatments, WTO principles on specific sectors trade and also on India. The students are able to gain conceptual knowledge on effects of WTO on different sectors and their general agreement on Trade in services. | %.... students were accomplished and able to understand main perspectives of WTO along with concepts of WTO norms, structure and treatments, WTO principles on specific sectors trade and also on India. | %.... students fall in this criteria. They showed minimal knowledge of the subject. | %.... student fall in this criteria. Cannot relate the concept to any happening. Has no Conceptual Clarity either. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|---------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Global Market Research And Demand Forecasting****Session: July-December****Class: BBA (FT) – V Sem**

I: Objective of course: The objective of this course is to give conceptual and practical training to the students in conducting desk field research for export and import market of goods by collecting, tabulating, analysing and interpreting relevant data.

II: Examination: The faculty member will award internal marks out of 30 marks .The semester examination carrying 70 marks.

III: Course Outcomes(CO):

CO1.Plan and undertake qualitative or quantitative Market Research and demonstrate the ability to appropriately analyze data to resolve marketing issues and be able to assess market research for quality and relevance.

CO2. Critically analyze market research methods and understand their strengths and weaknesses. Demonstrate an understanding the framework that market research needs to operate within.

CO3.Develop skills related to the analysis of international marketing data, in particular the use of secondary data in assessing the international marketing opportunities.

CO4.Provide an understanding about statistical methods of demand analysis and forecasting and increase knowledge and skills to help in developing international market entry strategies.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-----|------|------|------|------|------|------|------|------|
| CO1 | 1 | | | | | | | |
| CO2 | | 2 | | 2 | | | 2 | |
| CO3 | | | | 3 | | | | 1 |
| CO4 | | | 2 | | | 3 | | |

V: Session Plan:

| Lecture No. | Unit No. | Topics | Sub Topic | References |
|---|----------|-------------------------------------|---|---------------|
| 1. | 1 | Need for Overseas Market Research : | Information Required for Decision Making | B.N.2 & B.N.3 |
| 2. | | | Cost of Market Research. | B.N.2 & B.N.3 |
| 3. | | | Consumer Research. | B.N.2 & B.N.3 |
| 4. | | | Industrial Research. | B.N.2 & B.N.3 |
| 5. | | | Industrial Research. | B.N.2 & B.N.3 |
| CO:1 | | | | |
| LO: To develop the understanding about importance of marketing research and its evolution; explain the challenges that influence marketing research, consumer research and industry research. | | | | |
| 6. | 2 | Methodology: | Presentations-1 | |
| 7. | | | For Desk Research and Field Research, and | B.N.2 & B.N.3 |
| 8. | | | Designing and Testing of Questionnaire, | B.N.2 & B.N.3 |
| 9. | | | Determining the Size of Sample | B.N.2 & B.N.3 |
| 10. | | | Planning of Time Frame & Planning Tour Plan | B.N.2 & B.N.3 |
| 11. | | | Arranging Institutional Help | B.N.2 & B.N.3 |
| 12. | | | Personal Interview | B.N.2 & B.N.3 |
| 13. | | | Telephone Interview | B.N.2 & B.N.3 |
| 14. | | | Tabulation of Data, Analysis and Interpretation | B.N.2 & B.N.3 |
| 15. | | | Report Writing | B.N.2 & B.N.3 |
| CO:2 | | | | |
| LO: To demonstrate cognitive knowledge of the methodology which is required in global market research. Further, develop understanding about identifying, assessing and selecting the methods and other aspect of research methodology for global market research. | | | | |
| 16. | 3 | Overseas Market Research | Presentation-2 | |
| CO:3 | | | | |
| LO: To determine research objectives effective global market research and determining market segment, time and cost involved and other relevant aspects viz. trading parameters, pricing, payment terms after understanding government rules and laws. | | | | |
| 17. | | | Determining Research Objective | B.N.2 & B.N.3 |
| 18. | | | Area of Study | B.N.2 & B.N.3 |
| 19. | | | Time and Cost Involved | B.N.2 & B.N.3 |

| | | | | |
|---|---|--------------------------|--|---------------|
| 20. | | | Data Collection: | B.N.2 & B.N.3 |
| 21. | | | Demand Potential & Projections, | B.N.2 & B.N.3 |
| 22. | | | Market Segment | B.N.2 & B.N.3 |
| 23. | | | Trading Parameters, | B.N.2 & B.N.3 |
| 24. | | | Pricing, Payment Terms, | B.N.2 & B.N.3 |
| 25. | | | Logistics, Media Promotion, | B.N.2 & B.N.3 |
| 26. | | | Government Rules and Laws- | B.N.2 & B.N.3 |
| 27. | | | Selection of Agents | B.N.2 & B.N.3 |
| 28. | 4 | Demand Forecasting | Meaning & Need | B.N.2 & B.N.3 |
| 29. | | | Statistical Methods of Demand Forecasting. | B.N.2 & B.N.3 |
| CO:4 | | | | |
| LO: To develop understanding about statistical methods which are required for demand forecasting. | | | | |
| 30. | 5 | Market Research Agencies | Market Research Agencies-Introduction & need | B.N.2 & B.N.3 |
| 31. | | | Sources of Information : National | B.N.2 & B.N.3 |
| 32. | | | Sources of information inter-national | B.N.2 & B.N.3 |
| | | | Assignment -1 Submission within 5 days | |
| CO:3 | | | | |
| LO: To understand different sources of information at national and international level and to develop understanding about work profile of different market research agencies. | | | | |

VI: Book References:

1. Gupta, G.S. (1996). Managerial Economics. New Delhi, Tata McGraw-Hill Publishing Company Limited.
2. Douglas Susan P.(2004) International Marketing research Newyork, John Wiely & Sons
3. Kumar V. (2006) International Marketing research New Delhi Prentice Hall of India p. Ltd.

VII: Notes:

- 1 There will be individual assignments, group assignments & Group presentations
- 2 Class test will be based on theoretical and practical aspects of the subjects.
- 3 Class performance & discipline will be an important factor for assessing internal marks
- 4 Group size will be 4-5 students, & each group will be given separate topic of presentation.
- 5 Late submission will not be accepted in any case.
- 6 Attendance will be multiplying factor as per given in academic plan.

VIII Rubrics for Internal Assessment For Global Market Research & Demand Forecasting**BFT V Sem**

Goal : Students will understand what constitutes good marketing research and how they can more accurately measure and forecast demand

Objective: Students have conceptual understanding qualitative or quantitative Market Research and demonstrate the ability to appropriately analyze data to resolve marketing issues and be able to assess market research for quality and relevance and also about statistical methods of demand analysis and forecasting and increase knowledge and skills to help in developing international market entry strategies.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|--|---|--|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand about importance of marketing research and its evolution by having knowledge of the methodology which is required in global market research by determining market segment, time and cost involved and other relevant aspects viz. trading parameters, pricing, payment terms after understanding government rules and laws and also develop understanding about statistical methods which are required for demand forecasting. | %.... students were accomplished and able to articulate some perspectives of main global market research techniques. Students provide an insight in various statistical techniques to understand about demand forecasting and other sources of information for global market research. | %.... students fall in this criteria. They showed minimal knowledge of the subject. | %.... student fall in this criteria. Cannot relate the concept to any happening. Has no Conceptual Clarity either. |

IX: Scheme of internal marks

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|--------------------------|----------------------|--------------|--|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Thrust Product & Thrust Market**Session:** July-December**Class:** B.B.A (FT) V Sem

I: Objective of the course: The objective of this course is to inform the student about the export of important commodities and services from India with a view to analyze the changing pattern of foreign trade and to develop new strategies of export.

II: Examination: 30 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 70 marks.

III: Course Outcomes(CO):

CO1. Understand the business potential of thrust product from export, economic growth and foreign revenue generation point of view.

CO2. Able to apply knowledge for market selection, strategy development and effective business presentation.

CO3. Develop technical and non-technical ability for effective decision making, data analysis and promotion of thrust products in international market.

CO4. Analyze the basic requirements for enhancing export of thrust products across the globe.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-----|------|------|------|------|------|------|------|------|
| CO1 | 1 | | | | | | 2 | |
| CO2 | | | 3 | | 1 | 2 | | |
| CO3 | | 3 | | | | | | 3 |
| CO4 | | | | 2 | | | | |

V: Session Plan:

| Session Plan: | | | | |
|--|----------|---------------------------------|---|-----------|
| Lecture No. | Unit No. | Topic | Sub - Topic | Reference |
| 1 | 1 | Agriculture Export | Export of Agriculture and Agro Based Products | B.N.1/2/3 |
| 2 | | | Export of Agriculture and Agro Based Products | B.N.1/2/3 |
| 3 | | | Export of Agriculture and Agro Based Products | B.N.1/2/4 |
| 4 | | | Export of Agriculture and Agro Based Products | B.N.1/2/4 |
| 5 | | | Export of Agriculture and Agro Based Products | B.N.1/2/4 |
| CO:1 | | | | |
| LO: Understand the export potential of agricultural and agri-based product. | | | | |
| 6 | 2 | Animal and Sea - Based Products | Export of Animal and Sea - Based Products | B.N.1/2/3 |
| 7 | | | Export of Animal and Sea - Based Products | B.N.1/2/4 |
| 8 | | | Export of Animal and Sea - Based Products | B.N.1/2/3 |
| 9 | | | Leather and Leather Products | B.N.1/3/4 |
| 10 | | | Leather and Leather Products | B.N.1/3/4 |
| 11 | | | Meat | B.N.1/3/4 |
| 12 | | | Marine Products. | B.N.1/2/4 |
| 13 | | | Marine Products. | B.N.1/2 |
| CO:2 | | | | |
| LO: Learn about various categories of marine products and its importance to the nation's business growth. Also understand the relevance of animal based products for future business growth. | | | | |
| 14 | 3 | Textiles, Jute & Garments | Export of Textiles | B.N.1/2/3 |
| 15 | | | Export of Textiles | B.N.1/2 |

| | | | | |
|--|---|--|---|-----------|
| 16 | | | Export of Textiles | B.N.1/2/4 |
| 17 | | | Export of Jute | B.N.1/3 |
| 18 | | | Export of Jute | B.N.1/2 |
| 19 | | | Export of Garments | B.N.1/2/5 |
| 20 | | | Export of Garments | B.N.1/2/5 |
| CO:1,2 | | | | |
| LO: Gain knowledge about natural and manmade fiber oriented products including textile and jute garments. | | | | |
| 21 | 4 | Minerals, Gem and Jewellery, Chemicals & Drugs | Export Minerals | B.N.1/2 |
| 22 | | | Gem and Jewellery | B.N.1/2/4 |
| 23 | | | Chemicals | B.N.1/2 |
| 24 | | | Drugs | B.N.1/2/3 |
| CO:2 | | | | |
| LO: Enhance understanding towards market potential of gems & jewelry, chemicals and drugs products. | | | | |
| 25 | 5 | Projects, Consumer Durables & Handicrafts | Export of Projects and Consultancy | B.N.1/3 |
| 26 | | | Export of Consumer Durables & Engineering Goods | B.N.1/3 |
| 27 | | | Export of Handicrafts | B.N.1/2/3 |
| CO:1 | | | | |
| LO: Get knowledge about project exports, consultancy services, engineering goods and handicrafts. | | | | |
| 28 | 6 | Software and Electronics | Export of Software and Electronics | B.N.1/2 |
| 29 | | | Export of Software and Electronics | B.N.1/2/4 |
| CO:1 | | | | |
| LO: Learn demand of software products in global market. | | | | |
| 30 | 7 | Quality Control, TQM & ISO-9000 | Quality Control Standards and Inspection | B.N.1/3 |
| 31 | | | TQM | B.N.1/2 |
| 32 | | | ISO-9000 | B.N.1/2 |

| Assignment –Sector wise Analysis of India’s Export |
|---|
| CO:3,4 |
| LO: Understand the significance of quality control mechanism for exports and use of quality certification for increasing global competitiveness. |

VI: Reference Book:

1. Export - Import Policy of Government of India.
2. Quality Control Act.
3. Balagopal. T.A.S. (1996). Export Management. Sixth Revised Edition. Mumbai, Himalaya Publishing House.
4. Rathore, B.S. and Rathore, J.S. (1997). Export Marketing. New Delhi, Himalaya Publishing House.
5. Koshy, Garment Exports.
- 6.

VII: Note:

1. There will be 1 Assignments of subject on individual basis.
2. Student will be assessed on the basis of attendance, class participation, assignment and discipline.
3. Presentations will be assigned to group of 3-4 students on practical aspect of subject.
4. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
5. Final assessment will be on following basis:

VIII : Rubrics for Internal Assessment For Subject - Thrust products and Thrust market**BFT VSem**

Goal : Students will be able to develop new strategies for different goods and services exported from India

Objective: To inform the students about the export of important goods and services exported from India

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|--|---|--|
| .Students | .Students | .Students | .Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand different goods and services exported from India. Students were able to provide an insight of agricultural export, export of textile, export of gems & Jewellery etc.They also posses the knowledge of export related strategies of Thrust product and TQM. | %.... students were accomplished and able to articulate some perspectives of different goods and services exported from India. Students were able to provide an insight of agricultural export, export of textile, export of gems & Jewellery etc. | %.... students fall in this criteria. They showed minimal knowledge of the subject. | %.... student fall in this criteria. They all were not having the knowledge of different goods and services exported from India. Students were unable to provide an insight of agricultural export, export of textile, export of gems & Jewellery etc. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Advertising and Sales Promotion in Foreign Trade**Session:** Jul. – Dec.**Class:** BBA (Foreign Trade) – V Sem**I: Course Objective:**

This course has been designed to train the student in the art of global advertising, media selection, sales promotion and developing sales force with the objective of enlarging export import business.

II: Examination:

Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 70 marks, it will have two sections A and B.

III: Course Outcomes(CO):

CO 1 Analyze the expanding global environment of media and communication techniques.

CO 2 Examine the importance of global market segmentation, position and action objectives to the development of an advertising and promotion program.

CO 3 Understand the Development of creative strategies for global advertising, Plan media strategy, scheduling, and vehicle selection.

CO 4 Assess strategic uses of sales promotions with respect to global environment.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CO 1 | 3 | | | 2 | 3 | | 2 | |
| CO 2 | 3 | | 1 | 1 | | | 1 | |
| CO 3 | 3 | 3 | | 2 | | | 1 | 1 |
| CO 4 | | 1 | | | | 1 | | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|-----------------------------|--------------------------------------|--------------|
| 1 | 1 | Global Advertising | Global Market Segmentation | B.N. 1, 5 |
| 2 | | | Global Advertising Strategy | B.N. 1, 2 |
| 3 | | | Advertising Media | B.N. 1, 2, 4 |
| 4 | | | Advertising Media | B.N. 1, 3 |
| 5 | | | Selection of Media | B.N. 1, 3 |
| 6 | | | Media Effectiveness | B.N. 1, 2 |
| Assignment: Choose 5 Advertisements of Global Brands, Analyze Their Advertisements and Comment on Strategy Used (Standardization vs. Adaptation). | | | | |
| CO:1 | | | | |
| LO: Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.. | | | | |
| 7 | 2 | Media Planning and Analysis | Tactical Considerations | B.N. 2, 3 |
| 8 | | | Specific Media Information | B.N. 1, 2 |
| 9 | | | Media Limitations | B.N. 1, 2, 5 |
| 10 | | | Legal and Tax Consideration | B.N. 1, 3 |
| 11 | | | Language Limitations | B.N. 1, 2 |
| 12 | | | Cultural Diversity and Advertising | B.N. 1, 3 |
| 13 | | | Production and Cost Limitations | B.N. 2 |
| 14 | | | International Control of Advertising | B.N. 3 |
| CO:2 | | | | |
| LO: Identify and analyze media planning strategies. | | | | |
| 15 | 3 | Sales Promotion | Sales Management for Exports | B.N. 1, 2 |
| 16 | | | Sales Management for Exports | B.N. 1 |
| 17 | | | Export Sales Organizations | B.N. 2, 3 |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|---------------------------------|--|--------------|
| 18 | | | Export Salesmen Characteristics | B.N. 3 |
| 19 | | | Recruitment and Training | B.N. 3 |
| 20 | | | Routing of Salesmen | B.N. 2, 3 |
| 21 | | | Foreign Language Skills | B.N. 1, 4 |
| 22 | | | Sales Promotion Restrictions | B.N. 1, 3 |
| CO:3,4 | | | | |
| LO: Evaluate the effectiveness of integrated sales promotion efforts. | | | | |
| 23 | 4 | Advertising Agency | Role of Advertising Agencies | B.N. 1, 2, 4 |
| 24 | | | Major International Advertising Agencies | B.N. 3, 5 |
| 25 | | | Selecting an Advertising Agencies | B.N. 2, 5 |
| 26 | | | Execution of an Advertisement Campaign | B.N. 1,4 |
| 27 | | | Execution of an Advertisement Campaign | B.N. 1, 3 |
| Assignment: Explore the Websites of International Advertising Agencies (At least 10), Understand Their Structure and Working, Explore Their Works. | | | | |
| CO:3 | | | | |
| LO: Understand the importance of advertising agencies. | | | | |
| 28 | 5 | Global Advertising and Branding | Global Advertising: Standardization vs. Adaptation | B.N. 2, 4 |
| 29 | | | Global Advertising: Standardization vs. Adaptation | B.N. 1, 2, 4 |
| 30 | | | Branding Concepts | B.N. 2,3 |
| 31 | | | Branding Stages | B.N. 1, 4 |
| 32 | | | Making Global Brands | B.N. 4, 5 |
| CO:3 | | | | |
| LO: Understand the importance of global advertising agencies. | | | | |

VI: Book References:

1. Keegan, Warren J., and Bodo B. Schlegelmilch. Global Marketing Management: A European Perspective. Pearson Education, 2001.
2. Cateora, Philip R. International Marketing 13E. Tata McGraw-Hill Education, 2008.
3. Onkvisit, Sak, and John J. Shaw. International marketing: Analysis and Strategy. Psychology Press, 2004.
4. Bhattacharyya, B., & Varshney, R. L. (1986). International Marketing Management: An Indian Perspective. Sultan Chand.
5. Rathore, B.S. and Rathore, J.S. (1997). Export Marketing, New Delhi, Himalaya Publishing House.

VII: Note:

1. There will be assignments of equal weightage, given to students.
2. There will be major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of marketing environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

**VIII : Rubrics for Internal Assessment For Advertising and Sales Promotion in
Foreign Trade
BFT V Sem**

Goal : Students will understand the concepts of Advertising and Sales Promotion in Foreign Trade

Objective: Students will be trained in the art of Global Advertising, Media selection, Sales promotion and developing sales force with the objective of enlarging export-import business.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|---|---|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Do not meet the Criteria | Need Improvement |
| %.... students were outstanding and able to understand the main concepts of Global Advertising , Media Planning and it's Analysis along with the Sales promotion. They are also comfortable in understanding the working of Advertising Agency and the concepts of Global Advertising and Branding. | %.... students were able to understand some of the concepts of Global Advertising , Media Planning and it's Analysis along with the Sales promotion. They are also not very comfortable in understanding the working of Advertising Agency and the concepts of Global Advertising and Branding. | %.... students fall in this criteria. They showed minimal knowledge of the subject. | %.... student fall in this criteria. They all were not able to articulate any perspectives of Global advertising & Sales promotion. Students do not provide an insight in Sales promotion or Global advertising and Branding. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|---------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |
| | | | | | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan**

Subject: Computer Application to Foreign Trade II
Class: BFT V Sem

Session: July - Dec

I: Objective of course: The objective of this course is to produce advanced skills in computer area to be export-import office.

II: Examination: The faculty member will award internal marks out of 30. The end semester examination will be worth 70 marks having theory and cases/practical problems.

