

**VANITA VISHRAM WOMEN'S UNIVERSITY**  
**JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT**  
**DEPARTMENT OF MANAGEMENT**



**VANITA VISHRAM**  
**WOMEN'S UNIVERSITY**  
— SURAT —

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**HONOURS PROGRAMME**  
**In**  
**Specialization in Finance/Marketing/Human Resource**  
**Management**  
**under Learning Outcomes-based Curriculum Framework (LOCF)**  
**for Under Graduate (UG) Education**

**SEMESTER 6**  
**Core Courses (CC), Discipline Specific Elective (DSE)**

*Syllabus applicable to the students pursuing*  
**B.B.A. (Hons.)**  
**w.e.f. the Academic Year 2023-2024**

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM11130**  
**B.B.A. Semester: VI**  
**Core Course: Winter Research Project**  
**Credit: 6 (Practical-6)**

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**Guidelines of Winter Research Project**

**A. OBJECTIVE:**

The objective of the research project is to help the students to enhance the analytical skills and apply these skills in various situations pertaining to real world problems and decision making in organization.

**B. GENERAL PROJECT GUIDELINES:**

- Winter Research Project is an individual project.
- Winter Research Project is equivalent to one subject.
- The students will have to undergo Research work beginning of Semester 6 and **submit a “Winter Research Project Report”** at the end of the Semester before the End Semester Examination.
- Students need to **select a project title** of their choice of related to their course of specialization and/or company after discussion with mentor.
- For a research project selection of company is optional for student. They can do only research project or they can select a company and undergo the research project over there.
- Students have to select the research title as per their specialization.
- No two students can have same project title.
- Student need to carry out the research project under allotted faculty guidance. Timely reporting and following guidelines of project guide is absolutely necessary. Student must keep records of daily activities in log book and should show to the mentor at every meeting. Students' log book must be signed by mentor on regular basis.
- Students will be assessed on the basis of the quality of work, originality, sincerity and timely reporting during the entire project period.
- Students research project report must have own contribution and must be approved by their mentor as original work.
- Students must ensure to follow the deadlines without fail.

For any queries / clarifications, students may contact their respective mentor, which will be communicated in advance.

**C. CONTENT GUIDELINES:**

**1. About the Topic & Company Information:**

Students must write the overview about the topic and company in which they are doing research project. All theoretical background like definitions of main concepts, features, any theoretical models etc. as well as various information like history of company, owner's detail, product line, HR Policies, working style, management, various processes etc. in brief must be included in this chapter.

**2. Literature Review:** Students must write the core of the theory and concept in their own words not entire theory from the studied research paper. For initial literature review you can

refer to Journals, Research Articles etc. Students need to study minimum 10 research papers related to their research topic in this chapter.

3. **Research Methodology:** Research methodology must be explained in detail. Quality as well as reliability of the project to a greater extent depends on your research methodology. For secondary data authentic sources of data must be used and sources and time duration must be mentioned. For primary data actual survey must be conducted during the research work. Students should use any of the data presentation techniques like graphs, charts, tables etc. whichever is best suited for your data.
4. **Data Analysis & Interpretation:** Students need to use various statistical techniques in coordination with their research objectives and the students need to interpret the results in their own words and try to achieve the objectives.
5. **Findings & Recommendations:** In this part of the research project students need to write findings according to their own understanding. Finding and conclusion must be in sync with the objectives of the research. Whatever recommendations are drawn that must be purely on the basis of your research work and specific rather than general one.
6. **Bibliography:** Students need to mention all the references. There must be uniformity in mentioning the references and that is why from this year onwards we propose use only APA style of referencing.

#### **D. SUBMISSION OF THE REPORT:**

- Two hard bound report needs to be prepared in a given format by students. One must be submitted in the University as a Library copy and the second copy will be considered as a student copy.
- The students who fail to submit the report on time shall not be allowed to appear in the final annual/viva examinations.

#### **E. ASSESSMENT GUIDELINES:**

- The report will be evaluated by an internal guide and external referee appointed by university.
- Reporting by company mentor's mail or hard copy signed by company mentor will only be considered as authentic work in case of where students went in company for project.
- Students are required to appear for a viva-voce for final evaluation. The students shall be duly intimated about it through prior notice..
- The decision of the Provost/Dean/HOD shall be the final in all respect which shall be binding to all concerned.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM11140**  
**B.B.A. Semester: VI**  
**Core Course: Entrepreneurship Development**  
**Credit: 6 (Practical-6)**