III: Course Outcomes(CO):

CO1. Understanding use of e-commerce in import export

CO2. Understand the use of information systems in foreign trade

CO3. To understand different types of computers

CO4. To understand the import export supply chain management

IV:PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 2 | | 1 | 1 | | | | |
| CO 2 | 3 | 1 | | 1 | 1 | | 2 | |
| CO 3 | 1 | 1 | 2 | 2 | 2 | | 1 | |
| CO 4 | 2 | 2 | | 2 | 1 | | | |

V:Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|----------------------------------|--|-----------|
| 1 | 1 | E-Commerce enabled export import | Introduction to E-Commerce | B.N. 2 |
| 2 | | | E-commerce and foreign trade | B.N. 2 |
| 3 | | | Applications of e-commerce in foreign trade | B.N. 2 |
| 4 | | | Various transaction of e-commerce B2B,B2C | B.N. 2 |
| 5 | | | C2B,C2C,C2G, | B.N. 2 |
| 6 | | | Export Import softwares | B.N. 2 |
| 7 | | | Features and advantages of Import export softwares | B.N. 2 |
| A-1. First assignment | | | | |
| CO:1 | | | | |
| LO: Learning about e-commerce and its advantages in foreign trade | | | | |
| 8 | 2 | Global Information Systems | Introduction to GIS | B.N. 2 |
| 9 | | | Applications of GIS | B.N. 2 |
| 10 | | | Technology used in GIS | B.N. 2 |
| A-2. Second assignment | | | | |
| CO:2 | | | | |
| LO: Learning different information system and applications of GIS. | | | | |

| | | | | |
|----|---|----------------------------------|---|--------|
| 11 | 3 | Computer hardware classification | Introduction to Computer Hardware | B.N. 2 |
| 12 | | | Evolution of Personal Computer(Generation of Computers) | |
| 13 | | | Classification of computer hardware | B.N. 2 |
| 14 | | | Micro-Computers, evolution and use | B.N. 2 |
| 15 | | | Mainframe computers, examples and applications | B.N. 2 |
| 16 | | | Work Stations examples and applications | |
| 17 | | | Super Computers examples and applications | B.N. 2 |

A-3. Group assignment

CO:3

LO: Learning classification of computers and their uses.

| | | | | |
|----|---|------------------------|--|--------|
| 18 | 4 | Information Technology | Introduction to Information technology | B.N. 2 |
| 19 | | | Software, Types of software | B.N. 2 |
| 20 | | | Office automation | B.N. 2 |
| 21 | | | Devices used in office automation | B.N. 2 |
| 22 | | | Advantages of using Office Automation | B.N. 2 |
| 23 | | | IT enabled export import | |
| 24 | | | Supply chain management in Import export | |

A-4. Presentations

CO:4**LO:** Learning to use IT enabled Supply chain management.

| | | | | |
|----|---|-----------|--|--------|
| 25 | 5 | MIS & DSS | Introduction to MIS | B.N. 2 |
| 26 | | | Application and Characteristics of MIS | B.N. 2 |
| 27 | | | Components of MIS | B.N. 2 |
| 28 | | | Case study of MIS | B.N. 2 |
| 29 | | | Decision Support System | B.N. 2 |
| 30 | | | Decision making and types of decisions | B.N. 2 |
| 31 | | | Components of DSS | |
| 32 | | | Case study of DSS | |

A-5. Class Test**CO:2,4****LO:** Using MIS and DSS for foreign trade.**VI: Book Reference:**

1. Basandra S.K (1996).computers Today. New Delhi, first edition, galgotia publications
2. Sinha P.K (1992) . Computer Fundamentals. New Delhi, BPB Publications.
3. Senn.J.A (1989) Analysis and design of Information System. Singapore, Second Edition. Mc Grwa-Hill Publishing Company.
4. Buckland, TQM in Information System

VII: Notes:

1. There will be individual assignment, presentations and group assignments .
2. Class tests will be based on theoretical and practical aspect of the subject.

3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.
7. The students are required to submit practical assignment in computer practical notebook for external viva voce.

VIII Rubrics for Internal Assessment For COMPUTER APPLICATION TO FOREIGN TRADE-II BFT V Sem

Goal : Students will understand the advantages of IT enabled export-import tools, supply chain management and Global information system. They will also learn about different types of computers, MIS and DSS.

Objective: The objective of this course is to produce advanced skills in computer area in export import offices.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|--|--|--|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand advantages of IT enabled import-export. They could tell the use of IT in Supply chain management. They were clear in the concept of MIS and DSS. They were able to differentiate between different types of computer. | %.... students accomplished and able to understand the applications of GIS , MIS and DSS in business. They were able to express the role of IT in Supply chain management. | %.... students fall in this criteria. They showed minimal knowledge of different types of computers and role of IT in supply chain management. | %.... student fall in this criteria. They all were not able to articulate the use of IT in export- import, supply chain management. They were not able to express the applications of global information system and DSS. |

IX: Scheme of internal marks

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|---------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR), INDORE**Lesson Plan****Subject: State Trading in India****Session: Jul – Dec****Class: BFT VSem****I: Course Objective:**

The objective of this paper is to explain to the students the role played by State Trading organizations in India's foreign trade.

II: Examination

The faculty member will award internal marks out of 30. The semester examination will be carrying 70 marks having two sections A and B.

III: Course Outcomes (CO):

CO1. Critically understand the concept of state trading and its benefits, functions and roles

CO2. Understand the role of state trading in import and export in Indian economy

CO3. Understand the various types of state trading organization and their contribution in import and export in Indian economy

CO4. Analyze the various problems and future challenges as well as opportunities associated with state trading in India

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 3 | 3 | | 1 | | | 2 | 3 |
| CO 2 | 3 | 3 | 3 | 1 | | | 2 | 3 |
| CO 3 | 2 | 3 | | | 1 | 2 | 1 | |
| CO 4 | 2 | 3 | 3 | 3 | | 2 | | 2 |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|----------------------------|---|-----------|
| 1 | 1 | Rationale of State Trading | Proper Functioning of Central Planning | BN.1,2 |
| 2 | | | Proper Functioning of Central Planning | BN.1,2 |
| 3 | | | Mechanism as a Source of Revenue to Supplement Private Sector | BN.1,3,4 |
| 4 | | | Mechanism as a Source of Revenue to Supplement Private Sector | BN.1,2 |
| 6 | | | Promote New Export Items | BN.1,3 |
| 7 | | | Promote New Export Items | BN.1,2 |
| 8 | | | Price Stabilization | BN.1,2,5 |
| 9 | | | Price Stabilization | BN.1,3 |
| 10 | | | Price Stabilization | BN.1,2 |
| Assignment Submission | | | | |
| CO:1 | | | | |
| LO: Describe functioning of central planning mechanism to complement the private sector. | | | | |
| 11 | 2 | Canalisation of Import | Benefits - Advantage of Bulk Buying | BN.1,3 |
| 12 | | | Benefits - Advantage of Bulk Buying | BN.1,3 |
| 13 | | | Benefits - Advantage of Bulk Buying | BN.1,2 |
| 14 | | | Mopping of Excess Profits | BN.1,3 |
| 15 | | | Mopping of Excess Profits | BN.1,3 |
| 16 | | | Equitable Distribution | BN.1,2 |
| 17 | | | Items Canalised | BN.1,3 |
| 18 | | | Role of State Trading Corporation | BN.1,2 |
| 19 | | | Role of State Trading Corporation | BN.1,2 |
| Assignment Submission | | | | |
| CO:2 | | | | |
| LO: Understand the concept of canalization of imports and role of state trading corporation for the same. | | | | |
| 20 | 3 | Canalisation | To Boost Exports, | BN.1,2 |
| 21 | | | To Improve Unit Value Realisation | BN.1,2 |

| | | | | |
|--|---|--|--|----------|
| 22 | | | Eliminate Under - Invoicing | BN.1,2, |
| 23 | | | Improve Bargaining Power; | BN.1,2,4 |
| 24 | | | Items Canalised; Role of State Trading Organisations | BN.1,3 |
| Assignment Submission | | | | |
| CO:2 | | | | |
| 1. LO: Understand the concept of canalization of exports and role of state trading corporation for the same. | | | | |
| 25 | 4 | State Trading Organisations | STC, PEC | BN.1,2,4 |
| 26 | | | MMIC, MITCO, TTCI | BN.1,2,4 |
| 27 | | | MMIC, MITCO, TTCI | BN.1,2 |
| 28 | | | Spices Trading Corporation Ltd.- Performance in Exports and Imports. | BN.1,2 |
| Assignment Submission | | | | |
| CO:3 | | | | |
| LO: Define various types of state trading corporation involved in promoting export and import in Indian economy. | | | | |
| 29 | 5 | Problem and Future of State Trading in India | Weaknesses of State Trading in Foreign Trade | BN.1,2,4 |
| 30 | | | Excessive Government Interference | BN.1,2,4 |
| 31 | | | Recent Policy Stance in State Trading | BN.1,2 |
| 32 | | | Future of State Trading in India. | BN.1,2 |
| CO:4 | | | | |
| LO: Understand various types challenges and opportunity available for state trading corporation in India and its future. | | | | |

VI: Book recommended:

1. Verma, and Agrawal Foreign Trade Management.
2. Rathore, B.S. and Rathore, J.S. (1997). Export Marketing. New Delhi, Himalaya Publishing House.
3. Varshney, R. L. and Bhattacharya, (1996) International Marketing Management: An Indian Perspective. New Delhi, Ninth Edition. Sultan Chand and Sons.

VII: Notes:

1. There will be several unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the theoretical concepts.
3. Regular attendance, Class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII :**Rubrics for Internal Assessment****Subject-State Trading in India****BBA FT V Sem**

Goal : Students should understand the role of State Trading Organizations in India's Foreign Trade

Objective: To Understand how state trading organisation boost up the foreign trade performance of India

| 20-16 Marks | 15-11 Marks | 10-06 Marks | 05-00 Marks |
|---|--|--|---|
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... Students have high understanding of the importance of state trading | %.... students have conceptual understanding of canalisation and role played | %.... Students have minimal understanding of concept of state trading organisation | %.....students couldn't relate the concept to anything happening. Has no Conceptual |

| | | | |
|---|--|---------------------|-----------------|
| organisation in foreign trade. shows conceptual clarity of canalisation and performance of various state trading organisation | by state trading organisation in India's foreign trade | and its functioning | Clarity either. |
|---|--|---------------------|-----------------|

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|-------------------|-------------------------|-----------------------|----------------------|--------------|--|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH,
INDORE**

Lesson Plan

Subject: Export Incentives and Institutional Support

Session: Jan-June

Class: BBA-VI

I: Course Objective:

The objective of this Course is to familiarize the students with various types of incentives provided by the government for promotion of exports and give information about institutions established to support exports from India.

II: Examination:

The faculty member will award marks out of a maximum of 30 marks (As per academic plan) for the internal performance of the student. The Semester Exam shall be worth 70 marks.

III: Course Outcomes(CO):

CO1. Students will able to know about various export incentives

CO2. Students will get knowledge about export houses and their working

CO3. Students will get acquainted with Free Trade Zones and Export Processing Units

CO4. Students will understand the working and support provided by different Export Promotion Institutions.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CO1 | 3 | 2 | | | | | | |
| CO2 | | | 2 | | | | | 3 |
| CO3 | | | | 3 | | | | 2 |
| CO4 | | | 3 | | | | | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|---------------------------------|--|-----------|
| 1 | 1 | Export Incentives | Introduction of Export Incentives | B.N.1,2 |
| 2 | | | Need for Incentives | B.N.1,2 |
| 3 | | | Forms of Incentives | B.N.1,2 |
| Assignment: Explain in detail about export incentives. | | | | |
| CO:2 | | | | |
| LO: Understand the procedure of export and required documentation. | | | | |
| 4 | 2 | New System of Export Assistance | Market-Based Exchange Rate | B.N.3,4 |
| 5 | | | Fiscal Concessions | B.N.3,4 |
| 6 | | | Take Concessions | B.N.3, |
| 7 | | | Methods of Calculation of Export Profits | B.N.3,4 |
| 8 | | | Facilities Under EXIM Policy | B.N.3 |
| 9 | | | 5 Year Duration of Policy | B.N.3 |
| 10 | | | Direction of Imports into Three Categories | B.N.3 |
| 11 | | | EPCG Scheme, Duty Exemption Scheme | B.N.3 |
| 12 | | | Advance Licenses | B.N.3 |
| 13 | | | Special Imprest License, Pass Book Scheme | B.N.3,4 |
| Assignment: Written assignment on reasons for exchange rate fluctuation. | | | | |
| CO:1,2 | | | | |
| LO: Understand the government’s export promotion schemes and policies. | | | | |
| 14 | 3 | Incentives to Trading House | Export Houses | B.N.2 |
| 15 | | | Export Houses | B.N.2 |
| 16 | | | Trading Houses | B.N.2 |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|-----------------------|--|-----------|
| 17 | | | Trading Houses | B.N.2 |
| 18 | | | Star Trading House | B.N.2 |
| 19 | | | Superstar Trading Houses | B.N.2 |
| Assignment: Study on government incentive schemes. | | | | |
| CO:4 | | | | |
| LO: Gain knowledge about incentive schemes and its importance to the exports. | | | | |
| 20 | 4 | Other Facilities | Free Trade, Zones | B.N.1,2 |
| 21 | | | 100 Percent Export-Oriented Units | B.N.1,2 |
| 22 | | | Assistance for Reducing the Price Disadvantage | B.N.1,2 |
| 23 | | | Assistance in the Area of Marketing | B.N.1,2 |
| 24 | | | Export Finance | B.N.1,2 |
| 25 | | | Insurance of Risk | B.N.1,2 |
| 26 | | | National Award | B.N.1,2 |
| CO:3 | | | | |
| LO: Understand the structure and working of export promotion institutions | | | | |
| 27 | 5 | Institutional Support | Department of Commerce Commodity Organizations | B.N.4 |
| 28 | | | Service Institutions | B.N.4 |
| 29 | | | Indian Council of Arbitration | B.N.4 |
| 30 | | | Export Corporations | B.N.4 |
| 31 | | | Trade Representatives Abroad | B.N.4 |
| 32 | | | RBI, Warehousing | B.N.4 |
| CO:4 | | | | |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|-------|-----------|-----------|
| LO: Understand the role and importance of EPC. | | | | |

VI: Book References:

1. Rathore, B.S. and Rathore, J.S. (1997). **Export Marketing**, Himalaya Publishing House, New Delhi.
2. Verma, M.L. (1988). **Foreign Trade Management in India**. Vikas Publishing House Pvt. Ltd., New Delhi
3. Varshney, R. L. and Bhattacharya, (1996). **International Marketing Management : An Indian Perspective**. Ninth Edition. Sultan Chand and Sons, New Delhi.
4. Jain, N.K. (2001). **How to Export**. A Nabhi Publication, New Delhi.

VII: Note:

1. There will be unit wise class tests/assignments/presentations of equal weightage.
2. There will be two to three major group assignments, group size 3-4, each group will be given separate topics for understanding the subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubrics for Internal Assessment For Export Incentives and Institutional Support**BFT VI Sem**

Goal : After the completion of the course students will be able to understand the need for incentives, the role of EXIM Policies of the government to support the export based industries.

Objective: The Objective of this course is to familiarize the students with various types of incentives provided by the government for promotion of exports and give information about institutions established to support exports from India.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|--|---|--|
| .Students | .Students | .Students | .Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand the need based incentive systems of the government. Students were able to articulate EXIM policies of the government to support the export based industries. | %.... students were accomplished and able to articulate some understanding towards the need based incentive systems of the government. Some of the students were able to articulate EXIM policies of the government to support the export based industries | %.... students fall in this criteria. They showed minimal knowledge of the subject. | %.... student fall in this criteria. They all were not able to articulate any of the understanding towards the need based incentive systems of the government. None of the students were able to articulate EXIM policies of the government to support the export based industries |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan**

Subject: Export Pricing & Product Planning
Class: BBA(FT) VI Sem

Session: January - June

I: Objective of the Course:

The objective of the course is to develop conceptual clarity about pricing of exports & product planning so that proper pricing & product decisions could be made.

II: Examination:

30 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 70 marks having 8 questions out of which student has to attempt any five.

III: Course Outcomes(CO):

CO1. To understand the factors of pricing decisions & methods of pricing.

CO2. To develop the conceptual clarity about pricing of exports through different pricing strategies.

CO3. Developing the conceptual understanding of product planning.

CO4. To develop the skills to learn the concepts of marketing & packaging in business.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 2 | | | 1 | | | | |
| CO 2 | | | 2 | | | 1 | | |
| CO 3 | 2 | | | | | 1 | | |
| CO 4 | | | | | | 1 | 1 | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|------------------------------|---|----------------------|
| 1 | 1 | Factors in Pricing Decisions | Factors in Pricing Decisions- Concept | B.N:5 , B.N:6, B.N:7 |
| 2 | | | Price factors in International Marketing | |
| 3 | | | Non- Price factors in International Marketing | |
| 4 | | | Non- Price factors in International Marketing | |
| 5 | | | Presentation | |
| CO:1 | | | | |
| LO: Describe the factors of pricing decisions in international marketing. | | | | |
| 6 | 2 | Methods of Pricing | Cost Oriented Pricing | B.N:5 , B.N:6, B.N:7 |
| 7 | | | Market Oriented Pricing | |
| 8 | | | Impact of Contract conditions on Pricing | |
| 9 | | | Impact of Contract conditions on Pricing | |
| 10 | | | Differential Export Pricing | |
| 11 | | | Differential Export Pricing | |
| 12 | | | International Dumping | |
| 13 | | | International Dumping | |
| 14 | | | Management Philosophy | |
| Assignment 1 | | | | |
| CO:2 | | | | |
| LO: Understanding international price setting mechanism using innovative pricing techniques. | | | | |
| 15 | 3 | Price Strategies | Market Penetration Strategy | B.N:5 , B.N:6, B.N:7 |
| 16 | | | Market Penetration Strategy | |
| 17 | | | Probe Pricing Strategy | |
| 18 | | | Follow the leader Strategy | |

| | | | | |
|----|--|--|--|--|
| 19 | | | Follow the leader Strategy | |
| 20 | | | Skim & cream Pricing | |
| 21 | | | Skim & cream Pricing | |
| 22 | | | Differential Trade margin Strategy | |
| 23 | | | Standard Export Pricing Strategy | |
| 24 | | | Standard Export Pricing Strategy | |
| 25 | | | Cheaper Price for Equipment & Higher Price for Spares Strategy | |

Assignment 2

CO:3

LO: Describe the different pricing strategies for international pricing decisions.

| | | | | |
|----|--|--|--------------------------------------|--|
| 26 | | | Product Adaptation | |
| 27 | | | Factors affecting design changes | |
| 28 | | | Product life cycle & Standardisation | |
| 29 | | | Presentation | |

B.N:5 , B.N:6,
B.N:7

CO:4

LO: Get to know about the concept of product planning and development.

| | | | | |
|----|--|--|---|--|
| 30 | | | Rules as to Marking | |
| 31 | | | Labeling Requirements of Interested Parties | |
| 32 | | | Factors to be considered in Packaging | |

B.N:5 , B.N:6,
B.N:7

Second Group Assignment:

CO:5

LO: Describe the concept of marking, labeling and factors of packaging.

VI: Book References:

1. Verma & Agrawal, Foreign Trade Management.
2. Kravis & Lipsey, Price competitiveness in World Trade. International Trade Centre, Sources of Commodity & Product price information.
3. Varshney, R.L & Bhattacharya, 1996 International Marketing Management: An Indian Perspective, Ninth Edition Sultan Chand & Sons, New Delhi.
4. Rathore B.S & Rathore, J.S (1997) Export marketing, Himalaya Publishing House, New Delhi.
5. C. Ram Gopal, Export Import Procedures Documentation & Logistics, New Age International Publishers.
6. D.C Kapoor, Export Management, Vikas Publishing House Pvt. Ltd.
7. Francis Cherunilam, International Trade & Export Management, Himalaya Publishing House

VII:NOTE

1. There will be 5 unit wise class tests/assignments/presentations of equal weight age.
2. There will be two major assignments and presentation which will increase the understanding and practical approach of towards subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment will be on internal test basis.

**VIII : Rubrics for Internal Assessment
BFT VISem**

605: EXPORT PRICING & PRODUCT PLANNING

Goal : Students will understand the significance and concepts of Export Pricing & Product Planning

Objective: To develop conceptual clarity about pricing of exports & product planning to enhance decision making skills.

| 23-30 Marks | 16-22 Marks | 8-15 Marks | 00-07 Marks |
|--|---|---|--|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| students are outstanding and able to understand and grab the Export Pricing & Product Planning fundamentals fully. Students had good understanding of concepts related to Pricing Decisions & Strategies, Product: Planning, Marketing & Packaging. | students are accomplished and able to articulate some perspectives of Export Pricing & Product Planning . Students had an insight and awareness about some concepts related to Pricing Decisions & Strategies, Product: Planning, Marketing & Packaging. | students are lacking in basic understanding of Export Pricing & Product Planning concept . | students are not able to understand and grab the Export Pricing & Product Planning fundamentals fully. Students need to develop understanding of concepts related to Pricing Decisions & Strategies Product: Planning, Marketing & Packaging. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|--------------------------|----------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Foreign Collaboration and Multinationals****Session: Jan-Jun****Class: BBA (FT) VI Sem****I: Course Objective:**

The objective of the course is to study the role and contribution of foreign collaborators like Multinationals, Joint Ventures and foreign investors in India's foreign trade during recent years.

II: Examination

The faculty member will award internal marks out of 30. The semester examination will be carrying 70 marks having two sections A and B.

III: Course Outcomes(CO):

CO1. To study about the role of foreign collaborators like Multinationals in India

CO2. To understand about the contribution of foreign collaborators like Multinationals in India.

CO3. To examine and study about the joint ventures and foreign investors in India's foreign trade during recent years.

CO4. To study about India's foreign trade overall in terms of exports and imports.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-----|------|------|------|------|------|------|------|------|
| CO1 | 1 | | | | | 1 | | 1 |
| CO2 | | | | | | 1 | | |
| CO3 | 2 | 3 | 3 | | | | | 1 |
| CO4 | | 1 | | | | | 1 | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|----------------------------------|---|--------------|
| 1 | 1 | Foreign Collaboration | Definition and meaning | BN.1/2/3/4/5 |
| 2 | | | Nations Participating | BN.1/2/3/4/5 |
| 3 | | | Areas of Operation | BN.1/2/3/4/5 |
| 4 | | | Merits and Types | BN.1/2/3/4/5 |
| 5 | | | Case Discussion | |
| CO:1 | | | | |
| LO: To study about the foreign collaborations and nations participating including their merits, demerits, types and areas of operation. | | | | |
| 6 | 2 | Joint Ventures | Nature of Joint Venture | BN.1/2/3/4/5 |
| 7 | | | Merits & Demerits | BN.1/2/3/4/5 |
| 8 | | | Types of Joint Venture | BN.1/2/3/4/5 |
| 9 | | | Foreign Joint Ventures in India & Abroad | BN.1/2/3/4/5 |
| 10 | | | Role in Indian Foreign Trade | BN.1/2/3/4/5 |
| Assignment Submission | | | | |
| CO:3 | | | | |
| LO: To study about the nature and types of Joint Ventures including their merits and demerits with an illustration of Indian joint ventures and joint ventures of the abroad elaborating their overall role in Indian foreign trade. | | | | |
| 11 | 3 | Multinational Corporation | Definition of MNC | BN.1/2/3/4/5 |
| 12 | | | Dominance in World Trade | BN.1/2/3/4/5 |
| 13 | | | Merits of MNC | BN.1/2/3/4/5 |
| 14 | | | Demerits of MNC. | BN.1/2/3/4/5 |
| 15 | | | Multinationals in India | BN.1/2/3/4/5 |
| 16 | | | Reasons for growth of MNC | BN.1/2/3/4/5 |
| 17 | | | Regulation of MNC's | BN.1/2/3/4/5 |
| Assignment Submission | | | | |
| CO:2 | | | | |
| LO: To study about Multinational Corporations (MNC's), their dominance in world trade, multinationals in India their regulations and reasons for their growth. | | | | |
| 18 | 4 | Consultancy and Overseas Project | Introduction: Preliminary's for starting export business, | BN.1/2/3/4/5 |
| 19 | | | Export Finance, | BN.1/2/3/4/5 |
| 20 | | | Trade in Services, | BN.1/2/3/4/5 |
| 21 | | | Trade & BOP of India, | BN.1/2/3/4/5 |
| 22 | | | Export & Import of invisibles Items of Foreign Trade. | BN.1/2/3/4/5 |
| 23 | | | Case Study Discussion | BN.1/2/3/4/5 |

| | | | | |
|---|---|-------------------|---------------------------------|--------------|
| CO:4 | | | | |
| LO: To study about the consultancy and overseas project broadly determine the export and import of invisible items of foreign trade. | | | | |
| 24 | 5 | Problems to MNC's | Definition & Meaning of MNC | BN.1/2/3/4/5 |
| 25 | | | Advantages & Disadvantages | BN.1/2/3/4/5 |
| 26 | | | Control of MNC's | BN.1/2/3/4/5 |
| 27 | | | Organization Structure of MNC's | BN.1/2/3/4/5 |
| 28 | | | Problems to MNC's | BN.1/2/3/4/5 |
| 29 | | | Problems from MNC's | BN.1/2/3/4/5 |
| 30 | | | Class presentation | |
| 31 | | | Class presentation | |
| 32 | | | Class presentation | |
| CO:4 | | | | |
| LO: To identify the problems of MNC's which broadly includes the problems to MNC's and problems from MNC's. | | | | |

VI: Book recommended:

1. Rathore ,B.S. and Rathore. J.S.(1997).**Export Marketing**, Himalya Publishing House,New Delhi.
2. Varshney,R.L. and Bhattacharya , (1996) ,**International Marketing Management:An Indian Perspective** ,Nineth Edition.Sultan Chand and Sons,New Delhi.
3. Devendra Thakur,**International Business**.
- 4.Rao P.S., **International Business:Text & Cases**.
5. Cherunilan,F., **International Business**.

VII: Notes:

1. There will be several unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the theoretical concepts.
3. Regular attendance, Class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubrics for Internal Assessment**604: FOREIGN COLLABORATION & MULTINATIONALS**

Goal : Students will understand the significance and concepts of Foreign Collaboration & Multinationals

Objective: To study the role & contribution of foreign collaborators like Multinationals, Joint Ventures and Foreign Investors in India's Foreign Trade during recent years.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|---|---|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students are outstanding and able to understand and grab the foreign collaboration & multinationals fundamentals fully. Students had good understanding of concepts related to foreign collaboration, Joint Venture, MNC's: Growth & Problems Faced, Consultancy, Export & Import. | %.... students are accomplished and able to articulate some perspectives of Foreign collaboration & multinationals . Students had an insight and awareness about some concepts related to foreign collaboration, Joint venture, MNC's: Growth & Problems Faced, Consultancy, Export & Import. | %.... students are lacking in basic understanding of Foreign collaboration & multinationals concept . | %.... students are not able to understand and grab the Foreign collaboration & multinationals fundamentals fully. Students need to develop understanding of concepts related to foreign collaboration, Joint Venture, MNC's: Growth & Problems Faced, Consultancy, Export & Import. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|-------------------|-------------------------|-----------------------|-------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |
| | | | | | | |

INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH IPS ACADEMY, INDORE
Lesson Plan

Subject: Foreign Exchange & Exchange Control**Session: January - June****Class: BBA (Foreign Trade) – VI Sem****I: Course Objective:**

The objective of this course is to explain to the student the role of foreign exchange, effects of exchange fluctuations, and exchange control regulations in relation to foreign trade.

II: Examination Scheme: 30 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 70 marks having 8 questions out of which student has to attempt any five.

III: Course Outcomes(CO):

CO1 To explain the role of foreign exchange in setting international transactions.

CO2 To make students aware of the changes in exchange rate and regulation of risks involved.

CO3 Develop an understanding of exchange control system in management of foreign operations.

CO4 Evaluate cross-border investment opportunities in terms of devaluation of rupee

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------------|----------|----------|----------|----------|------|------|----------|----------|
| CO1 | 2 | 3 | 2 | | | | | |
| CO2 | | 2 | 3 | 2 | | | | |
| CO3 | 1 | 2 | 3 | | | | 1 | |
| CO4 | 2 | | 2 | 1 | | | 3 | 1 |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|---------------------------|---|--------------|
| 1 | 1 | Foreign Exchange | Meaning and Need of Foreign Exchange | B.N. 2, 3 |
| 2 | | | Role of Foreign Exchange in International Transactions | B.N. 2, 3 |
| 3 | | | Importance of Foreign Exchange in Settling International Payments | B.N. 2, 3 |
| 4 | | | Factors Affecting Foreign Exchange Transaction | B.N. 2, 3 |
| 5 | | | Class Test | |
| Assignment: Submit Detailed Introduction on Foreign Exchange Mechanism in India | | | | |
| CO:1 | | | | |
| LO: Analyze foreign exchange markets and its significance in international transactions. | | | | |
| 6 | 2 | Exchange Rate Fluctuation | Meaning of Fluctuation | B.N. 2, 4 |
| 7 | | | Factors Affecting Exchange Rate Fluctuation | B.N. 1, 2, 7 |
| 8 | | | Effects of Exchange Rate Fluctuation on Price Level | B.N. 1, 2, 8 |
| 9 | | | Effects of Exchange Rate Fluctuation on Risk Involved in Business | B.N. 3, 6 |
| 10 | | | Effects of Exchange Rate Fluctuation on FDIs | |
| 11 | | | Means of Protection of Interest Risk Management | |
| Assignment: Group Presentation | | | | |
| CO:2 | | | | |
| LO: Identify foreign exchange risk management and the techniques available to small business operators for risk exposure containment. | | | | |
| 12 | 3 | Exchange Control | Meaning of Exchange Control | B.N. 1, 2, 5 |
| 13 | | | Need and Importance of Exchange | B.N. 1, 4 |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|------------------------|---|--------------|
| | | | Control | |
| 14 | | | FERA | B.N. 2, 3 |
| 15 | | | FEMA | B.N. 1, 4 |
| 16 | | | Government Intervention in Foreign Exchange Transaction | |
| 17 | | | Foreign Exchange Restriction on Importers | |
| 18 | | | Foreign Exchange Restriction on Exporters | |
| 19 | | | Effects of Foreign Exchange Restriction on Import | |
| 20 | | | Effects of Foreign Exchange Restriction on Export | |
| 21 | | | Effects of Exchange Restriction on Indian Trade | |
| 22 | | | Surprise Test | |
| Assignment: Written Assignment on Foreign Exchange Policy of India | | | | |
| CO:3 | | | | |
| LO: Know what is exchange control, its Objectives of exchange control and how it determine exchange rates. | | | | |
| 23 | 4 | Exchange Rate of Rupee | Exchange Rate of Rupee with Dollar, Pond, Yuro, Yen | B.N. 3, 4 |
| 24 | | | World Recent Trends in Exchange Rate | B.N. 3, 4 |
| 25 | | | Exchange Markets and Its Role | B.N. 3, 4 |
| 26 | | | Types of Exchange in India | B. N. 3, 4 |
| 27 | | | Types of Currency Markets | B.N. 5 |
| 28 | | | Class Presentation on Exchange Rate Mechanism in India | |
| Assignment: Written Assignment on Currency Market and Exchange Rate Mechanism | | | | |
| CO:2,3 | | | | |
| LO: Understand the determinants of foreign exchange rates. | | | | |
| 29 | 5 | Devaluation | Meaning and Effects of | B.N. 2, 3, 5 |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|-------|--|--------------|
| | | | Devaluation | |
| 30 | | | Devaluation V/S Quantitative Restriction | B.N. 2, 3, 5 |
| 31 | | | Devaluation of Rupee in Recent Time | B.N. 2, 3 |
| 32 | | | Impact of Devaluation on Foreign Trade | B.N. 2, 3 |
| CO:4 | | | | |
| LO: Will understand the principles of Currency valuation in current scenario. | | | | |

VI: Book References:

1. Verma and Agrawal, **Foreign Trade Management**
2. Rathore, B.S. and Rathore, J.S. (1997), **Export Marketing, Himalaya Publising House, New Delhi.**
3. Jeevnandan, C. **Foreign Exchange: Practice, Concepts & Control, Sultan Chand & Sons, New Delhi**
4. Velayudhan, C. (1998), **Foreign Trade: Theory and Practice, Wheeler Publisher, New Delhi**
5. Apte, P.J., **International Financial Management, Tata McGraw Hill, New Delhi**

VII: Note:

1. There will be 5 unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size of 4, each group will be given separate topics for to discuss and presentation which will increase the understanding and practical approach of towards subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubrics for Internal Assessment**BFT VI Sem****603: FOREIGN EXCHANGE AND EXCHANGE CONTROL**

Goal : Students will understand the significance and concepts of Foreign Exchange and Exchange Control Measures.

Objective: To explain students about the role of foreign exchange, effects of exchange fluctuations and exchange control regulations in relation to foreign trade.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|--|---|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students are outstanding and able to understand and grab the foreign exchange & Control fundamentals fully. Students had good understanding of concepts related to exchange rate fluctuations, Price Levels, Foreign Exchange Restrictions, Exchange Markets, RBI, Devaluation of Rupee & its impact on Foreign Trade. | %.... students are accomplished and able to articulate some perspectives of foreign exchange & Control. Students had an insight and awareness about some concepts related to exchange rate fluctuations, Price Levels, Foreign Exchange Restrictions, Exchange Markets, RBI, Devaluation of Rupee & its impact on Foreign Trade. | %.... students are lacking in basic understanding of Foreign exchange concepts. | %.... students are unable to understand and grab the foreign exchange & Control fundamentals fully. Students need to develop understanding of concepts related to exchange rate fluctuations, Price Levels, Foreign Exchange Restrictions, Exchange Markets, RBI, Devaluation of Rupee & its impact on Foreign Trade. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total | Final Internal Marks out of 30 |
|----------------------------|------------------|-------------------|----------------------------|------------------|--------------|---------------------------------------|
| Presentation | Quiz | Assignment | Internal | VIVA | | |
| Out of 30 | Out of 30 | Out of 30 | Out of 30 | Out of 30 | 150 | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** New Techniques in Multinational Marketing**Session:** Jan. – Jul.**Class:** BBA (Foreign Trade) – VI Sem**I: Course Objective:**

The objective of this course is to provide detailed information about the development of new techniques of foreign trade in the light of ongoing changes in the world economy.

II: Examination:

Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 70 marks, it will have two sections A and B.

III: Course Outcomes(CO):

- CO1 To provide detailed information about the development of new techniques of foreign trade in the light of ongoing changes in the world economy.
- CO2 To provide understanding of theories and conceptual frameworks that explain why and how firms internationalize.
- CO3 To Apply the conceptual frameworks learned in this course in a real-life experiential learning project that comprises an analyses of international economic, institutional and market environments
- CO4 To familiar with the nature and practices of international marketing and its dynamism from the domestic marketing models and approaches.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 3 | | 3 | | | 3 | 2 | 2 |
| CO 2 | 3 | | | | | | | |
| CO 3 | 1 | 1 | | | 2 | 1 | | |
| CO 4 | | 1 | | 1 | | | 2 | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|-------------------------|--|-----------|
| 1 | 1 | Need for New Techniques | Need for New Techniques | B.N. 1, 3 |
| 2 | | | Need for New Techniques | B.N. 1, 2 |
| 3 | | | Introduction to Multinational Marketing | B.N. 1, 2 |
| 4 | | | Introduction to Multinational Marketing | B.N. 2, 3 |
| 5 | | | Regional Grouping | B.N. 1 |
| 6 | | | Regional Grouping | B.N. 1, 3 |
| 7 | | | Regulation of Foreign Exchange | B.N. 1, 4 |
| 8 | | | Regulation of Foreign Exchange | B.N. 1, 2 |
| 9 | | | Changing World Order | B.N. 1, 4 |
| 10 | | | Uruguay Round | B.N. 3, 4 |
| CO:1 | | | | |
| LO: Conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities | | | | |
| 11 | 2 | New Techniques | International Sub Contracting | B.N. 2, 3 |
| 12 | | | International Sub Contracting | B.N. 1, 2 |
| 13 | | | Joint Ventures and Foreign Collaboration | B.N. 1, 2 |
| 14 | | | Joint Ventures and Foreign Collaboration | B.N. 1, 3 |
| 15 | | | Joint Ventures and Foreign Collaboration | B.N. 1, 2 |
| 16 | | | Wholly Owned Subsidiaries | B.N. 2, 4 |
| 17 | | | Wholly Owned Subsidiaries | B.N. 3,4 |
| 18 | | | Counter Trade Arrangements | B.N. 2, 3 |
| 19 | | | Counter Trade Arrangements | B.N. 1, 3 |
| 20 | | | Free Trade Zone | B.N. 1, 4 |
| 21 | | | Free Trade Zone | B.N. 2, 4 |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|-------|------------------------------|--------------|
| 22 | | | Free Trade Zone | B.N. 2, 3 |
| 23 | | | Regional Grouping | B.N. 1, 3 |
| 24 | | | Regional Grouping | B.N. 2, 3 |
| 25 | | | International Control System | B.N. 2, 4 |
| 26 | | | International Control System | B.N. 1, 3 |
| 27 | | | Export Oriented Units | B.N. 2, 3 |
| 28 | | | Export Oriented Units | B.N. 2, 4 |
| 29 | | | Mergers and Acquisitions | B.N. 1, 5 |
| 30 | | | Mergers and Acquisitions | B.N. 1, 2, 4 |
| 31 | | | Strategic Alliance | B.N. 1, 4 |
| 32 | | | Turnkey Contracts | B.N. 1, 3 |
| Assignment: Find Out 2 Examples of Each Technique and Discuss in Detail. | | | | |
| CO:2,4 | | | | |
| LO: : Identify and interpret the new techniques in multinational marketing | | | | |

VI: Book References:

1. UNCTAD, Export Policies in Developing Countries.
2. IMF Annual report, Exchange Restrictions.
3. UNCTAD, Trade Relation among Countries having Different Economies and Social System.
4. Srivastava, R.M., International Strategic Management

VII: Note:

1. There will be assignments of equal weightage, given to students.
2. There will be major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of marketing environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubrics for Internal Assessment For New Techniques in Multinational Marketing**BFT VI Sem**

Goal : Students will understand benefits of global marketing along with its various strategies for entering in International Market.

Objective: Students have conceptual and detailed information about the development of new techniques of foreign trade in the light of ongoing changes into the world economy

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|--|---|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand understanding of marketing theories and conceptual frameworks that explain why and how firms internationalize. Students provide an insight the conceptual frameworks learned in this course in a real-life experiential learning project that comprises an analyses of international economic, institutional and market environments. Students understood the impact of world issues on an organization's international business opportunities. | %.... students were accomplished and able to articulate some perspectives of the impact of world issues on an organization's international business opportunities. and also able to understand understanding of marketing theories and conceptual frameworks that explain why and how firms internationalize | %.... students fall in this criteria. They showed minimal knowledge of the subject. | %.... student fall in this criteria. They all were not able to articulate the ongoing changes in world economy along with the development of new techniques in multinational marketing. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: English****Session: Jul. – Dec.****Class: BBA (Foreign Trade) – I Sem****I: Course Objective:**

The objective of this course is to help the students to acquire proficiency in English.

II: Examination:

Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 70 marks, it will have two sections A and B.

III: Course Outcomes(CO):

CO1. To develop the English proficiency among the students.

CO 2. To develop communication and inter personal skills of students.

CO 3. To thrive an insight to English literature.