**Objectives:**

**To help learners to:**

- Understand the concept of Entrepreneurship and its role
- Understand the functioning of women as entrepreneurs
- Comprehend the family business concept
- Identify the institutions available for aid to entrepreneurs
- Develop the skills required to prepare a Business Plan
- Impart information on various sources of finance

**Course Content:**

Module	Content	Weightage
1	<b>Introduction to Entrepreneurship:</b> <ul style="list-style-type: none"> <li>● Evolution of the concept of entrepreneurs,</li> <li>● Characteristics of successful entrepreneurs,</li> <li>● Functions of entrepreneurs,</li> <li>● Types of entrepreneurs,</li> <li>● Intrapreneur,</li> <li>● Social entrepreneurship,</li> <li>● Growth of entrepreneurship,</li> <li>● Role of entrepreneurship in economic development.</li> </ul>	25%
2	<b>Women Entrepreneurship:</b> <ul style="list-style-type: none"> <li>● Concept,</li> <li>● Functions,</li> <li>● Growth of women entrepreneurship in India with examples,</li> <li>● Problems of women entrepreneurship,</li> <li>● Developing women entrepreneurship.</li> </ul> <b>Family Business:</b> <ul style="list-style-type: none"> <li>● Meaning,</li> <li>● Advantages and Disadvantages,</li> <li>● Major Challenges faced by Family Business in India,</li> <li>● Business Succession Planning, .</li> </ul>	25%
3	<b>Creating and Starting the Venture and Formulation of Business Plans and Institution support to Entrepreneurs:</b> <ul style="list-style-type: none"> <li>● Sources of new Ideas,</li> <li>● Problem solving,</li> <li>● Product planning and development process</li> <li>● Sickness in Small scale industries and their remedial measures.</li> <li>● NSIC, SIDO, SSBI, SSID, SISI, DIC, , SIDBI.</li> </ul>	25%
4	<b>Financing of Enterprise:</b>	25%

	<ul style="list-style-type: none"> <li>● Need for financial planning,</li> <li>● Sources of finance-</li> <li>● Internal sources</li> <li>● External sources: Term Loans, Shares, Debentures, Venture Capital, Export Finance.</li> </ul>	
5	<p><b>Startup Management:</b></p> <ul style="list-style-type: none"> <li>● Business Start-ups-New Industrial Revolution</li> <li>● Venture Choice</li> <li>● Start-Ups Capital Requirement</li> <li>● Startups Financing Matrix</li> <li>● Approval Of New Venture</li> <li>● Cost &amp; Process of raising capital</li> <li>● Start-ups Survival &amp; Growth</li> <li>● Planning for Harvest &amp; Exit</li> </ul>	

### Practical Exercises:

1. Discuss various cases of entrepreneurship and distinguish between different entrepreneurial traits.
2. Analyse and interpret case study on business philosophy at Tata Group, Aditya Birla Group, Reliance Industries Limited, and similar organisations.
3. Analyse and present the key initiatives of Government of India for promoting entrepreneurship in the country for any one business area.

### Reference Books:

Sr. No.	Title	Author/s	Publication
1	The Dynamics of Entrepreneurial Development	Vasant Desai	Himalaya Publishing House
2	Entrepreneurial Development	C. B. Gupta and N. P. Srinivasan	Sultan Chand and Sons
3	Entrepreneurial Development	Dr. S. S. Khanka	Sultan Chand
4	Managing New Ventures Concepts & Cases,	Anjan Raichaudhuri	Prentice Hall International,2010
5	The Startups Equation-A Visual Guidebook for Building Your Startups, Indian Edition	Steven Fisher, Ja-nac' Duane	Mc Graw Hill Education India,2016

### Course Outcome(s):

After completion of the course, the student will be able to:

- Identify the entrepreneurial qualities
- Comprehend the role of entrepreneurs in economic development
- Identify the institutions available for aid to entrepreneurs
- Identify and analyse the business opportunity in current business scenario.
- Create a business plan for an entrepreneurial venture.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**

**Course Code: BM14070**

**B.B.A. Semester: VI**

**Discipline Specific Elective Course: International Financial Management**

**Credit: 6 (Theory-4 and Practical-2)**

**Course Objectives**

To help learners to:

- Get an overview of the concepts of international business and multinational corporations
- Develop insight on various international financing techniques & terms
- Familiarize students with basics of foreign exchange markets
- Understand the various international financial market instruments
- Understand the crux of international financial market