CO 4. To imbibe the understanding of English Grammar and usage of English in day to day lives.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | | | | | 3 | | | |
| CO 2 | | 1 | | | 3 | | | |
| CO 3 | | | | | | | | |
| CO 4 | | | | | 3 | | | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|---|---|------------|
| 1 | 1 | Prose Book: English Language and Indian Culture | Chapter 4: The heritage of Indian Art | B.N. 3 |
| 2 | | | Chapter 4: The heritage of Indian Art..contd | B.N. 3, |
| 3 | | | Chapter 9: Aspects of Indian Constitution | B.N. 4, |
| 4 | | | Chapter 9: Aspects of Indian Constitution...contd | B.N. 2,4, |
| 5 | | | Chapter 10: Individual Freedom | B.N. 2, |
| 6 | | | Chapter 10: Individual Freedom | B.N. 2 , 4 |
| 7 | | | Chapter 11: Fundamental Duties | B.N. 2, 4 |
| 8 | | | Chapter 11: Fundamental Duties | |
| Assignment: Prepare assignment on the questions and exercises assigned in the class? | | | | |
| CO:1 | | | | |
| LO: Students will get acquainted with the rich Indian Art, Culture and Architecture through prose. | | | | |
| 9 | 2 | Poem I : On his Blindness | Introduction of the poet: John Milton | B.N. 1, 2 |
| 10 | | | Meaning and explanation of first stanza of poem | B.N. 1, 2 |
| 11 | | | Meaning and explanation of second stanza of poem | B.N. 1, 3 |
| 12 | | | Meaning and explanation of third stanza of poem | B.N. 1, 2 |
| 13 | | | Meaning and explanation of fourth stanza of poem | B.N. 2 |
| Assignment: Submission of Assignment related to difficult vocabulary in the poem. | | | | |
| CO:1 | | | | |
| LO: Insight related to Poetry from English Literature is developed. | | | | |
| 14 | 3 | Poem II: The Nobel Nature | Introduction of the poet: Ben Johnson | B.N. 1, 2 |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|--------------------------|--|-----------|
| 15 | | | Meaning and explanation of first stanza of poem | B.N. 1 |
| 16 | | | Meaning and explanation of second stanza of poem | B.N. 2, 3 |
| 17 | | | Meaning and explanation of third stanza of poem | B.N. 3 |
| 18 | | | Meaning and explanation of fourth stanza of poem | B.N. 3 |
| CO:2 | | | | |
| LO: Acquire the various verbal and written communication skills. | | | | |
| 19 | 4 | Novel: Lord of the Flies | Introduction of the author: William Golding | B.N. 5 |
| 20 | | | Meaning and explanation of excerpts from Chapter 1,2 and 3 | B.N. 5 |
| 21 | | | Meaning and explanation of excerpts from Chapter 4, 5 and 6 | B.N. 5 |
| 22 | | | Meaning and explanation of excerpts from Chapter 7, 8 and 9 | B.N. 5 |
| 23 | | | Meaning and explanation of excerpts from Chapter 10, 11 and 12 | B.N. 5 |
| 24 | | | Summary of the Novel | B.N. 5 |
| Assignment: Throw light on the other aspect of the ‘Lord of the Flies’ according to the society. | | | | |
| CO:3 | | | | |
| LO: to understand how to write a relatively long work of narrative fiction in a form of published book | | | | |
| 25 | 5 | English Grammar | Noun: Meaning and usage | B.N. 2, 4 |
| 26 | | | Pronoun: Meaning and usage | B.N. 1, 2 |
| 27 | | | Adjective: Meaning and usage | B.N. 2,3 |
| 28 | | | Verb and adverb: Meaning and usage | B.N. 1, 2 |
| 29 | | | Direct and Indirect narration | B.N. 1, 3 |
| 30 | | | Construction of sentences | |
| 31 | | | Correction of Sentences | |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|-------|---|-----------|
| | | | | |
| 32 | | | Grammar and Vocabulary practice exercises | B.N. 1, 2 |
| CO:4 | | | | |
| LO: To develop the understanding of English Grammar and usage of English in day to day lives. | | | | |

VI: Book References:

1. Thomson, A.J. and Martinet, A.V. (1986). Practical English Grammar, Oxford University Press, New Delhi.
2. Stanly Jones, English for Business Student.
3. Jones and Alexander, New International Business English (CUP).
4. Business Opportunities.
5. William Golding, Lord of the Flies, Faber and Faber Ltd, England.

VII: Note:

1. There will be assignments of equal weightage, given to students.
2. There will be major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of marketing environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

Rubrics for Internal Assessment For English**BFT I Sem**

Goal : Students will be able to develop the proficiency in English and to communicate effectively & appropriately in English language in real life situation.

Objective: Students will be able to develop and integrate the use of the four language skills i.e. Reading, Listening, Speaking and Writing in English

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---------------|---------------|---------------|---------------|
|Students |Students |Students |Students |

| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
|--|---|--|--|
| <p>%.... students were outstanding and able to read English, comprehend English when it is spoken, able to speak Correctly and intelligibly in English and were able to write English correctly. The students were able to express their ideas and responses with ease in proper sentence structure, grammar and tenses. The student showed a very good general understanding of all vocabulary and information, completing all the questions. The student uses correct grammar, word order, spelling, and noun/adj agreement. Correct sentence structure is used.</p> | <p>%.... students were able to comprehend effectively and efficiently in English. The Pronunciation was fair and did not interfere with communication. Presentation was generally logical. Students was able to express their ideas and responses fairly well but makes mistakes with their tenses. Speech was mostly smooth but with some hesitation and unevenness caused primarily by rephrasing and grouping for words.</p> | <p>%.... students fall in this criteria. The students presentation, written as well as verbal was somewhat illogical and confusing in places. Most of the vocabulary was basic and repetitive. Student was slightly unclear with pronunciation at times, but generally it is fair. Students were able to use broad vocabulary words but was lacking, making him/her repetitive and unable expand on his/her ideas.</p> | <p>%.... student fall in this criteria. The student were Incomprehensible throughout. They doesn't use sufficient vocabulary. Vocabulary is below the expected level and often irrelevant to the topic. Only basic transition and cohesive words are used or none are used. They consistently makes errors with grammar, word order, spelling, and noun/adj agreement. Student was difficult to understand, quiet in speaking, unclear in pronunciation.</p> |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|-----------------------|-------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Global Business Communication and Public Relation**Session:** Jan - June**Class:** BBA (Foreign Trade) - I Sem

I: Objective of course: The objective of this subject is to familiarize the students with the special terminology used in export import business and equip him with the expertise in writing global business letters concerning all aspects of foreign trade with the objective of developing exports and imports business.

II: Examination: The faculty member will award internal marks out of 30. The end semester examination will be worth 70 marks.

III: Course Outcomes(CO):

CO1. To gain an understanding with the terms used in export and import business.

CO 2. To develop competence and expertise in writing global business letters.

CO 3. To understand the various aspects of foreign trade while writing effectively.

CO 4. To enhance inter-personal skills for building strong trade relations.

IV:PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 2 | | | 1 | | | | |
| CO 2 | | | 2 | | 3 | | | |
| CO 3 | 1 | | 1 | | 2 | | | |
| CO 4 | | 1 | | 2 | | | 1 | 1 |

V:Session Plan:

| Lecture No. | Unit | Topic | Sub - Topics | Reference |
|--|------|-----------------------|--|--------------|
| 1 | 1 | Export Correspondence | Essentials of Successful letters | B.N. 1, 5 |
| 2 | | | Advantages of Export correspondence | B.N. 1, 5 |
| 3 | | | Trade Relations | B.N. 1, 5 |
| CO:1 | | | | |
| LO: The students will understand the importance of effective letter writing which will enhance the trade relations build confidence for successful correspondence. | | | | |
| 4 | 2 | Terminology | Export Documentation | B.N. 1, 5 |
| 5 | | | Export Documentation | B.N. 1, 5 |
| 6 | | | Special Terms used in Export and import Business | B.N. 1, 2 |
| 7 | | | Special Terms used in Export and import Business | B.N. 1, 2 |
| 8 | | | INCO Terms | B.N. 1, 2 |
| 9 | | | INCO Terms | B.N. 1, 2 |
| Assignment 1: Submission within 3 days | | | | |
| CO:2 | | | | |
| LO: This unit will help understand the special terminology which is being used in the export and import deals. | | | | |
| 10 | 3 | Market Reports | Reading Reports | B.N. 1, 2, 5 |
| 11 | | | Writing of Market Reports | B.N. 1, 2, 5 |
| 12 | | | Essentials of Writing Market Reports | B.N. 1, 2, 5 |
| 13 | | | Types of Market Reports for different items | B.N. 1, 2, 5 |
| 14 | | | Case Study | B.N. 1, 2, 5 |

CO:3

LO: The students will benefit by understanding, analyzing and then writing of comprehended reports on export and import.

| | | | | |
|----|---|-----------------------|--|--------------|
| 15 | 4 | Correspondence | Business Letters (Need & Importance) | B.N. 1, 2, 5 |
| 16 | | | Type of Business Letters | B.N. 1, 2, 5 |
| 17 | | | Objectives and prerequisites of Business letters | B.N. 1, 2, 5 |
| 18 | | | Export of visible Items | B.N. 1, 2, 5 |
| 19 | | | Export of Invisible Items | B.N. 1, 2 |
| 20 | | | Imports of visible Items | B.N. 1, 2 |
| 21 | | | Imports of Invisible Items | B.N. 1, 2 |
| 22 | | | How to write a Business Letter | B.N. 1, 5 |
| 23 | | | Exercise on How to write a business letter | B.N. 1, 5 |
| 24 | | | Exercise on How to write a business letter | B.N. 1, 5 |
| 25 | | | Filing | B.N. 1, 2, 5 |
| 26 | | | Filing | B.N. 1, 2, 5 |
| 27 | | | Indexing | B.N. 1, 2, 5 |
| 28 | | | Indexing | B.N. 1, 2, 5 |

Assignment 2: Submission within 3 days**CO:2,3**

LO: The Unit will help the students to practice writing letters relating to all trade aspects and further being able to file and index them appropriately.

| | | | | |
|----|---|-------------------------|--|--------------|
| 29 | 5 | Public Relations | Importance and Significance | B.N. 1, 2, 5 |
| 30 | | | How it works | B.N. 1, 2, 5 |
| 31 | | | Public Relation and International business | B.N. 1, 2, 5 |
| 32 | | | Methods of Public Relation | B.N. 1, 2, 5 |

CO:4

LO: Understanding the importance of interpersonal skills for the development of good trade relations.

VI: BOOK REFERENCE:

1. Rathore. B & Rathore S (1997) Export Marketing, Himalaya Publishing House.
2. Michale, VP (2001) Communication and Research for Management, Himalaya Publishing House.
3. Murphy, Effective Business Communication
4. Sigband, Norman, Communication for Business and Management.
5. Rai, V.S & Rai, S.M Business Communication.

VII: Notes:

1. There will be individual assignment.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.

Rubrics for Internal Assessment For Global Business Communication and Public Relations

BFT I Sem

Goal : Students will understand and familiarize themselves with the special terminologies of business used in export and import.

Objective: For the students to understand and equip themselves with all the special and important terminologies used in export import business and also endow and prepare the students with expertise in writing global business letters concerning all aspects of foreign and international trade with the objective of developing exports and import business

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|---|---|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were stupendous and terrific in understanding the main concepts of Global business communications. Further they are able to provide an exceptional demonstration of usage of special terminologies and able to make excellent market reports. The students are able to illustrate phenomenal public relations examples. | %.... students showed proficiency in enunciation of some but not all main concepts of global business communication. Further they are able to provide very good demonstrations of usage of special terminologies and able to make excellent market reports. The students are able to illustrate phenomenal public relations examples. | %.... students showed proficiency in enunciation of some but not all main concepts of global business communication. Further they are able to provide very good demonstrations of usage of special terminologies and able to make excellent market reports. The students are able to illustrate phenomenal public relations examples. | %.... student fall in this criteria. They all were not able to demonstrate proficiency in most of the major concepts of global business communication.. Students provide minimal or no demonstrations of usage of terminologies and report making. Nil public relations art was demonstrated as well. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|-----------------------|-------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Introduction to Computers**Session:** July – Dec**Class:** BBA (FT) - I Sem

I: Objective: Objective of course is to understand basics IT application in business and also to understand the application of various information tools to have a source of internal and external data for the organization.

II: Examination Scheme: There shall be internal evaluation of 30 marks. There shall be external examination for 70 marks in the paper. Internal shall be evaluated on the basis of attendance, test and assignment.

III: Course Outcomes(CO):**CO1.** Basic understanding of Computer fundamentals**CO2.** Knowledge about Basic Computer peripherals and hardware systems**CO3.** Awareness of Computer Number system and other applications of MS-Office in business**CO4.** Basic Computer knowledge for working in a Business environment**IV: PO-CO Mapping: High 3, Medium 2, Low 1**

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | | 1 | 1 | | 1 | | | |
| CO2 | | | | | | | | |
| CO3 | | 2 | 2 | | 3 | 1 | | |
| CO4 | | 1 | | | 2 | 2 | | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|------------------------|---|-----------|
| 1 | 1 | Evolution of Computers | Computer Architecture | |
| 2 | | | Hardware: Input / Output devices Definitions | |
| 3 | | | Computer storage devices | |
| 4 | | | Computer memory | |
| 5 | | | Software: System and Application Software | |
| 6 | | | Compilers, Interpreters and Assemblers | |
| CO:1 | | | | |
| LO: Knowledge about Computer fundamentals | | | | |
| 7 | 2 | Computer Memory | Introduction, Definition, Memory Types | |
| 8 | | | RAM, ROM, PROM, EPROM, Hard Disk. | |
| 9 | | | Primary and Secondary Memory, Cache memory, Physical and Virtual Memory | |
| CO:2 | | | | |
| LO: Awareness about Basic Computer related hardware. | | | | |
| 10 | 3 | Number System | Introduction, Definition, Number System Types, Binary, Octal, Decimal, Hexadecimal | |
| 11 | | | Number System Conversion- Part 1 | |
| 12 | | | Number System Conversion- Part 2 | |
| 13 | | | Boolean Algebra Part 1 | |
| 14 | | | Boolean Algebra Part 2 | |
| 15 | | | Input Devices | |
| 16 | | | Output Devices | |
| CO:3 | | | | |
| LO: Knowledge of computer number system and other Input/output devices. | | | | |
| 17 | 4 | Computer | Configurations of PC/XT/AT Directory and Files | |
| 18 | | | Programming Fundamentals | |
| 19 | | | Flowchart-Introduction, Application | |
| 20 | | | Flowchart Diagrams, Examples of Flowchart | |
| 21 | | | Introduction of Algorithms, Rules & Applications | |
| 22 | | | Introduction to MS DOS, Characteristics and Features | |
| 23 | | | MS –DOS Internal Commands | |
| 24 | | | MS –DOS External Commands | |
| CO:3 | | | | |
| LO: Understanding of programming fundamentals, Flow charts & MS-DOS. | | | | |
| 25 | 5 | Application Packages | Word-Processors: Word basics, formatting text and documents, Working with headers, footers and footnotes, | |
| 26 | | | Tabs, tables and sorting, working with graphics, templates, wizards and sample documents | |
| 27 | | | Spread-Sheet: Excel basics, rearranging worksheets, excel formatting tips and techniques | |
| 28 | | | Introduction to Excel Menu | |

| | | | | |
|--|--|--|--|--|
| 29 | | | Excel's chart features, using worksheet as databases | |
| 30 | | | DBMS | |
| 31 | | | Statistical Packages | |
| 32 | | | Graphics | |
| CO:4 | | | | |
| LO: Learning of various application packages like, MS-Office and others for day to day working. | | | | |

VI: Book Reference:

1. Hunt.R. and Shelly, J. (1993). Computer and Common Sense. New Delhi, Printice Hall of India.
2. Sinha, P. K. Fundamentals of Computer.
3. Raja Rammana, V. (1994). Fundamentals of Computer. New Delhi, Printice Hall of India.
4. Spencer, W.I.R, Dictionary of Computer.
5. Karsinghan, B.W. and Ritchie, D.M. (1995). The C Programming Language. New Delhi, Second Edition. Printice Hall of India Pvt.Ltd.

VII: Notes:

1. There will be individual assignment, presentations and group assignments.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.
7. The students are required to submit assignment in computer practical notebook.

Rubrics for Internal Assessment For Introduction to Computers**BFT I Sem**

Goal : Developing a high-level understanding of systems as a whole. This understanding should transcend component implementation details to emphasize the structure of computer systems and the processes involved in their construction and analysis.

Objective: Demonstrate proficiency in problem-solving techniques using the computer which also includes high-level programming languages and operating systems, modern software applications and depth of knowledge in the discipline of computer.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|--|--|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to meet all the specifications of Computers technology, Evolution of Computers , theories of Memory and Application Packages apart from this they have good practical knowledge of Number System and software applications. | %.... students were accomplished. They have good knowledge of computers and it's fundamentals, Memory, Evolution of Computers and it's practical problem solving problems. | %.... students fall in this criteria. They have lack of knowledge about computers subject and it's practical implementation. | %.... students falls in this criteria. They are not well aware about fundamentals of Computers technology. Student interaction were less and does not met the specifications. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |
| | | | | | | |

INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH IPS ACADEMY, INDORE**Lesson Plan****Subject: Basic Mathematics and Statistics****Session: July - Dec****Class: BBA (Foreign Trade) – I Sem**

I: Course Objective: The Objective of this course is to expose the students to various mathematical techniques used in foreign trade and to teach him the statistical tools needed for analyzing and interpreting business facts and graphic presentation.

II: Examination Scheme: 30 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 70 marks having 8 questions out of which student has to attempt any five.

III: Course Outcomes(CO):

CO1. To provide students with knowledge and capability in formulation and analysis of mathematical models of real life applications.

CO2. To Choose appropriate mathematics and statistical methods and apply them in various data analysis problems

CO3. To develop analytical techniques to solve problems.

CO4. To develop computational skills appropriate for mathematician to use when solving problem

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 1 | | | 1 | | | | |
| CO 2 | | | | 1 | | | | |
| CO 3 | | | | | | 2 | | |
| CO 4 | | | | 2 | | | | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|---|--|-------------|
| 1 | 1 | Linear Algebra | Introduction to Linear Algebra Matrix and its types | B.N.8,10 |
| 2 | | | Operations of Matrix: Addition and Subtraction | |
| 3 | | | Multiplication of Matrix | |
| 4 | | | Determinants: Minors, Ad-joint, Cofactors. | |
| 6 | | | Inverse of Matrix | |
| 7 | | | Solution of Simultaneous Linear Equations: Matrix Method | |
| 8 | | | Solution of Simultaneous Linear Equation : Row Operations | |
| 9 | | | Solution of Simultaneous Linear Equations: Column operations | |
| 10 | | | Class Test 1 | |
| Assignment: Importance of Linear Algebra in Business Application | | | | |
| CO:1 | | | | |
| LO: Students will understand and be able to prove relationships between matrices, systems of equations, inverses, and determinants. | | | | |
| 11 | 2 | Interest Rate Mathematics & Exchange Arithmetic | Introduction to Interest Rate Mathematics and Exchange Arithmetic: Day Count Fractions | B.N. 1,2, 6 |
| 12 | | | Yield Concepts and The Bond Price Equation | |
| 13 | | | Compounding Frequencies and Continuous Compounding | |
| 14 | | | Bond Price-Yield relationship | |
| 15 | | | Yield Curve and Forward rates | |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|--|--|-------------|
| 16 | | | Class Test 2 | |
| Assignment: Group Presentation | | | | |
| CO:2 | | | | |
| LO: In this unit, students will learn interest rate, compounding and exchange rates. | | | | |
| 17 | 3 | Role of Statistics in Foreign Trade | Introduction to Statistics and its role in Foreign Trade. | B.N.3,4,8 |
| 18 | | | Collection, Analysis and Interpretation of Primary & Secondary data, Sampling Theory | |
| 19 | | | Class Test 3 | |
| CO:3 | | | | |
| LO: This unit will help to understand primary and secondary data collection techniques and their use in analysis and interpretation of collected data. | | | | |
| 20 | 4 | Measurement of Central Tendency | Introduction to measures of central tendency: Mean | B.N.3, 4, 8 |
| 21 | | | Mode | |
| 22 | | | Median | |
| 23 | | | Geometric and Harmonic Mean | |
| 24 | | | Range and Standard Deviation | |
| 25 | | | Class Test 4 | |
| CO:2 | | | | |
| LO: Students will able to learn various techniques of central tendency. | | | | |
| 26 | 5 | Analysis of Business Chance and Relationship | Time Series and Its Components | B.N. 5,6, 7 |
| 27 | | | Moving Average Methods | |
| 28 | | | Least square Methods | |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|-------|--|-----------|
| 29 | | | Least square Methods for solving Time Series | B.N.8, 9 |
| 30 | | | Introduction to Correlation Analysis & its types | |
| 31 | | | Karl Pearson’s method | |
| 32 | | | Class Test 5 | |
| CO:3,4 | | | | |
| LO: Students will learn correlation, regression and time series component and apply their knowledge for decision making. | | | | |

VI: Book References:

1. J.J. Cox, Ingersc, A Theory of Term Structure of Interest Rates.
2. Apte P.G. (2002). International Financial Management. New Delhi, TataMcGraw - Hill Publishing Company Limited.
3. Gupta, S.P. (1995). Statistical Methods. New Delhi, Sultan Chand and Sons.
4. Elhance, D.N., Elhance, V. and Aggrawal.B. M. (1999.) Fundamentals of Statistics. Allahabad, Kitab Mahal.
5. Jeevnandam, C. (2003). Foreign Exchange and Risk Management. New Delhi, Sultan Chand and Sons.
6. S.C. Gupta, Business Statistics, Himalaya Pub House, 2008
7. Ajay goyal & Alka goyal, Mathematics and statistics, 4 th edition, taxman publication
8. D.C sancheti & V K Kapoor, statistics-theory, methods and application, sultan chand & sons.
9. J.K. Sharma, "Mathematics for Management and Computer Applications", New Delhi, Galgotia Publication

VII: Note:

1. There will be 5 unit wise class tests/assignments/presentations of equal weightage.
2. There will be one individual & one major group assignments, group size of 4, each group will be given separate topics for to discuss and presentation which will increase the understanding and practical approach of towards subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubrics for Internal Assessment For Basic Mathematics And Statistics**BFT I Sem**

Goal : Students will understand the various applications mathematical and statistical techniques in business.

Objective: For the students to understand how mathematical and statistical techniques help in formulating and analyzing foreign trade and other business facts. The students will be able to apply mathematical techniques and use statistical tools to analyze different aspects of international trade and also different business perspectives altogether.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|--|--|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were stupendous and terrific in understanding the main basic modified applications of mathematics and statistics. Further they are able to provide an exceptional conceptual understanding of the working of the problems and also deliver an excellent example of learning by doing process in basic mathematics and statistics. | %.... students showed proficiency in enunciation of some but not all perspectives of mathematical and statistical theories and applications. Students are able to provide an exceptional conceptual understanding of the working of the problems and also deliver an excellent example of learning by doing process in basic mathematics and statistics. | %.... students fall in this criteria. They showed minimal knowledge of the mathematical and statistical theories and applications. Their learning by doing skills were bare minimal. | %.... student fall in this criteria. They all were not able to demonstrate proficiency in most of the perspectives of main mathematical and statistical theories & applications. Students provide minimal insight in applications of problems and also very poorly able to solve mathematical and statistical problems. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|---------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |
| | | | | | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Business Law**Session:** July-December**Class:** BBA (Foreign Trade) I Sem**I: Objective of the course:**

The objective of this course is to give basic knowledge of important business and economic laws applicable to Indian business houses so that decisions are taken in the legal framework.

II: Examination: The faculty member will award internal marks out of 30. The semester examination carrying 70 marks.

III: Course Outcomes(CO):

CO 1: Awareness of important business and economic laws and their impact on business in India.

CO2. Identify the fundamental legal principles behind contractual agreements.

CO 3: Identify and discuss the legal implications of business decisions.

CO 4: Application of legal theory to determine the legal issues in assigned cases.

IV: PO-CO Mapping: High-3, Medium-2, Low-1

| CO / PO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|---------|------|------|------|------|------|------|------|------|
| CO 1 | | 2 | | | | | 2 | 3 |
| CO 2 | | | | | | | | 3 |
| CO 3 | | 2 | | | | | 2 | 3 |
| CO 4 | | | | | | | | 3 |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub - Topic | Reference |
|--|----------|-------------------------------|---|------------|
| 1 | 1 (a) | Sale of Goods Act, 1930 | Introduction to Contract of Sale of goods, Definitions & Kinds of Goods | B.N.1/2/3 |
| 2 | | | Sale & Agreement to Sale | B.N.1/2/3 |
| 3 | | | Sale & Hire Purchase Agreement, Sale & Bailment | B.N.1/2/3 |
| 4 | | | Conditions & Warranties, Doctrine of Caveat Emptor | B.N.1/2/3 |
| 5 | | | Unpaid Seller & Rights of Unpaid Seller | B.N.1/2/3 |
| 6 | | | Unpaid Seller & Rights of Unpaid Seller | B.N.1/2/3 |
| 7 | 1 (b) | The Indian Contract Act, 1872 | General Introduction to law of Contracts and Definitions | B.N.1 |
| 8 | | | Essential Elements of a Valid Contract Case: Balfour v Balfour [1919] 2 KB 571 | B.N.1/2/3 |
| 9 | | | Kinds of Contracts | B.N.1/2/3 |
| 10 | | | Performance & Discharge of Contract | B.N.1/2/3 |
| 11 | | | Breach of a Contract and Its Remedies | B.N.1/2/3 |
| 12 | | | Quasi Contract | B.N.1/2/3 |
| Assignment-1 Different types of contracts and essentials of a valid contract with example | | | | |
| CO:1 | | | | |
| LO: Develop an understanding of the Indian Contract Act, 1872, Sale of Goods Act and Law of Agency. | | | | |
| 13 | 1 (c) | Law of agency | Law of agency contract | B.N.1/2/3 |
| 14 | | | Law of agency contract | B.N.1/2/3 |
| 15 | 2 | The Companies Act | Companies Act, 1956 | B.N.1/4/5 |
| 16 | | | Characteristics of a Company | B.N.1/4/5 |
| 17 | | | Memorandum and Article of Association | B.N.1/4/5 |
| 18 | | | Share capital and Shareholders | B.N.1/4/5 |
| 19 | | | Resolutions | B.N.1/4/5 |
| 20 | | | Appointment and resolution of directors | B.N.1/4/5 |
| 21 | | | Companies Act, 2013 | B.N.1/4/5. |
| Assignment-2 Companies Act, 1956 with characteristics of a company | | | | |
| CO:2 | | | | |
| LO: Develop an understanding of The Companies Act, 1956, characteristics of Company, registration and incorporation of companies, concept of share capital and shares, different kinds of meetings and resolutions and appointment and remuneration of the directors of the company. | | | | |
| 22 | 3 (a) | MRTP Act | The monopolistic and Restrictive Trade Practice Act, 1969 | B.N.5 |
| 23 | | | MRTP Act, 1969 commission and powers | B.N.5 |
| 24 | | | procedures and orders of commission | B.N.5 |
| 25 | 3 (b) | FERA | Foreign Exchange Regulation Act, 1973 | B.N.1/4/5 |
| 26 | | | Authorised dealers and money changers | B.N.1/4/5 |

| | | | | |
|---|---|-------------------------------|---|-----------|
| 27 | | | Payment of export goods and regulations | B.N.1/4/5 |
| CO:3 | | | | |
| LO: Understand the basics of FEMA, FERA and MRTTP Act. | | | | |
| 28 | 4 | The negotiable Instrument Act | Negotiable Instrument Act, 1881- Characteristics and types of instruments. | B.N.4/5/7 |
| 29 | | | Negotiation & Assignment Types of Endorsement | B.N.4/5/7 |
| 30 | | | Dishonour and Discharge an Negotiable Instruments | B.N.4/5/7 |
| CO:4 | | | | |
| LO: Understand the meaning of various negotiable instruments and their differences, concept of negotiation and assignment of instrument and mode of discharge and dishonour of instruments | | | | |
| 31 | 5 | The Partnership Act | Definition and Nature of Partnership. Formation of Partnership | B.N.2/4/6 |
| 32 | | | Rights, Duties and Liabilities of Partners Dissolution of Partnership Firm. | B.N.2/4/6 |
| CO:3,4 | | | | |
| LO: Understand the concept and law of partnership, be clear about its essentials, relation of partners and mode of registration and dissolution of partnership firm. | | | | |

VI: Reference Book:

1. M.C. Kuchhal & VivekKuchhal, Business Legislation for Management, 4th edition, Vikas Publishing House, 2013.
2. K.R.Bulchandani, Business Law for Management, 2008, Himalaya Publishing House.
3. C.L.Bansal, Business and Corporate Laws, 1st edition, Excel Books, 2006.
4. K.C. Garg, V.K.Sareen, Mukesh Sharma, R.C.Chawala, Mercantile Law, 12th Edition, Reprint 2007, Kalyani Publishers.
5. V.S.Datey, Business and Corporate Laws, 5th edition, Taxmann's Allied Services (P) Ltd.
6. Rohini Aggarawal, Mercantile Laws, Reprint 2007, Taxmann's Allied Services (P) Ltd.
7. S.S.Gulshan, Mercantile Law, 3rd Edition, Excel Books.

VII: Note:

1. There will be 2 individual assignments.
2. There will be 2 major tests, each carry 6 marks; the marks of the better of two major tests will be included in internal marks.
3. Attendance will be a multiplying factor which will render significant impact on the internal marks of the student.
4. Class performance and discipline will be an important factor for assessing internal marks. It carries 6 marks.

Rubrics for Internal Assessment For Business Law**BFT I Sem**

Goal : Students will gain the basic knowledge of important business and economic laws and their impact on business in India.

Objective: Students will have an understanding of the relationship between laws and economic activity. They will develop an awareness of legal principles involved in economic

relationships and business transactions so that the decisions are taken in the legal framework.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|---|--|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand the legal background relating to business laws. They were able to have knowledge of those legal frameworks, which influence the business transactions and decisions in India. They were able to apply the legal theory to determine the legal issues in assigned cases. | %.... students were accomplished and able to identify the fundamental legal principles behind contractual agreements. They develop the basic understanding of the legal provisions of selected laws and analyze and apply the related provisions addressing issues in moderately complex scenarios. | %.... students fall in this criteria. They were able to identify, demonstrate and/or understand some of laws and legal precedents. | %.... student fall in this criteria. They were not able to identify, demonstrates and/or understand any of the laws and legal precedents. They were not able to analyze the issues using facts presented, laws and case precedents. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Principles of Business Administration**Session:** Jul. – Dec.**Class:** BBA (Foreign Trade) – I Sem**I: Course Objective:**

The objective of this course is to give an overview of major issues confronting managers in the export import business in the structuring of their organization and making optimal use of resources to achieve the objective of the organization.

II: Examination:

Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 70 marks, it will have two sections A and B.

III: Course Outcomes(CO):

CO1. Understanding of the basic concepts of management and functions and responsibilities of the manager in the export-import business.

CO2. Learn about the tools and techniques of planning and organizational structure.

CO3. Understanding of traits, dimensions, and styles of effective leaders and importance of employee motivation and staffing in an organization.

CO4. Learn about different types of control means in a business setting and why it is needed.

IV:PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 1 | | | | | | | |
| CO 2 | | | 1 | 3 | | 1 | 1 | |
| CO 3 | | | 1 | 2 | 1 | 3 | 1 | |
| CO 4 | 1 | | 1 | 1 | | | 1 | |

V:Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|------------------------|--|-----------|
| 1 | 1 | Management Concepts | Meaning and Significance of Management | B.N. 1 |
| 2 | | | Functions of Management | B.N. 1, 2 |
| 3 | | | Functions of Management | B.N. 1, 3 |
| 4 | | | Evolution of Management Theories | B.N. 1, 3 |
| 5 | | | Evolution of Management Theories | B.N. 1, 2 |
| 6 | | | Systems Theory | B.N. 2, 3 |
| 7 | | | Contingency Theory | B.N. 1, 3 |
| Assignment: Choose a Company or an Institution of Your Choice, Explore the Importance of Management in it and Prepare a Report. | | | | |
| CO:1 | | | | |
| LO: This unit will help the students to understand basic concept of management, its significance and managerial functions. This unit will also help to understand various managerial theories and its relevance to modern industry. | | | | |
| 8 | 2 | Planning | Definition and Concepts | B.N. 1, 2 |
| 9 | | | Principles of Planning | B.N. 1, 2 |
| 10 | | | Types of Plans | B.N. 1, 3 |
| 11 | | | The Planning Process | B.N. 1, 2 |
| 12 | | | Decision Making Process | B.N. 2 |
| 13 | | | Forecasting | B.N. 3 |
| Assignment: Submission of Assignment Sheet on Types of Planning | | | | |
| CO:2 | | | | |
| LO: In this unit students will learn planning and decision making process. Forecasting techniques will also be learnt by the students. | | | | |
| 14 | 3 | Organization Structure | Organization Structure | B.N. 1, 2 |
| 15 | | | Coordination | B.N. 1 |
| 16 | | | Coordination | B.N. 2, 3 |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|---------------------------|-----------------------------------|-----------|
| 17 | | | Group Dynamics – I | B.N. 3 |
| 18 | | | Group Dynamics – II | B.N. 3 |
| 19 | | | Delegation of Authority | B.N. 2, 3 |
| 20 | | | Line and Staff Relationships | B.N. 1, 3 |
| CO:2 | | | | |
| LO: Organization structure, coordination, group dynamics, delegation will be learnt by the students in this unit. | | | | |
| 21 | 4 | Motivation and Leadership | Motivation | B.N. 1, 2 |
| 22 | | | Theories of Motivation | B.N. 1 |
| 23 | | | Leadership | B.N. 1, 3 |
| 24 | | | Theories of Leadership | B.N. 2, 3 |
| 25 | | | Communication and OB | B.N. 1, 2 |
| 26 | | | Staffing and HRD | B.N. 1 |
| Assignment: Identify World’s Famous Leaders (At least 10), Identify Their Leadership Style, Submit a Report. | | | | |
| CO:3 | | | | |
| LO: This unit will help the students to understand the importance and theories of motivation and leadership styles. | | | | |
| 27 | 5 | Control | Definition and Concepts | B.N. 2, 4 |
| 28 | | | The Control Process | B.N. 1, 2 |
| 29 | | | Controlling Techniques | B.N. 2,3 |
| 30 | | | Conflict Management | B.N. 1, 2 |
| 31 | | | Strategies of Conflict Management | B.N. 1, 3 |
| 32 | | | Dynamics of Change | B.N. 1, 2 |
| CO:4 | | | | |
| LO: The last unit will help the students to Understand control processes and techniques. | | | | |

VI: Book References:

1. Stephen P. Robbins, David A. Decenzo, Sanghmitra Bhattacharya, Madhushree Nanda Agarwal, **Fundamentals of Management**, Pearson Education, 2009
2. Robbins, **Management**, 9th edition Pearson Education, 2008,
3. Harold Koontz, O'Donnell and Heinz Weihrich, **Essentials of Management**. New Delhi, Tata McGraw Hill, 2006

VII: Note:

1. There will be assignments of equal weightage, given to students.
2. There will be major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of marketing environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

Rubrics for Internal Assessment For Principle of Business Administration**BFT I Sem**

Goal : Students will understand and familiarize themselves with the basics of Business Administration.

Objective: For the students to understand and equip themselves with basic aspects of Business administration.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|--|--|---|
|Students |Students |Students |Students |
| Outstanding | Outstanding | Meets the Criteria | Need Improvement |
| %.... students were stupendous and terrific in understanding the main concepts of Management Function, Forecasting | %.... students showed proficiency in some criteria like theories, conflict management and many more. | %.... students fall in this criteria. They showed minimal knowledge of the main concepts of business administration. | %.... student fall in this criteria. They all were not able to demonstrate and terminologies of basics of management. |

| | | | |
|---|--|--|--|
| of Planning and other related aspects of business administration. | | | |
|---|--|--|--|

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|-----------------------|-------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** International Trade Theory**Session:** January-June**Class:** B.B.A(FT) II Sem

I: Objective of the course: The course aims at clarifying the conceptual background of foreign trade and explains the significance and benefits of global business operations.

II: Examination: 30 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. Students shall be evaluated on two components, internal and end semester examination. The Semester Exam shall be worth 70 marks.

III: Course Outcomes(CO):

CO 1. Acquaintance with the basic concepts and terminologies of foreign trade

CO 2. Develop the economic perspective with foreign trade knowledge.

CO 3. Understanding the role and functions of foreign exchange and its related Institutions.

CO 4. Assisting in learning the various effects of exchange fluctuations and control

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------------|----------|----------|----------|----------|----------|----------|----------|----------|
| CO1 | 3 | 2 | 2 | | | 2 | 3 | 2 |
| CO2 | 2 | 2 | 3 | 2 | 1 | | 2 | |
| CO3 | 3 | | 3 | | | 2 | | 2 |
| CO4 | 2 | | 3 | 1 | 2 | 2 | | 2 |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub - Topic | Reference |
|---|----------|----------------------------|--|-----------|
| 1 | 1 | History | Historical Perspective of International Trade | B.N.1/2 |
| 2 | | | Historical Perspective of International Trade | B.N.1/2 |
| 3 | | | Historical Perspective of International Trade | B.N.1/2 |
| 4 | | | Significant and Benefits of Foreign Trade to the Nation and World at Large | B.N.1/3 |
| 5 | | | Significant and Benefits of Foreign Trade to the Nation and World at Large | B.N.1/2 |
| 6 | | | Significant and Benefits of Foreign Trade to the Nation and World at Large | B.N.1/3 |
| 7 | | | Significant and Benefits of Foreign Trade to the Nation and World at Large | B.N.1/2 |
| CO:1 | | | | |
| LO: Knowing the meaning and features Foreign Trade Policy along with its historical preview and current Implications. | | | | |
| 8 | 2 | Theories of Internal Trade | The Classical Theories of Comparative Cost | B.N.1/2 |
| 9 | | | The Classical Theories of Comparative Cost | B.N.1/2 |
| 10 | | | The Classical Theories of Comparative Cost | B.N.1/3 |
| 11 | | | Modern Theory of International Trade | B.N.1/2 |
| 12 | | | Modern Theory of International Trade | B.N.1/3 |
| 13 | | | Comparisons of Modern Theory with The Classical Theory | B.N.1/2 |
| 14 | | | Comparisons of Modern Theory with The Classical Theory | B.N.1/2 |
| 15 | | | Comparisons of Modern Theory with The Classical Theory | B.N.1/2 |
| CO:2 | | | | |
| LO: It develops understanding among the students about the Export Import Licensing policies | | | | |

| | | | | |
|---|---|---|--|---------|
| and procedures. | | | | |
| 16 | 3 | IPLC & Oligopoly | International Product Life Cycle Theory | B.N.1/2 |
| 17 | | | International Product Life Cycle Theory | B.N.1/2 |
| 18 | | | International Product Life Cycle Theory | B.N.1/2 |
| 19 | | | International Product Life Cycle Theory | B.N.1/2 |
| 20 | | | Theory of Oligopoly Applied to Direct Investment | B.N.1/2 |
| 21 | | | Theory of Oligopoly Applied to Direct Investment | B.N.1/2 |
| 22 | | | Theory of Oligopoly Applied to Direct Investment | B.N.1/3 |
| 23 | | | Theory of Oligopoly Applied to Direct Investment | B.N.1/2 |
| CO:2 | | | | |
| LO: Knowing the roles and functions of various Government Authorities of India related to foreign trade | | | | |
| 24 | 4 | Paradox, Technology Gap & Preference Similarity | Paradox Trade Theory | B.N.1/3 |
| 25 | | | Paradox Trade Theory | B.N.1/2 |
| 26 | | | Paradox Trade Theory | B.N.1/2 |
| 27 | | | Technology Gap Model | B.N.1/3 |
| 28 | | | Technology Gap Model | B.N.1/2 |
| 29 | | | Preference Similarity Hypothesis | B.N.1/3 |
| CO:3 | | | | |
| LO: Understand the different activities of commodity organization related to foreign trade of India. | | | | |
| 30 | 5 | Free Trade | Free Trade Vs. Protection | B.N.1/2 |
| 31 | | | Free Trade Vs. Protection | B.N.1/3 |
| 32 | | | Free Trade Vs. Protection | B.N.1/2 |
| Assignment –International Trade pattern of BRICS Country | | | | |

| |
|---|
| CO:2,4 |
| LO: Develop an understanding the provisions of the other committees and agencies of India. |

VI: Reference Book:

1. Rao, S. (2002). International Business: Text and Cases, Himalayas Publishing House, Mumbai.
2. Rathore, B.S. and Rathore, J.S. (1997). Export Marketing.Himalaya Publishing House, New Delhi.
3. Thakur, Devendra, International Business.
4. Sack Onkvisit and John J. Shaw (1998). International Marketing Analysis and Strategies, PHI, New Delhi.
5. Keegan, W.J. (2002). Global Marketing Management. Seventh Edition. Pearson Education, New Delhi.

VII: Note:

1. There will be 1 Assignments of subject on individual basis.
2. Student will be assessed on the basis of attendance, class participation, assignment and discipline.
3. Presentations will be assigned to group of 3-4 students on practical aspect of subject.
4. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
5. Final assessment will be on following basis:

VIII : Rubrics for Internal Assessment
BFT II Sem
203: INTERNATIONAL TRADE THEORY

Goal : Students will understand the concepts of International Trade and its application round the world

Objective: To clarify the conceptual background of foreign trade and explain the significance and benefits of global business operations.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|---|---|--|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students are outstanding and able to understand and grab international trade theories fundamentals fully. Students had good understanding of concepts related to historical concept, free trade & protectionism, various theories like comparative cost, modern theory, classical theory, paradox trade theory, technological gap model & its impact in increasing international trade. | %.... students are accomplished and able to articulate some perspectives of international trade theories. Students had an insight and awareness about some concepts related to free trade & protectionism, various theories like comparative cost, modern theory, classical theory, paradox trade theory, technological gap model . | %.... students are lacking in basic understanding of international trade concepts . | %.... students are unable to understand and grab the International Trade fundamentals fully. Students need to develop understanding of concepts related to historical concept, free trade & protectionism, various theories like comparative cost, modern theory, classical theory, paradox trade theory, technological gap model. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE
Lesson Plan

Subject: Principle of Marketing

Class: BFT – II Semester

Session: January - June

I: Course Objective:

The objective of this paper is to develop in the student the capacity to understand the basic concepts of marketing related to marketing functions, marketing mix, marketing process, segmentation, distribution channels, pricing, promotion and problems.