**Course Contents**

Module	Content	Weightage
1	<b>Introduction to International Financial Management</b> <ul style="list-style-type: none"><li>● International Business and its modes</li><li>● Multinational Corporations</li><li>● Nature of International Financial Functions</li><li>● Scope of International Financial Management</li><li>● International Financial Management Vs. Domestic Financial Management</li><li>● Balance of Payments and its structure</li></ul>	25%
2	<b>International Financing</b> <ul style="list-style-type: none"><li>● Payment terms in international trade</li><li>● Financing techniques in international trade</li><li>● Concept of Parallel Loans</li><li>● Multinational Cash Management</li></ul>	25%
3	<b>Foreign Exchange Markets</b> <ul style="list-style-type: none"><li>● Features of Foreign Exchange Markets</li><li>● Major Participants</li><li>● Spot Market (Features, Arbitrage and Speculation)</li><li>● Forward Market Features and Speculation)</li></ul>	25%
4	<b>International Financial Market Instruments</b> <ul style="list-style-type: none"><li>● International Equities</li><li>● ADRs and GDRs</li><li>● International bonds</li><li>● Euro Notes</li><li>● Euro Commercial Papers</li></ul>	25%

**Practical Exercise**

**Learners are required to:**

- Analyse case studies related to Multinational Finance
- Prepare an Assignment by visiting the website of RBI and analysing the changes in Balance of Payments
- Prepare a project on International Financial Market Instruments

**Reference Books:**

<b>Sr. No.</b>	<b>Title</b>	<b>Author/s</b>	<b>Publication</b>
1	International Financial Management	V V Sharan	PHI EEE
2	International Financial Management	P. G. Apte	McGraw Hill
3	Multinational Financial Management	Shapiro, Allen C	Prentice Hall India Pvt. Ltd.
4	International Financial Management	Seth A.K.	Galgotia Publishing Company
5	International Financial Management	Jeff Madura	Thomson Publication

**Course Outcomes**

After completion of the course, the student will be able to:

- Understand the basics of international financial markets.
- Comprehend different types of financing techniques and terms used in international finance
- Understand the operating mechanism of foreign exchange markets.
- Comprehend various international financial market instruments.
- Develop an understanding of ADR, GDR, international bonds.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**

**Course Code: BM14080**

**B.B.A. Semester: VI**

**Discipline Specific Elective Course: Personal Selling and Brand Management**

**Credit: 6 (Theory-4 and Practical-2)**

**Objectives:**

- This course will make students appreciate the role of personal selling in the context of Indian economy with particular reference to essential consumer and industrial goods and services.
- Students will understand the Personal selling process and brand management as integral part of marketing functions in a business firm.
- Globalization, increased competition, rapid changes in communication and information technology and need for higher level of customer orientation have made personal selling and brand management extremely important.

**Course Content:**

Module	Content	Weightage
1	<p><b>Introduction to Sales Management:</b></p> <ul style="list-style-type: none"> <li>● Nature and Importance of sales management</li> <li>● Role of a Sales Manager</li> <li>● Types of sales management positions</li> <li>● Theories of personal selling.</li> </ul> <p><b>Personal Selling:</b></p> <ul style="list-style-type: none"> <li>● Personal selling objectives</li> <li>● Personal selling process</li> <li>● Prospecting</li> <li>● Sales presentations Objection handling</li> <li>● Closing the sales and post sales activities</li> </ul>	25%
2	<p><b>Recruitment &amp; Selection of Sales Force:</b></p> <ul style="list-style-type: none"> <li>● Recruitment of Sales Force</li> <li>● Selection of Sales Force</li> <li>● Selection test for Sales Force</li> <li>● Selection interview</li> </ul> <p><b>Sales Force Compensation:</b></p> <ul style="list-style-type: none"> <li>● Compensation</li> <li>● Incentives</li> <li>● Bonus</li> <li>● Fringe Benefits</li> <li>● Compensation Plan for Sales People.</li> </ul>	25%
3	<p><b>Brand and Brand Management:</b></p> <ul style="list-style-type: none"> <li>● Meaning &amp; Definition</li> <li>● Importance and Scope of Brand</li> <li>● Branding challenges and Opportunities</li> <li>● Strategic Brand management process</li> </ul>	20%
4	<p><b>Customer based brand equity:</b></p> <ul style="list-style-type: none"> <li>● Sources of brand equity</li> </ul>	30%



	<ul style="list-style-type: none"> <li>• Building a strong brand</li> <li>• Criteria for choosing brand elements</li> <li>• Options and tactics for brand elements</li> </ul> <p><b>Managing brands over time</b></p> <ul style="list-style-type: none"> <li>• Reinforcing Brands</li> <li>• Revitalising Brands</li> <li>• Adjustments To Brand Portfolio</li> </ul>	
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**Practical Exercise**

**Learners are required to:**

- Analysing the practical case studies related to Personal Selling and Brand Management.
- Prepare an Assignment on Personal Selling and Brand Management.
- Preparing a project report in the context of a Personal Selling and Brand Management.