II: Examination:

The external semester examination will carry 70 marks and the faculty member will award internal marks out of 30.

III: Course Outcomes(CO):

CO1 Understanding the basics of Marketing Fundamentals.

CO2 Application of marketing concepts into business.

CO3 Contributes in Developing Reasoning and Analytical ability to foster Decision Making.

CO4 Nurturing Marketing Skills and building Domain knowledge.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|------|------|------|------|------|------|------|------|
| CO 1 | 3 | 1 | - | 3 | 1 | 1 | - | 2 |
| CO 2 | 3 | 1 | - | 3 | 2 | 1 | - | 2 |
| CO 3 | 2 | 1 | - | 3 | 2 | 2 | - | 2 |
| CO 4 | 3 | 1 | - | 2 | 2 | 2 | - | 1 |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|-------------------------------|---|------------|
| 1 | 1 | Concept of Marketing | Basic concept of marketing functions | B.No.1/2/3 |
| 2 | | | Marketing environment – Micro environment | B.No.1/2/3 |
| 3 | | | Marketing environment – Macro environment | B.No.1/2/3 |
| 4 | | | Introduction to Marketing Mix | B.No.1/2/3 |
| 5 | | | Marketing Management Process | B.No.1/2/3 |
| 6 | | | <i>Case study 1</i> | |
| Assignment: Prepare an assignment on marketing environment and marketing mix in detail with suitable examples? | | | | |
| CO:1 | | | | |
| LO: Understanding Concept of Marketing function, environment, Process & Marketing Mix. | | | | |
| 7 | 2 | Market Measurement Techniques | Concept of market measurement and forecasting | B.No.1/2/3 |
| 8 | | | Market segmentation | B.No.1/2/3 |
| 9 | | | Market targeting | B.No.1/2/3 |
| 10 | | | Market Positioning | B.No.1/2/3 |
| Presentation: Students are required to give power point presentations on different market forecasting techniques along with real examples. | | | | |
| CO:2 | | | | |
| LO: Develops awareness about Forecasting Techniques & STP. | | | | |

| | | | | |
|----|---|---|---|-------------|
| 11 | 3 | Product Line Decisions, Product Mix | Product line decisions | B.No.1/2/3 |
| 12 | | | New product development – meaning and concept | B.No.1/2/3/ |
| 13 | | | Stages of new product development | B.No.1/2/3/ |
| 14 | | | Branding – Meaning, nature and importance | B.No.1/2/3/ |
| 15 | | | Packaging – meaning, objectives and functions | B.No.1/2/3/ |
| 16 | | | Concept and Importance of product mix | B.No.1/2/3 |
| 17 | | | Product life cycle | B.No.1/2/3 |
| 18 | | | Price mix – concept and Functions | B.No.1/2/3 |
| 19 | | | Pricing strategies under price mix | B.No.1/2/3 |

Assignment: Elaborate on the different stages of new product development? Also, throw light on different pricing strategies?

CO:3

LO: Enhanced Knowledge of Product Development, Branding, Packaging, Product Mix, pricing & PLC.

| | | | | |
|----|---|---------------------------------------|---|------------|
| 20 | 4 | Distribution Channel management | Introduction of Place as a marketing mix | B.No.1/2/3 |
| 21 | | | Concept of distribution channel and management. | B.No.1/2/3 |
| 22 | | | Distribution channel management..contd | B.No.1/2/3 |
| 23 | | | Location of warehouses | B.No.1/2/3 |
| 24 | | | Location of warehouses...contd | B.No.1/2/3 |
| 25 | | | Physical Distribution Management | B.No.1/2/3 |

CO:2,3

| | | | | |
|---|---|-----------------------|---|------------|
| LO: Awareness about Location & various Distribution Channels along with its management. | | | | |
| 26 | 5 | Promotion of Products | Concept of Promotion Mix | B.No.1/2/3 |
| 27 | | | Different promotion methods | B.No.1/2/3 |
| 28 | | | Different Promotion methods...contd | B.No.1/2/3 |
| 29 | | | Media Analysis and Promotion budget | B.No.1/2/3 |
| 30 | | | Media effectiveness | B.No.1/2/3 |
| 31 | | | Advertising <i>Case Study 2</i> | B.No.1/2/3 |
| 32 | | | Objectives and functions of advertising | B.No.1/2/3 |
| CO:4 | | | | |
| LO: Knowledge about; Promotion Methods, Media Analysis, Budget & Advertising. | | | | |

VI: Book References:

1. Philip Kotler (1999). Principles of Marketing Management, Prentice Hall of India, Millennium Education, New Delhi.
2. Jha and Singh, Marketing Management in Indian Perspective.
3. S.A. Sherlekar (1995). Marketing Management, Himalaya Publishing House, New Delhi.
4. Chunawalla S.A. and Sethi K.C. (1999), Foundation of Advertising: Theory & Practice, Himalaya Publishing House, New Delhi.
5. Rustom S Davare (1992). Modern Marketing Management, 7th Ed, New Delhi.

VII: Note:

1. There will be 8 unit wise class tests/assignments/presentations of equal weights.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of Principles of Marketing.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

**Rubrics for Internal Assessment For Principle of Marketing
BFT II Sem**

Goal : Students will understand and familiarize themselves with the basics of Business Administration.

Objective: For the students to understand and equip themselves with basic aspects of Business administration.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|--|---|--|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| __% Students are exceptionally good with the understanding of modern marketing concepts, tools, and techniques, shows the abilities and skills required for the performance of marketing functions. | __% students shows high understandings about modern marketing concepts, tools, and techniques, shows reasonably good abilities and skills required for the performance of marketing functions. | __% students shows good understandings about modern marketing concepts, tools, and techniques, shows abilities and skills at some extant which required for the performance of marketing functions. | __% students relate very few concept of marketing and need improvements. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan**

Subject: Financial Accounting
Class: B.B.A(FT) II Sem

Session: Jan-June

I: Objective of the course:

The objective of this course is to help student acquire the ability to record business transactions according to modern methods of accounting and use of accounting data as an aid to decision making.

II: Examination: The faculty member will award internal marks out of 30. The semester examination will be carrying 70 marks having two sections A and B.

III: Course Outcomes(CO):

CO1. To acquaint student with the basic accounting concepts

CO2. To impart effective methodology to record business operation of an entity.

CO3. Demonstrate critical thinking skill to analyze financial statements of an enterprise.

CO4. Develop the ability to communicate accounting data of corporate sector effectively

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 1 | | | | | | | |
| CO 2 | | | | | | | | |
| CO 3 | | | | 3 | 2 | | | 1 |
| CO 4 | | 2 | | | | 1 | | |

V:Session Plan:

| Lecture No. | Unit No. | Topic | Sub - Topic | Reference |
|--|----------|----------------------------|--|-----------|
| 1 | 1 | Accounting Concepts | Meaning and definition of Accounting, Concepts of Accounting | B.N.1 |
| 2 | | | Double Entry System of Recording Transactions. | B.N.1 |
| CO:1 | | | | |
| LO: Develop systematic and scientific understanding of basic accounting concept and its scope. | | | | |
| 3 | 2 | Recording of Transactions: | Recording of transactions in Journal-Types of Accounts and rules of recording transactions | B.N.1/5 |
| 4 | | | Numerical Questions | B.N.1 |
| 5 | | | Numerical Questions | B.N.1/5 |
| 6 | | | Ledger- Numerical Questions | B.N.1 |
| 7 | | | Numerical Questions | B.N.1/5 |
| 8 | | | Test I | |
| 9 | | | Assignment I | |
| 10 | | | Cash Book, Petty cash Book | B.N.1 |
| 11 | | | Sales Book, Purchase Book | B.N.1 |
| 12 | | | Numerical Questions | B.N.1 |
| 13 | | | Numerical Questions | B.N.1 |
| 14 | | | Recording of Banking Transactions | |
| 15 | | | Bills of Exchange. | B.N.1/5 |
| 16 | | | Preparation of Bank Reconciliation statement | B.N.1/5 |
| 17 | | | Numerical Questions | B.N.1/5 |
| 18 | | | Test II | B.N.1/5 |
| CO:2 | | | | |
| LO: Methodology of recording business transaction in the framework of accounting structure. | | | | |

| | | | | |
|---|---|------------------------------|---|---------|
| 19 | 3 | Preparation of Trial Balance | Trial balance | B.N.1/5 |
| 20 | | | Numerical Questions | B.N.1/5 |
| 21 | | | Trading ,Profit and Loss Account & balance sheet. | B.N.1/5 |
| 22 | | | Numerical Questions | B.N.1/5 |
| 23 | | | Numerical Questions | B.N.1/2 |
| 24 | | | Numerical Questions | B.N.1/5 |
| 25 | | | Depreciation and Reserves-Concept | B.N.1/5 |
| 26 | | | Numerical Questions | B.N.1/5 |
| 27 | | | Numerical Questions | B.N.1/2 |
| CO:3 | | | | |
| LO: Develop skill to summarize and analyze final statements of the business. | | | | |
| 28 | 4 | Company Accounts | Recording of Transactions in the books of Company - | B.N.1/5 |
| 29 | | | Issue of Shares | B.N.1/5 |
| 30 | | | Numerical Questions | B.N.1/5 |
| 31 | | | Forfeiture &Reissue of shares, | B.N.1/5 |
| 32 | | | Debentures and Loans | B.N.1/5 |
| Assignment II | | | | |
| CO:4 | | | | |
| LO: Overview of record company’s transaction related to capital structure. | | | | |

VI: Reference Book:

1. Shukla and Grewal, **Double Entry Book Keeping**.
2. R.R. Gupta, **Double Entry Book Keeping**.
3. Batliboi, J.R. **Double Entry Book Keeping**, Thirtieth Edition, The Standard Accountancy Publications Pvt. Ltd. Bombay.
4. R. R. Gupta, **Advanced Accountancy**.
5. Pickles, **Book Keeping**.
6. Lewis and Gillespie, **Foundations in Accounting**
7. P.C. Tulsian, Financial Accounting, Pearson, 2008.
8. S.N. Maheshwari and S. K. Maheshwari, A Text Book of Accounting for Management, New Delhi, Vikas Publishing House, 10th Edition, 2009.

VII: Note:

1. There will be 2 Assignments of subject on individual basis.
2. Student will be assessed on the basis of attendance, class participation, assignment and discipline.
3. Two class test will be conducted on practical aspect of subject.
4. Final assessment will be on following basis:

VIII : Rubrics for Internal Assessment For Financial Accounting**BFT II SEM**

Goal : Students will be able to prepare financial reports that provide information about a firm's performance to external parties such as investors, creditors, and tax authorities.

Objective: The objective of this course is to help student acquire the ability to record business transaction according to modern methods of accounting & use accounting data as an aid to decision making .

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|---|--|--|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand the accounting concepts & conventions. Students were able to prepare various financial statement properly. They were outstanding in the comprehension of various financial instruments . | %.... students were accomplished and able to articulate some of them were able to understand the accounting concepts & conventions. Students were able to prepare various financial statement properly. Some of them were outstanding in the comprehension of various financial instruments . | %.... students fall in this criteria. They showed minimal knowledge of the financial accounting subject. | %.... student fall in this criteria. They all were not able to articulate understand the accounting concepts & conventions. Students were able to prepare various financial statement properly. None of them were able to comprehend various financial instruments . |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|-----------------------|-------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Global business Environment****Session: Jan-Jun****Class: BBA (FT) II Sem****I: Course Objective:**

The objective of the course is to familiarize the students with the environment factors which have profound impact on export business and explain how to adjust with changing macro-micro environmental situations.

II: Examination

The faculty member will award internal marks out of 30. The semester examination will be carrying 70 marks having two sections A and B.

III: Course Outcomes(CO):

CO1. To show how international business is affected by the different types of environments (i.e. economic, political, social, cultural, financial, technological) in which it operates on micro and macro level.

CO2. To analyze trends and changes in the current global business environment and debate the impact of globalization on businesses particularly on business planning and marketing strategies.

CO3. To introduce students to the concept of euro currency, Balance of Payments and Transfer of Technology.

CO4. To discuss the relevance of international institutions, governments and nongovernmental organizations to international business; and to analyze multinational firms' responses to threats and opportunities in the global business environment.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CO 1 | 3 | | 3 | | 3 | 1 | | 2 |
| CO 2 | 1 | | | | | | | |
| CO 3 | | 2 | 3 | | 1 | | | |
| CO 4 | 3 | | | 2 | 2 | | | 2 |

Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|-----------------------------|---------------------------------------|-----------|
| 1 | 1 | Global Business Environment | Macro environment | BN.1,2,4 |
| 2 | | | Micro environment | BN.1,4 |
| 3 | | | Environmental changes | BN.1,2,4 |
| 4 | | | Techniques for environmental analysis | BN.1,2 |
| 5 | | | Strategic Management | BN.1,4 |
| CO:1 | | | | |
| LO: To understand and analyze configurations of micro and macro environment of business that support cross-border trade. | | | | |
| 6 | 2 | Global Environment | Global environment | BN.1,4 |
| 7 | | | Political environment | BN.1,4 |
| 8 | | | Economic environment | BN.1,2,4 |
| 9 | | | Social and technological environment | BN.1,2,4 |
| 10 | | | Commercial Policy of governments | BN.1,2,4 |
| Assignment Submission | | | | |
| CO:1,2 | | | | |
| LO: To Understand and analyse the global political, social, economic, technological and other global environmental factors particularly government policies towards business. | | | | |
| 11 | 3 | Multinational Corporation | Challenges to MNC | BN.1,2,4 |
| 12 | | | Problems of MNC | BN.1,2 |
| 13 | | | Benefits of MNC | BN.1,4 |
| 14 | | | Joint Ventures | BN.1,4 |
| 15 | | | Liberalization | BN.1,2,4 |
| 16 | | | Globalisation | BN.1,4 |
| 17 | | | Foreign Direct Investment | BN.1,2,4 |
| Assignment Submission | | | | |
| CO:4 | | | | |
| LO: To apply an understanding of the nature of the multinational firm as an institutional structure for the conduct of cross-border trade and investment; particularly in the form of FDIs in the context of Liberalization and Globalization policies of the government. | | | | |
| 18 | 4 | Globalisation | Globalisation | BN.1,2,4 |
| 19 | | | Emergence of Global Marketing | BN.1,2,4 |
| 20 | | | Business Planning | BN.1,2,4 |
| 21 | | | Marketing Strategy | BN.1,2 |

| | | | | |
|--|---|---------------------------------|--|----------|
| 22 | | | Environmental Approach | BN.1,2,4 |
| 23 | | | Marketing Segmentation on a global scale | BN.1,2,6 |
| CO:2 | | | | |
| LO: Analyse the key decisions that multinational firms make in relation to the choice of markets and entry strategies in the context of engagement with international markets and explore the possibilities of marketing segmentation on a global scale. | | | | |
| 24 | | | International Financial Markets | BN.1,2,4 |
| 25 | | | Advantages & Disadvantages | BN.1,2,4 |
| 26 | 5 | International Financial Markets | Trends in World trade | BN.1,2 |
| 27 | | | Problems of developing countries | BN.1,2,4 |
| 28 | | | Balance of Payments | BN.1,2 |
| 29 | | | Euro Currency | BN.1,2,4 |
| 30 | | | Transfer of Technology | BN.1,2,4 |
| 31 | | | Class presentation | |
| 32 | | | Class presentation | |
| CO:3 | | | | |
| LO: To apply theoretical and practical insights to the analysis of trends in world trade and to understand the problems of developing nations in the context of world trade and also understand the concept to balance of payment and euro currency market. | | | | |

VI: Book recommended:

1. Awasthappa,K (2000). **Essentials of Business Environment** , Himalaya Publication ,New Delhi
2. Cherunilarn,F . (1999) . **Business Environment** , Himalaya Publication Eighth Edition.,New Delhi.
3. Chopra R, K ., **Business Environment**.
4. Awasthappa , K . **Legal Environment of Business**
5. IIFT , **Government Trading in India and France**
6. Sherlekar, S.A **Marketing Segmentation**

VII: Note:

1. There will be several unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the theoretical concepts.
3. Regular attendance, Class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII : Rubrics for Internal Assessment**BFT II Sem****202: GLOBAL BUSINESS ENVIRONMENT**

Goal : Students will understand the significance and concepts of Global Business Environment

Objective: To study the environmental factors which have impact on export business and adjustments with changing micro and macro environment.

| 23-30 Marks | 16-22 Marks | 08-15 Marks | 00-07 Marks |
|--|---|---|--|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students are outstanding and able to understand and grab the Global Business Environment fundamentals fully. Students had good understanding of concepts related to micro & macro environment, environmental analysis, MNC's, FDI, Joint ventures, Liberalisation, Privatisation & Globalisation, Balance of payments, Euro Currency and latest market trends round the world. | %.... students are accomplished and able to articulate some perspectives of Global Business Environment. Students had an insight and awareness about some concepts related to micro & macro environment, environmental analysis, MNC's, FDI, Joint ventures, Liberalisation, Privatisation & Globalisation, Balance of payments, Euro Currency. | %.... students are lacking in basic understanding of Global Business Environment concept. . | %.... students are not able to understand and grab the Global Business Environment fundamentals fully. Students need to develop understanding of concepts related to micro & macro environment, environmental analysis, MNC's, FDI, Joint ventures, Liberalisation, Privatisation & Globalisation, Balance of payments, Euro Currency. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|---------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Foreign Language – German**Session:** Jan - June**Class:** BBA (Foreign Trade) - II Sem**I: Objective of course:** The objective of this subject is to help students to understand the basics German**II: Examination:** The faculty member will award internal marks out of 30. The end semester examination will be worth 70 marks.**III: Course Outcomes(CO):**

CO1 Enable student to understand the Culture, History Uses of foreign Language

CO2 Create ability in student to convert the English communication into Foreign Language

CO3 Enhance & Enrich students to apply their knowledge in writing reading and communicate verbally in Foreign Language

CO 4 Enable student to negotiate with a foreign Exporter & Importer.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|------------------------|-----|-----|-----|-----|-----|-----|-----|-----|
| C01 | | | | 3 | 1 | | | |
| C02 | | | | 3 | 3 | | | |
| C03 | | | | 3 | | 2 | | 1 |
| C04 | | | | 3 | 2 | 3 | | |

V:Session Plan:

| Lecture No. | Unit | Topic | Sub - Topics | Reference |
|--|------|-------------------------|-----------------------------|---------------------------|
| 1 | 1 | Introduction to Germany | Introduction to Germany | Notes Provided by College |
| 2 | | | Introduction to Germany | Notes Provided by College |
| CO:1 | | | | |
| LO: Enable student to understand the Culture, History & brief about Foreign Language along with terminologies uses in foreign Language. | | | | |
| 3 | 2 | Self-Introduction | Introduction | Notes Provided by College |
| 4 | | | Introduction | Notes Provided by College |
| 5 | | | Introduction | Notes Provided by College |
| 6 | | | Introduction | Notes Provided by College |
| 7 | | | Introduction | Notes Provided by College |
| 8 | | | Introduction | Notes Provided by College |
| 9 | | | Introduction | Notes Provided by College |
| CO:2 | | | | |
| LO: Enrich student with basic pleasantries and introduction of Foreign language along with translation of English Communication to Foreign Language. | | | | |
| 10 | 3 | Timings | Timings | Notes Provided by College |
| 11 | | | Timings | Notes Provided by College |
| 12 | | | Timings | Notes Provided by College |
| CO:3 | | | | |
| LO: Develop the understanding of Verbs Article and Preposition & Student will be to make sentences by using them. | | | | |
| 13 | 4 | Vocabulary | Vocab - Relations | Notes Provided by College |
| 14 | | | Vocab – Food Items | Notes Provided by College |
| 15 | | | Vocab – Days/Months/Colours | Notes Provided by College |
| CO:4 | | | | |

| LO: Enable student to communicate verbally in Foreign Language. | | | | |
|--|---|-----------------------|---------------------------|---------------------------|
| 16 | 5 | Directions | Direction | Notes Provided by College |
| 17 | | | Direction | Notes Provided by College |
| 18 | 6 | Verbs | Verbs | Notes Provided by College |
| 19 | | | Verbs | Notes Provided by College |
| 20 | | | Verbs | Notes Provided by College |
| 21 | | | Verbs | Notes Provided by College |
| 22 | | | Verbs | Notes Provided by College |
| 23 | 7 | Letter Writing | Letter Writing - Vocab | Notes Provided by College |
| 24 | | | Letter Writing - Informal | Notes Provided by College |
| 25 | 7 | Letter Writing | Letter Writing - Vocab | Notes Provided by College |
| 26 | | | Letter Writing – Formal | Notes Provided by College |
| 27 | 8 | Preposition | Prepositions | Notes Provided by College |
| 28 | | | Prepositions | Notes Provided by College |
| 29 | | | Prepositions | Notes Provided by College |
| 30 | 9 | Trenbar Verbs | Trenbar Verbs | Notes Provided by College |
| 31 | | | Trenbar Verbs | Notes Provided by College |
| 32 | | | Trenbar Verbs | Notes Provided by College |

VI: Notes:

1. There will be individual assignment.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.

VIII : Rubrics for Internal Assessment For Foreign Language –I**BFT II Sem**

Goal : Communicate effectively in a foreign language and interact in a culturally appropriate manner with native speakers of that language. Recognition of cultural values, practices, and heritage of the foreign country or countries studied.

Objective: Students achieve functional proficiency in listening, speaking, reading, and writing. Recognize culture-specific perspectives and values embedded in language behavior. Decode, analyze, and interpret authentic texts of different genres. Produce organized coherent discourse in oral and written modes.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|--|---|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %....students were outstanding and able to meet maximum knowledge of course contents and also having good Communication skills, Verbal Communication and Written Communication skills. | %.... students were accomplished .They have good knowledge of Language in course Contents, they were well aware about Verbal Communication and Translation of English Communication in Foreign Language. | %.... students fall in this criteria. They have lack of knowledge about all the content of subjects which include only little portion in Translation and Verbal communication skills. | %.... students fall in this criteria. They are not well aware about Foreign Language also lack of good communication skills another factors which includes they have less knowledge of Vocabulary, Translation and Verbal Communication skills. |

IX: Scheme of internal marks

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Economic & Commercial Geography****Session: Jan- Jun****Class: BFT II SEM**

I: Objective of the Course: The objective of this course is to acquaint the students to the economic and commercial situation prevailing in different nations of the world with whom India has trade relations or which could be emerging markets for export and import of goods

II: Examination: The faculty member will award marks out of a maximum of 30 marks (Internal Evaluation). The semester examination will be worth 70 Marks (External evaluation).

III: Course Outcomes(CO):

CO1 Students will able to know about major International Trade Routes.

CO2 Students will able to understand the geographic advantages of countries in international trade.

CO3 Students will be able to understand the economy of different countries

CO4 Students will be able to know about trade relations between countries.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-----|------|------|------|------|------|------|------|------|
| CO1 | 2 | 1 | | | | | 3 | |
| CO2 | | | | | | 3 | | |
| CO3 | | | 3 | 1 | | | | |
| CO4 | | | | | | | | 3 |

V: Session Plan:

| Lecture | Unit No. | Topic | Sub Topic | Reference |
|---------|--------------------|--------------------|--|-----------|
| No. | | | | |
| 1 | 1 | Physical geography | Physical geography of the world continents | B.N. 1,2 |
| 2 | | | Africa | B.N. 1,2 |
| 3 | | | North America | B.N. 1,2 |
| 4 | | | South America | B.N. 1,2 |
| 5 | | | Antarctica | B.N. 2,3 |
| 6 | | | Europe | B.N. 2,3 |
| 7 | | | Australia | B.N 5 |
| 8 | | | Class test | B.N. 2,4 |
| 9 | | | Latitudes/Longitudes | B.N. 2,4 |
| 10 | | | Oceans of the world | B.N. 2,3 |
| 11 | | | Atlantic Ocean | B.N. 3 |
| 12 | | | Arctic Ocean | B.N 5 |
| 13 | | | Indian Ocean | B.N. 3,4 |
| 14 | | | Pacific Ocean | B.N. 3,4 |
| 15 | | | Southern Ocean | B.N. 4 |
| 16 | | | Trade routes | B.N 5 |
| 17 | Group Presentation | | | |

| | | | | |
|--|---|--|--|----------|
| CO:1 | | | | |
| LO: Students will be able to understand about the strategic trade routes and continents of the world. | | | | |
| 18 | 2 | Economic And Commercial Geography of Important Trading Nations | Asia & Australia Agriculture, Forest ,Mineral Resources | B.N. 3 |
| 19 | | | Asia & Australia Industrial Infrastructure, ports | B.N. 3,4 |
| 20 | | | Asia & Australia major items of export and import | B.N. 2,3 |
| 21 | | | Africa Agriculture, Forest ,Mineral Resources | B.N. 2,3 |
| 22 | | | Africa Industrial Infrastructure, ports | B.N. 4 |
| 23 | | | Africa major items of export and import | B.N 5 |
| 24 | | | America North and South Agriculture, Forest ,Mineral Resources | B.N 5 |
| 25 | | | America North and South Industrial Infrastructure, ports | B.N. 3 |
| 26 | | | America North and South major items of export and import | B.N 5 |
| 27 | | | Canada, Europe Agriculture, Forest ,Mineral Resources | B.N. 3 |
| 28 | | | Canada,Europe Industrial Infrastructure,ports | B.N. 4 |
| 29 | | | Canada,Europe major items of export and import | B.N. 3 |

| | |
|---|--------------------|
| 30 | Assignment |
| 31 | Assignment |
| 32 | Group Presentation |
| CO:2,3 | |
| LO: Students will be able to understand the trade relationship between different countries and strategic geographical location of the continent. | |

VI: Book References:

- 1 Khanna K.K. and Gupta V.K (2001), Economic and Commercial Geography, Sultanchand& Sons, New Delhi
- 2 C.B. Mamoria, Economic and Commercial Geography, Sahitya Bhawan
- 3 J.W. Alexander, Economic Geography, Prantice Hall
- 4 "L.D. Stamp, Commercial Geography, Longman.
- 5 A. Loesch, Economic Location, Yale University

VII: Note

- 1 There will be 2 group major assignment . Group size will be 4-5 students
- 2 There will be a Group presentations of 30 minutes.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.
- 5 If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
- 6 Attendance will be multiplying factor as per given in academic plan.

VIII :Rubrics for Internal Assessment**BFT II Sem****204: ECONOMIC AND COMMERCIAL GEOGRAPHY**

Goal : Students will understand the significance and concepts of Economic and Commercial Geography

Objective: To develop conceptual clarity about economic and commercial situation prevailing in different nations of the world and to identify the emerging markets for exports and imports of goods

| 23-30 Marks | 16-22 Marks | 08-15 Marks | 00-07 Marks |
|--|---|--|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students are outstanding and able to understand and grab the Global Business Environment fundamentals fully. Students had good understanding of concepts related to physical (Longitudes, Latitudes, Oceans, trade routes), economic and commercial geography of important trading nations of the world . | %.... students are accomplished and able to articulate some perspectives of Export Pricing & Product Planning . Students had an insight and awareness about some concepts related to physical, economic and commercial geography of important trading nations of the world. | %.... students are lacking in basic understanding of Economic and Commercial Geography concept . | %.... students are not able to understand and grab the Economic and Commercial Geography fundamentals fully. Students need to develop understanding of concepts related to physical (Longitudes, Latitudes, Oceans, trade routes), economic and commercial geography of important trading nations of the world . |

IX : Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |
| | | | | | | |

INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH IPS ACADEMY, INDORE
Lesson Plan

Subject: Export Import Policies and Authorities

Session: Jan - Jun

Class: BBA (Foreign Trade) – III Sem

I Course Objective: The objective of this course is to explain to the student the role of foreign exchange, effects of exchange fluctuations, and exchange control regulations in relation to foreign trade.

II Examination Scheme: 30 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 70 marks having 8 questions out of which student has to attempt any five.

III Course Outcome:

- CO 1.** Acquaintance with the basic concepts and terminologies of foreign trade
- CO 2.** Develop the economic perspective with foreign trade knowledge.
- CO 3.** Understanding the role and functions of foreign exchange and its related institutions.
- CO 4.** Assisting in learning the various effects of exchange fluctuations and control

IV PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-----|------|------|------|------|------|------|------|------|
| CO1 | 3 | 2 | 2 | | | 2 | 3 | 2 |
| CO2 | 2 | 2 | 3 | 2 | 1 | | 2 | |
| CO3 | 3 | | 3 | | | 2 | | 2 |
| CO4 | 2 | | 3 | 1 | 2 | 2 | | 2 |

V Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|-------------|----------|-----------------------------|---|-----------|
| 1 | 1 | Export Import Policy | Historical Review | B.N. 2, 3 |
| 2 | | | Historical Review | B.N. 2, 3 |
| 3 | | | Current Export- Import Policies of the Govt. of India | B.N. 2, 3 |
| 4 | | | Current Export- Import Policies of | B.N. 2, 3 |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|-------------------------|---|-----------|
| | | | the Govt. of India | |
| 5 | | | Current Export- Import Policies of the Govt. of India | B.N. 2, 3 |
| 6 | | | Implications | B.N. 2, 3 |
| Assignment | | | | |
| CO :1,2 | | | | |
| LO 1: Knowing the meaning and features Foreign Trade Policy along with its historical preview and current Implications | | | | |
| 7 | 2 | Export Import Licensing | Export Import Licensing | B.N. 2, 4 |
| 8 | | | Export Import Licensing | B.N. 1, 2 |
| 9 | | | Policy | B.N. 1, 2 |
| 10 | | | Procedure | B.N. 3 |
| 11 | | | Procedure | B.N. 2, 4 |
| Assignment: Group Presentation | | | | |
| CO : 2,4 | | | | |
| LO 2: It develops understanding among the students about the Export Import Licensing policies and procedures. | | | | |
| 12 | 3 | Government Authorities | Department of Commerce | B.N. 1, 2 |
| 14 | | | CCI & E | B.N. 2, 3 |
| 15 | | | Cabinet Committee | B.N. 2, 3 |
| 16 | | | Board of zonal advisory committee | B.N. 2, 3 |
| 17 | | | State Govt. Liaison Officers | B.N. 2, 3 |
| 18 | | | Surprise Test | B.N. 2, 3 |
| CO : 3 | | | | |
| LO 3 : Knowing the roles and functions of various Government Authorities of India related to foreign trade | | | | |
| 19 | 4 | Commodity Organizations | Export Promotion councils | B.N. 3, 4 |
| 20 | | | Commodity Boards | B.N. 3, 4 |
| 21 | | | TDA, ECGC | B.N. 3, 4 |

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|-------------------------------|---|------------|
| 22 | | | Trade Fair Authority | B. N. 3, 4 |
| 23 | | | FIEO | B.N. 3, 4 |
| 24 | | | EXIM Bank | B.N. 3, 4 |
| 25 | | | EXIM Bank | B.N. 3, 4 |
| 26 | | | DGCI & S | B.N. 3, 4 |
| 27 | | | STC | B.N. 3, 4 |
| 28 | | | MMTC | B.N. 3, 4 |
| CO : 3 | | | | |
| LO 4 : Understand the different activities of commodity organization related to foreign trade of India | | | | |
| 29 | 5 | Other committees and agencies | Drawback Committee | B.N. 2, 3 |
| 30 | | | Freight Investigation Bureau, Railway Freight Committee | B.N. 2, 3 |
| 31 | | | RBI, Customs and Central Excise Department | B.N. 2, 3 |
| 32 | | | Central Warehousing Corporation | B.N. 2, 3 |
| CO : 3 | | | | |
| LO: 5 Develop an understanding the provisions of the other committees and agencies of India. | | | | |

VI Book References:

1. Varshney . R. L and Bhattacharya, (1996) International Marketing Management : An Indian Perspective, New Delhi, Ninth Edition. Sultan and Chand
2. Rathore, B.S. and Rathore, J.S. (1997), Export Marketing, Himalaya Publising House, New Delhi.
3. Verma and Agrawal Foreign Trade Management
4. Verma . M. L. (1998) Foreign Trade Management in India, New Delhi, Vikas Publishing House Pvt. Ltd.

VII Note:

1. There will be 5 unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size of 4, each group will be given separate topics for to discuss and presentation which will increase the understanding and practical approach of towards subject.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII Rubrics for Internal Assessment For Export -Import Policy & Authorities**BFT III SEM**

Goal : The main goal of the course is to provide deep insight about the policies framed by Export Import authorities.

Objective: The Objective of this course is to familiarize the students with export-import policy of the government of India and to Inform him about various authorities of the government ,export organization, commodity ,boards & service institutions operation in the field of foreign trade.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|--|--|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand the Export import Policy. Students were also able to understand the procedure of getting license of export & import. They were also able to understand the various authorities and agencies which are involved in handling Export Import procedure. | %.... students were accomplished and some of them were able to understand policies & authorities involved in the procedure of export import . Some of them also able to understand the procedure of Export License & Import License. | %.... students fall in this criteria. They showed minimal knowledge of the Export Import policies and authorities. | %.... student fall in this criteria. They all were not able to understand policies & authorities involved in the procedure of export & import Some of the were also not able to understand the procedure of Export License & Import License |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|-----------------------|-------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH
(IBMR), INDORE**

Lesson Plan

Subject: Export Procedure and Documentation
Jul-Dec

Session:

Class: BFT (III) Sem

I: Objective of course: The course aims at imparting thorough grounding to students about the intricacies and complexities of export procedural formalities and related documentary requirements for conducting export business smoothly.

II: Examination: The faculty member will award internal marks out of 30. The semester examination carrying 70 marks. There will be 8 questions in the examination out of which students will be required to attempt any five questions

III: Course Outcomes(CO):

CO1 To study the export procedure and formalities in India.

CO2 To understand the foreign trade policy of India.

CO3 To study the need and significance of export documentation in India.

CO4 To examine the various export related documents required at the time of export.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-----|------|------|------|------|------|------|------|------|
| CO1 | 3 | | 2 | | | | | |
| CO2 | | 2 | | | | | 1 | |
| CO3 | | | | | 3 | | | |
| CO4 | | | | | 3 | | | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|----------------------------------|----------------------------------|----------------|
| 1 | 1 | Significance of Export Documents | Introduction of Export Documents | B.N. 1, B.N. 3 |
| 2 | | | Significance of Export Documents | B.N. 1, B.N. 3 |
| 3 | | | Types of Export Documents | B.N. 1, B.N. 3 |
| 4 | | | Trade Documents | B.N. 1, B.N. 3 |
| 5 | | | Regulatory Documents | B.N. 1, B.N. 3 |
| 6 | | | Export Assistance | B.N. 1, B.N. 3 |
| 7 | | | Documents | B.N. 1, B.N. 3 |
| 8 | | | Foreign Documents | B.N. 1, B.N. 3 |
| A-1. First assignment, Submission within 3 days | | | | |
| CO:1 | | | | |
| LO: To learn significance of export documents in foreign trade. | | | | |
| 9 | 2 | Export Documents | Export Documents | B.N. 4, B.N. 5 |
| 10 | | | Master Documents | B.N. 4, B.N. 5 |
| 11 | | | Master Documents | B.N. 4, B.N. 5 |

| | | | | |
|---|---|------------------|---------------------------------------|-------------------|
| 12 | | | One -Run Method | B.N. 4, B.N. 5 |
| 13 | | | Principal Documents | B.N. 4, B.N. 5 |
| 14 | | | Auxiliary Documents | B.N. 4, B.N. 5 |
| CO:3 | | | | |
| LO: To know the various master documents to be prepared for exports. | | | | |
| 15 | | | Export Procedure | B.N. 2, B.N. 3 |
| 16 | 3 | Export Procedure | Steps of export Procedure | B.N. 2, B.N. 3 |
| A-2. Presentations | | | | |
| 17 | | | Steps of export Procedure | B.N. 2, B.N. 3 |
| 18 | | | New Exim Policy | B.N. 2, B.N. 3 |
| 19 | | | New Exim Policy | B.N. 2, B.N. 3 |
| 20 | | | Simplification of Export Procedure | B.N. 2, B.N. 3 |
| 21 | | | Banking Procedure of Export Documents | B.N. 2, B.N. 3 |
| A-3. Assignment, Submission within 3 days | | | | |
| CO:2 | | | | |
| LO: To get the knowledge of export procedure and foreign trade policy. | | | | |

| | | | | |
|--|---|--|--|-------------------|
| 22 | 4 | Banking Procedure of Export Documents | Banking Procedure of Export Documents | B.N. 4, B.N. 5 |
| 23 | | | Bill of Lading | B.N. 4, B.N. 5 |
| 24 | | | Bill of exchange | B.N. 4, B.N. 5 |
| A-4. Group assignment, Submission within 7 days | | | | |
| 25 | | | Bill of exchange | B.N. 4, B.N. 5 |
| 26 | | | Certificate of Origin | B.N. 4, B.N. 5 |
| 27 | | | Marine Insurance Policy | B.N. 4, B.N. 5 |
| 28 | | | Marine Insurance Policy | B.N. 4, B.N. 5 |
| A-5. Group presentations | | | | |
| 29 | | | Marine Insurance Policy | B.N. 4, B.N. 5 |
| 30 | | | Letter of Credit | B.N. 4, B.N. 5 |
| 31 | | | Letter of Credit | B.N. 4, B.N. 5 |
| 32 | | | GR-1 Form | B.N. 4, B.N. 5 |
| A-6. Class test | | | | |
| CO:3,4 | | | | |
| LO: To understand the banking procedure of export documents. | | | | |

VI Book References :

1. Handbook or Export Procedure , Ministry of Commerce , Govt of India.
2. Standard Export Documents , Federation of India Export Organization.
3. Sharma, R, Export Management
4. Rathore B.S and Rathore J.S . Export Marketing , New Delhi, Himalaya publishing house.
5. Jain N.K (2001) . How to Export . New Delhi, A Nabhi Publicaton.

VII: Notes:

1. There will be individual assignment, presentations and group assignments.
2. Class performance and discipline will be an important factor for assessing internal marks.
3. There will be 3 major tests based on the theory aspects of the subjects.
4. Attendance will be a major factor for assessing class performance.

**VIII : Rubrics for Internal Assessment For Export Procedure & Documentation
BFT III SEM**

Goal : The main objective of the course is to provide the needed knowledge and skills in the field of export procedure & documentation.

Objective: The course aims at imparting thorough grounding to the students about the intricacies and complexities of the export procedural formalities & related documentary requirements for the conducting export business smoothly.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|---|---|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand the procedure & documentation required in export field. Students were able to prepare the documents step wise step as required in export procedure. Students were also | %.... students were accomplished and some of them were able to understand procedure & documentation required in export field. Some Students were understand the step wise step procedural documents . Some of | %.... students fall in this criteria. They showed minimal knowledge of the Export Procedure & documentati | %.... student fall in this criteria. They all were not able to to understand the procedure & documentation required in Export .Some of the were also able to understand the various terminologies used in Export Procedure, But they were not |

| | | | |
|---|--|------|---|
| understand banking procedure of export documents with respect to Bill of exchange Marine insurance policy letter of credit etc. | they were also understand banking procedure of export documents with respect to Bill of exchange Marine insurance policy letter of credit etc. | ons. | outstanding in the understanding the banking procedure of export documents with respect to Bill of exchange Marine insurance policy letter of credit etc. |
|---|--|------|---|

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|-----------------------|-------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** FOREIGN TRADE INFORMATION SYSTEM**Session:** July - Dec**Class:** BFT III Sem

I: Objective of course: The objective of this course is to equip the students with a clear understanding of latest techniques of Management Information System and application in export-import business.

II: Examination: The faculty member will award internal marks out of 30. The end semester examination will be worth 70 marks having theory and cases/practical problems.