**Reference Books:**

Sr. No.	Title	Author/s	Publication
1	Sales Management: Decisions, Strategies & Case	Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni	Pearson
2	Sales Management: Concepts, Practice, and Cases	Johnson F.M., Kurtz D.L., Scheuing E.E.	Tata McGrawHill
3	Strategic Brand Management: Building, Measuring and Managing Brand Equity	Kevin Keller	Pearson (PHI)
4	Sales Management	Tanner, Honeycutt, Erffmeyer	Pearson
5	Sales & Distribution Management	Krishna K. Havaladar, Vasant M. Cavale	Tata McGrawHill

**Course Outcome(s):**

After completion of the course, the student will be able to

- Understand the importance of personal selling & brand management as integral part of marketing function in a business firm.
- Develop insights regarding strategic competitive advantage through personal selling & brand management.
- Develop understanding of the various aspects encompassing personal selling & brand management.
- Analyse roles and responsibilities of a Sales Manager.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM14090**  
**B.B.A. (Hons.) Semester: VI**  
**Discipline Specific Elective Course: Organizational Development and Effectiveness**  
**Credit: 6 (Theory-4 and Practical-2)**

**Objectives:**

To help learners to

- To teach the importance of Change and Change Management in Developing Organization as tool to future managers.
- To make students understand the nature and scope of Change Management and Organizational Development and its role in designing and implementing successful business programs.

**Course Content:**

Module	Content	Weightage
1	<p><b>Organization Development</b>            Concept of Organization Development</p> <ul style="list-style-type: none"> <li>● Evaluation of Organization Development, Organization Culture</li> <li>● The Socialization Process, Psychological contracts</li> <li>● A Model for Organization Development</li> <li>● The challenges Of Change, Organization Renewal; Adapting to Change</li> <li>● The systems Approaches: Finding New Ways to Work Together, The Socio technical System</li> </ul>	25%
2	<p><b>OD Practitioner</b></p> <ul style="list-style-type: none"> <li>● Creating a Concept for Change, understanding Corporate Culture</li> <li>● Cultural Resistance to Change, Tools for Change</li> <li>● Goals and Values Of OD</li> <li>● Haphazard Versus Planned Change, External and Internal Practitioners</li> <li>● OD Practitioners Styles, Forming the Practitioner-Client Relationship</li> <li>● Case Study</li> </ul>	25%
3	<p><b>Overcoming resistance to Change</b></p> <ul style="list-style-type: none"> <li>● Change and Reinvent, The Life Cycle of Resistance to Change</li> <li>● A Change Model</li> <li>● Divining Forces Toward Acceptance of a Change Program,</li> <li>● Strategies to overcome Resistance</li> </ul>	25%
4	<p><b>Organizational Effectiveness:</b></p> <ul style="list-style-type: none"> <li>● concept, need and importance.</li> <li>● Approaches to organizational effectiveness.</li> <li>● Steps in organizational effectiveness,</li> </ul>	25%

	<ul style="list-style-type: none"> <li>• Relationship between organizational design, Leadership and effectiveness.</li> <li>• Factors contributing to organizational effectiveness Strategies to improve effectiveness. Strategic role of Human element (employers, employees) in developing effectiveness.</li> </ul>	
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### Practical Exercise

#### Learners are required to:

- Analyse Case studies based on Change Management
- Prepare an Assignments on Change Management and Organization Development
- Prepare a Project on Team Development.

#### Reference Books:

Sr. No.	Title	Author/s	Publication
1	An Experiential Approach to Organizational Development	Donald R. Brown	Pearson Publication, New Delhi
2	Essentials of Human Resource Management and Industrial Relations	P.SubbaRao	Himalaya Publishing House
3	Human Resource Management	C.B.Gupta	Sultan Chand & Sons
4	Human Resource Management	S. S.Khanka	Sultan Chand & Sons
5	Organization Development and Change	Cummings & Worley	South-Western College Publishing

#### Course Outcome(s):

After completion of the course, the student will be able to

- Understand academic analysis of organization development and reinventing the organization with various challenges of organization employee.
- Creating concept for beneficial change through role and style of the OD practitioner.
- Change and reinvent with lifecycle of resistance to change in strategically manner.
- Developing high performance in teams with team development process for organizational growth.
- Organization transformation and strategic change with wide understanding of corporate culture.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM14100**  
**B.B.A. Semester: VI**  
**Discipline Specific Elective Course: Financial Derivatives**  
**Credit: 6 (4 Theory + 2 Practical)**

**Objectives:**

To help learners to

- Familiarize with the concepts of Derivatives and Derivative Products
- Understand the operations of Forwards & Futures contract and Trading Strategies.
- Understand the operations of Options contract and Trading Strategies.
- Understand the Trading, Risk and Regulations of Derivatives Markets.