III: Course Outcomes(CO):

CO 1: To understand the applications of management information system in Business operations

CO2: To understand the applications of MIS in import-export Business

CO3: To study the planning, designing and implementation process of Management Information System

CO4: To understand the role of Decision Support System in Managerial Decision Making.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | | 1 | | | 1 | | | |
| CO2 | 1 | 2 | 3 | | | | | |
| CO3 | | | | | | | 2 | |
| CO4 | | | | 3 | | | | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|-------------------------------------|---|-----------|
| 1 | 1 | Introduction to Information Systems | Introduction to System concept | B.N. 2 |
| 2 | | | Types of System | B.N. 2 |
| 3 | | | Information systems and their use | B.N. 2 |
| 4 | | | Types of Information System | B.N. 2 |
| 5 | | | Organizational hierarchy based systems | B.N. 2 |
| 6 | | | Transaction processing system, Office Automation System | B.N. 2 |
| 7 | | | Objective and Role of MIS | B.N. 2 |
| A-1. First assignment | | | | |
| CO:1 | | | | |
| LO: To understand the concepts of management information system (MIS). | | | | |
| 8 | 2 | Planning of MIS | Planning, types of planning | B.N. 2 |
| 9 | | | Process of planning | B.N. 2 |
| 10 | | | Designing of MIS for Marketing | B.N. 2 |
| 11 | | | Designing of MIS for Finance | B.N. 2 |
| 12 | | | Designing of MIS for Foreign trade | B.N. 2 |

| | | | | |
|---|---|-------------------|--|--------|
| 13 | | | Designing of MIS for Marketing | B.N. 2 |
| 14 | | | Designing of MIS for Personnel | B.N. 2 |
| 15 | | | Decision and types of Decisions | B.N. 2 |
| 16 | | | Decision Support System, Components of DSS | B.N. 2 |
| A-2. Second assignment | | | | |
| CO:3 | | | | |
| LO: To understand the planning and designing process of (MIS). | | | | |
| 17 | | | Process of Implementation of MIS | B.N. 2 |
| 18 | | | Types of Implementation | B.N. 2 |
| 19 | 3 | Implementing MIS | Converting Manual to computerized system | B.N. 2 |
| 20 | | | Cost Benefit Analysis | B.N. 2 |
| 21 | | | Problems in Implementation | B.N. 2 |
| A-3. Group assignment | | | | |
| CO:3 | | | | |
| LO: To understand the implementation process of MIS. | | | | |
| 22 | 4 | Office Automation | Introduction to Computer hardware | B.N. 4 |
| 23 | | | Software, Types of software | B.N. 4 |

| | | | | |
|--|---|----------------------|---|--------|
| 24 | | | Office automation | B.N. 4 |
| 25 | | | Devices used in office automation | B.N. 4 |
| 26 | | | Advantages of using Office Automation | B.N. 4 |
| A-4. Presentations | | | | |
| CO:4 | | | | |
| LO: To understand concepts of office automation information system. | | | | |
| 27 | 5 | Latest trends in MIS | Expert Systems | B.N. 2 |
| 28 | | | Knowledge systems | B.N. 2 |
| 29 | | | Foreign trade information system | B.N. 2 |
| 30 | | | Softwares used in Foreign trade | B.N. 2 |
| 31 | | | Latest trends in MIS | B.N. 2 |
| 32 | | | Applications and features of foreign trade information system | B.N. 2 |
| A-5. Class Test | | | | |
| CO:2,4 | | | | |
| LO: To understand the future trends of MIS related to foreign trade. | | | | |

VI: Book Reference:

1. Anthony, and Govindarajan, R. N. **Management Control System**
2. O'brien, James, Management Information System (SIE), 9e TMH 2009
3. Jawadekar Waman, Management Information Systems: Text & Cases, 4e TMH 2009
4. Sinha & Sinha, Computer Fundamentals, BPB publications.

VII: Notes:

1. There will be individual assignment, presentations and group assignments .
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.

4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.
7. The students are required to submit practical assignment in computer practical notebook for external viva voce.

VIII : Rubrics for Internal Assessment For Foreign Trade Information System BFT III Sem

Goal : Student will understand Information technology system in management which also include Export Import System

Objective: Students will understand the role of Information System in Decision support system as well as Problem implementation of MIS system

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|--|---|--|--|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %....students were outstanding and having excellent knowledge about maximum contents on Management Information system which also include the role and implementation of various categories of MIS. | %.... students were accomplished .They have good knowledge about MIS System in Foreign trade and also aware about Problem of Implementation of MIS Systems. | %.... students fall in this criteria. They have not covered all the content of various topics which includes Planning Designing of MIS System in Export Import and Foreign Trade system. | %.... students fall in this criteria. They haven't understood well about Foreign trade system and the role and implementation of Information flow in various categories of Management Information Systems. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|-----------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------|----------------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Import Finance****Session: July – Dec.****Class: BFT - III Sem**

I: Objective of course: The course focuses on the acquisition of information about the need about sources of finance for importers.

II: Examination: The faculty member will award internal marks out of 30. The end semester examination will be worth 70 marks.

III: Course Outcomes(CO):

CO1. To Comply with Trade and Exchange regulations relating to Imports.

CO 2. To Know the procedure for getting LOC (letter of credit) open for imports

CO 3. Knowledge of short and medium term finance and finance by government agencies

CO 4. To recognize the sources of financing imports

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 3 | | | 1 | | | | |
| CO 2 | | 1 | 3 | | 2 | | | |
| CO 3 | | | 2 | | | | 1 | |
| CO 4 | | | | | | | | |

V:Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|--|----------|---------------------|---|-----------|
| Import Finance | | | | |
| 1 | 1 | Payment of Imports | Bills Received Under a Letter of Credit | B.N. 7 |
| 2 | 1 | | | |
| 3 | 1 | | Foreign Inward Bills for Collection | B.N. 7 |
| 4 | 1 | | Import Trust Receipts and Deferred Payment Imports | |
| 5 | 1 | | Cash in Advance and Open Account | |
| CO:1,2 | | | | |
| LO: Student will understand different payment modes for Foreign Trade. | | | | |
| 6 | 2 | Short Term Finance | Bankers Acceptance and Discounting Trade Draft | B.N. 7 |
| 7 | 2 | | | |
| 8 | 2 | | With Recourse and Without Recourse Factoring | B.N. 7 |
| 9 | 2 | | | B.N. 7 |
| 10 | 2 | | | |
| CO:3 | | | | |
| LO: Acquaint with short term sources of finance for imports. | | | | |
| 11 | 3 | Medium Term Finance | Forfeiting | B.N. 7 |
| 12 | 3 | | | |
| 13 | 3 | | Promissory Notes | B.N. 7 |
| 14 | 3 | | Commercial Banks | B.N. 7 |
| 15 | 3 | | | |
| 16 | 3 | | The World Bank Group : IBRD, IFC, IDA, Regional Development Banks | B.N. 7 |
| 17 | 3 | | | |

| | | | | |
|---|---------------|-----------------------------|---|--------|
| 18 | 3 | | The World Bank Group : IBRD, IFC, IDA, Regional Development Banks | |
| 19 | 3 | | | |
| 20 | Class Test | | | |
| 21 | Presentations | | | |
| CO:3 | | | | |
| LO: Acquaint with medium term sources of finance for imports. | | | | |
| 22 | 4 | Finance by Government | Export- Import Bank | B.N. 1 |
| 23 | | | | B.N. 1 |
| 24 | | | | B.N. 1 |
| 25 | | | | |
| 26 | Class Test | | | |
| 27 | Presentation | | | |
| CO:4 | | | | |
| LO: Knowledge of finance by Government agencies. | | | | |
| 28 | 5 | Exchange Control Regulation | Foreign Currency Loans | B.N. 7 |
| 29 | | | | B.N. 7 |
| 30 | | | | |
| 31 | | | | B.N. 7 |
| 32 | Presentations | | | |
| A-1., Submission within 5 days | | | | |
| Class test | | | | |
| CO:4 | | | | |
| LO: Understanding of Exchange control regulations. | | | | |

VI: BOOK REFERENCE:

1. Rathore. B & Rathore S (1997) Export Marketing, Himalaya Publishing House.
2. Michale, VP (2001) Communication and Research for Management, Himalaya Publishing House.
3. Murphy, Effective Business Communication
4. Sigband, Norman, Communication for Business and Management.
5. Rai, V.S & Rai, S.M Business Communication.

VII: Notes:

1. There will be individual assignment.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.

VIII : Rubrics for Internal Assessment For Import Finance

BFT III Sem

Goal : Students will understand the requirement of need of finance and sources of finance for the importers.

Objective: Students have conceptual understanding of core concepts of import financing, various types of trade finance instruments and services available for importers and how to use them for financing for import transactions.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|--|---|--|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand the trade and exchange control regulations related to import transactions in India. They demonstrated an in depth understanding of the terms of payment in imports, various trade finance instruments and services available to importers and the role of banking agencies specifically EXIM Bank in Export Financing. | %.... students were accomplished and able to demonstrate understanding of key terminologies related to import financing. They demonstrated an understanding of terms of payment of import finance and short terms and medium term financing option available to the importers. | %.... students fall in this criteria. They showed minimal knowledge of the subject. They were able to describe basics of import finance and demonstrate a only basic awareness of financing options in managing import finance. | %.... student fall in this criteria. They all were not able to identify and/or understand the core concepts of import finance, terms of payment, source of financing imports and/or the role of EXIM bank in Import Financing. |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|-----------------------|-------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR), INDORE**Lesson Plan****Subject: Import Management****Session: Jul – Dec****Class: BBA (FT) III Sem****I: Course Objective:**

The course aims at providing thorough grounding to the students about intricacies and complicates of the import procedural formalities of incidental documentary requirements for conducting import trade.

II: Examination

The faculty member will award internal marks out of 30. The semester examination will be carrying 70 marks having two sections A and B.

III: Course Outcomes(CO):

CO1. Thorough understanding of intricacies of import procedural formalities of documentary requirements for conducting import trade.

CO2. Gain knowledge about cost incurred in importing and its fullest exploitation to gain maximum profit.

CO3. Enable participants to develop knowledge and skills needed in choice of transport and marine insurance

CO4. Identification and development of alternative procurement channels to make import procuring an easy and profitable process

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-----|------|------|------|------|------|------|------|------|
| CO1 | | | | | 3 | | | |
| CO2 | 2 | | | | | | | |
| CO3 | | | 2 | | | | | |
| CO4 | | | 1 | | | | | |

V Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|-----------------------------------|----------------------------|-----------|
| 1 | 1 | Import Procedures & Documentation | Import Procedure | BN.1,2 |
| 2 | | | Documentation | BN.1,2 |
| 3 | | | Documentation | BN.1,3,4 |
| 4 | | | Import Regulation | BN.1,2 |
| 6 | | | Import Regulation | BN.1,3 |
| 7 | | | Import Policy | BN.1,2 |
| 8 | | | Procedures | BN.1,2,5 |
| 9 | | | Procedures | BN.1,3 |
| 10 | | | Documentation | BN.1,2 |
| Assignment Submission | | | | |
| CO:1 | | | | |
| LO: Understanding about documentary formalities and procedural formalities for conducting import trade. | | | | |
| 11 | 2 | Import Procurement | Import Procurement | BN.1,3 |
| 12 | | | Global Tendering | BN.1,3 |
| 13 | | | Negotiated Procurement | BN.1,2 |
| 14 | | | Long-Term Contracting | BN.1,3 |
| 15 | | | Import Negotiations | BN.1,3 |
| 16 | | | Import Negotiations | BN.1,2 |
| 17 | | | Purchase Contract | BN.1,3 |
| 18 | | | Custom-Clearance | BN.1,2 |
| 19 | | | Import Under Counter Trade | BN.1,2 |
| Assignment Submission | | | | |
| CO:4 | | | | |
| LO: Identification of different sources for import procurement and understanding of the process to clear it from customs. | | | | |
| 20 | 3 | Import Logistics | Import Logistics | BN.1,2 |
| 21 | | | Choice of Transport | BN.1,2 |
| 22 | | | Choice of Transport | BN.1,2, |
| 23 | | | Cost-Benefits Analysis. | BN.1,2,4 |
| Assignment Submission | | | | |
| CO:2 | | | | |

| | | | | |
|--|---|-----------------|------------------------------|----------|
| LO: Understanding of various modes of transport available for import trade and its cost benefit analysis. | | | | |
| 24 | 4 | Risk Management | Risk Management, | BN.1,3 |
| 25 | | | Transportation | BN.1,2,4 |
| 26 | | | Transactional Exposure Risks | BN.1,2,4 |
| 27 | | | Insurance. | BN.1,2 |
| 28 | | | Class presentation | |
| 29 | | | Class presentation | |
| 30 | | | Class presentation | |
| 31 | | | Class presentation | |
| 32 | | | Class presentation | |
| CO:3 | | | | |
| LO: Understanding of different exposure risks and its insurance to cover it. | | | | |

VI: Book recommended:

1. Verma, M.L. (1988). Foreign Trade Management in India. New Delhi, Vikas Publishing House Pvt. Ltd.
2. Varshney, R. L. and Bhattacharya, (1996). International Marketing Management: An Indian Perspective. New Delhi, Ninth Edition. Sultan Chand and Sons.
3. Jain, N.K. (2001). How to Import. New Delhi, A Nabhi Publication.
4. Prabhakar Rao, International Business.
5. Devendra Thakur, International Business.
6. Govt. of India Exim Policy.

VII: Notes:

1. There will be several unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the theoretical concepts.
3. Regular attendance, Class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

Rubrics for Internal Assessment For Import Management**BFT III SEM**

Goal : The main objective of the course is to provide the needed knowledge and skills in the import field to the students

Objective: The course aims at providing thorough grounding to the students about intricacies & complicates of the import procedural formalities of incidental documentary requirement for conducting import trade .

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|---|--|---|
|Students | .Students | .Students | .Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand the procedure & documentation required in import. Students were able to understand the various terminologies used in import management .They were outstanding in the managing the risks involved in import . | %.... students were accomplished and some of them were able to understand the procedure & documentation required in import . Students were able to prepare reports on import management. Some of them were outstanding in the managing the risks involved in import . | %.... students fall in this criteria. They showed minimal knowledge of the Import management subject | %.... student fall in this criteria. They all were not able to understand the procedure & documentation required in import. Students were also able to understand the various terminologies used in import management .They were not outstanding in the managing the risks involved in import . |

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|------------------------------|----------------------|-------------------------|-----------------------|-------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |

IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**Lesson Plan****Subject:** Export Finance**Session:** July-December**Class:** BBA (Foreign Trade) III Sem**I: Objective of the Course:** To Focus on the acquisition of information about need and finance for exporters.**II: Examination:** The faculty member will award marks out of a maximum of 30 marks (Internal Evaluation). The semester examination will be worth 70 Marks (External evaluation).**III: Course Outcomes(CO):**

CO1 Define key terminology related to export finance

CO2 Illustrate the applicability of financing for specific business or transactions.

CO3 Identify and understand all the key elements of a pre-shipment and post-shipment finance.

CO4 Identify the problems related to export finance.

IV: PO-CO Mapping: High 3, Medium 2, Low 1

| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 | 1 | | | | | | | |
| CO 2 | | 2 | | | | | | |
| CO 3 | | | 3 | | | | | |
| CO 4 | | 3 | | | | | | |

V: Session Plan:

| Lecture No. | Unit No. | Topic | Sub Topic | Reference |
|---|----------|--------------------------|--|-----------|
| 1 | 1 | Terms of Payment | Payment in Advance | B.N. 2,3 |
| 2 | | | Open Accounts | B.N. 2,3 |
| 3 | | | Documentary Bills | B.N. 2 |
| 4 | | | Documentary Credit Under L/C Consignment Basis | B.N. 2 |
| 5 | | | Documentary Credit Under L/C Consignment Basis | B.N. 2 |
| 6 | | Class Test | | |
| 7 | | First Group Presentation | | |
| A1 First Assignment Submission within 3 Days | | | | |
| CO:1 | | | | |
| LO: A strategic perspective on the payment and trade instruments of advanced international trade. | | | | |
| 8 | 2 | Sources of Finance | Short Term Sources of Finance | B.N.3,4 |
| 9 | | | Medium Term Sources of Finance | B.N.3,4 |
| 10 | | | Long Term Sources of Finance | B.N.3,4 |
| 11 | | | Finance Schemes and Procedures | B.N.3,4 |
| 12 | | Class Test | | |
| A2 Second Assignment Submission within 3 Days | | | | |
| CO:2 | | | | |
| LO: Identify and describe documentary requirements of short term , medium term and long-term financing. | | | | |

| | | | | |
|--|---|--|---|-----------|
| 13 | 3 | Pre-Shipment Finance | Pre-Shipment Credit by Commercial Bank | B.N.1,3,4 |
| 14 | | | EXIM Bank Scheme | B.N.1,3,4 |
| 5 | | | Scheme for Sub-Suppliers | B.N.1,3,4 |
| 16 | | | Scheme for Deemed Exporters | B.N.1,3,4 |
| 17 | | | PCFC | B.N.1,3,4 |
| 18 | | Second Group Presentation | | |
| 19 | | Class Test | | |
| A3 Third Assignment Submission within 3 Days | | | | |
| CO:3 | | | | |
| LO: Defining and implementing pre-shipment, packing finance and other financial compliances. | | | | |
| 20 | 4 | Post-Shipment Finance in Indian Currency | Purchase of Export Bills | B.N.1,3,5 |
| 21 | | | Goods Sent on Consignment | |
| 22 | | | Undrawn Balance | B.N.1,3,5 |
| 23 | | | Retention Money | B.N.1,3,5 |
| 24 | | | Claims of Duty Drawbacks | B.N.1,3,5 |
| 25 | | | Negotiation of Exports Documents Draw Under L/C | B.N.1,3,5 |
| 26 | | | External Commercial Borrowings | B.N.1,3,5 |

| | | | | |
|---|---|--------------------|----------------------------|-----------|
| 27 | | Class Test | | |
| 28 | | Group Presentation | | |
| CO:3 | | | | |
| LO: Describe the importance of post shipment finance and its compliances in international trade. | | | | |
| 29 | 5 | EXIM Bank Finance | Forfeiting Finance | B.N.1,3,5 |
| 30 | | | Problems of Export Finance | B.N.1,3,5 |
| 31 | | Class Test | | |
| 32 | | Group Presentation | | |
| CO:4 | | | | |
| LO: Demonstrate an understanding of export bank finance arrangements and also discuss the problems which affect export finance. | | | | |

VI: Reference Books:

1. Witting D.P., **Finance of International Trade**
2. Kettle, Brain, **Finance of International Business**
3. Jeevannadam, C. (2003). **Foreign Exchange and Risk Management**. New Delhi
4. Jain, N.K. (2001) **How to Export**. New Delhi, A Nabhi Publication
5. Sharma, R. **Export Management**.

VII: Note:

1. There will be 5 class tests/assignments/presentations of equal weightage.
2. There will be group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach Import Management.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

Rubrics for Internal Assessment For Export Finance BFT III Sem

Goal : Students will understand the requirement of need of finance and sources of finance for the exporters.

Objective: Students have conceptual understanding of core concepts of export financing, various types of trade finance instruments and services available for exporters and how to use them for financing for export transactions.

| 23-30 Marks | 16-22 Marks | 08-015 Marks | 00-07 Marks |
|---|---|--|---|
|Students |Students |Students |Students |
| Outstanding | Accomplished | Meets the Criteria | Need Improvement |
| %.... students were outstanding and able to understand the core concepts and key terminologies of export financing. They were able to demonstrate an in depth understanding of various trade finance instruments and services available to exporters. They were able to describe the key elements of a pre-shipment and post-shipment finance and describe the understanding of the documentary compliance requirements in export transactions. They demonstrated an understanding of Role of EXIM Bank in Export Financing. They were able to identify the | %.... students were accomplished and able to demonstrate understanding of key terminologies of export financing. They demonstrated an understanding of terms of payment of export financing and key elements of a pre-shipment and post-shipment finance and other financial compliances. | %.... students fall in this criteria. They showed minimal knowledge of the subject. They were able to describe basics of export finance and demonstrate a basic awareness of financing options in managing export finance. | %.... student fall in this criteria. They all were not able to identify and/or understand the core concept of export finance, terms of payment, Features of pre-shipment and post-shipment finance and role of EXIM bank in Export Financing. |

| | | | |
|--|--|--|--|
| relationship between advantage, risk and problems associated the various trade finance instruments for export finance. | | | |
|--|--|--|--|

IX: Scheme of Internal Marks:

| Class Participation | | | Internal Assessment | | Total 150 | Final Internal Marks out of 30 |
|---------------------------|----------------------|-------------------------|-----------------------|-------------------|--------------|---|
| Presentation Out of 30 | Quiz Out of 30 | Assignment Out of 30 | Internal Out of 30 | VIVA Out of 30 | | |