**Course Content:**

Module	Content	Weightage
1	<b>Introduction:</b> <ul style="list-style-type: none"> <li>● What are Derivatives?</li> <li>● Forwards Contracts</li> <li>● Futures Contracts</li> <li>● Options Contracts</li> <li>● Functions performed by Derivatives Markets</li> </ul>	15%
2	<b>Futures Contracts</b> <ul style="list-style-type: none"> <li>● Trading in Futures Contracts</li> <li>● Divergence of Futures and Spot Prices: The Basis</li> <li>● Market Participants in a Futures Markets: Hedgers, Speculators and Arbitrageurs</li> <li>● Hedging using Futures Contracts</li> <li>● Valuation of Forward and Futures Contracts</li> </ul>	35%
3	<b>Options Contracts and Trading Strategies:</b> <ul style="list-style-type: none"> <li>● Characteristics of Options Contracts</li> <li>● Buyer/Seller Attitudes</li> <li>● Option Pricing</li> <li>● Risk and Return of Equity Options</li> <li>● Options Trading Strategies</li> </ul>	35%
4	<b>Trading, Risks and Regulations:</b> <ul style="list-style-type: none"> <li>● The Trading Mechanism</li> <li>● Types of Orders</li> <li>● Risks in Derivative Trading</li> <li>● Regulation of Derivatives Markets</li> </ul>	15%

**Practical Exercises**

**Learners are required to:**

1. Prepare an Assignment on different types of investors in Derivative Markets.
2. Prepare a Project based on Trading Strategies in Future and Option Market.

3. Analyse Case-Studies on Option Market.

**Reference Books:**

<b>Sr. No.</b>	<b>Title</b>	<b>Author/s</b>	<b>Publication</b>
1	Futures and Options	Vohra& Bagri	McGraw Hill
2	Derivatives & Risk Management	Rajiv Srivastava	Oxford University
3	Derivatives & Risk Management	R. Madhumathi, M. Ranganatham	Pearson
4	Derivatives & Risk Management	Jayanth Verma	McGraw Hill

**Course Outcome(s):**

After completion of the course, the student will be able to:

- Recognize various concepts of financial derivatives and its instruments.
- Comprehend basic mechanics and trading strategies of forwards and futures markets.
- Develop detailed understanding of option contract along with its trading strategies.
- To evaluate the risk associated with the investment in derivatives market.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**  
**Course Code: BM14110**  
**B.B.A. Semester: VI**  
**Discipline Specific Elective Course: Marketing for Service Enterprise**  
**Credit: 6 (Theory-4 and Practical-2)**

**Objectives:**

To help learners to

- Introducing the marketing concept of service business start-up.
- Developed service strategies for scalable business and equipped with special tools to manage service business.
- Developed service strategies for improving service quality and productivity
- Identify critical issues in service delivery including identifying and managing customer service experiences, expectations, perceptions and outcomes.

**Course Content:**

Module	Content	Weightage
1	<b>Introduction to Service Industry:</b> <ul style="list-style-type: none"> <li>● Introduction to Services.</li> <li>● Unique characteristics of Services Enterprise.</li> <li>● Classification of Services.</li> <li>● Challenges confronted by Service Enterprise.</li> <li>● Strategies to overcome the challenges faced by service firms.</li> <li>● Factors responsible for growth of the Service Economy.</li> <li>● Difference between Goods and Service.</li> </ul>	25%
2	<b>Service Marketing Mix for Service Enterprise:</b> <ul style="list-style-type: none"> <li>● Product: Core and supplementary Elements</li> <li>● Price: Role of Non-monetary costs, pricing strategy for Service Enterprise.</li> <li>● Place: Service Distribution, Delivery through intermediaries, Franchising, Electronic Channels, Self Service Technologies.</li> <li>● Promotion: Role of Marketing Communication, Marketing Communication Mix</li> </ul>	25%
3	<b>Extended Marketing Mix for Service Enterprise:</b> <ul style="list-style-type: none"> <li>● People: Employee's role in Service Delivery, Service Leadership and culture, People Strategies, Emotional Labour.</li> <li>● Process: Service Blueprinting, Service Process Redesign.</li> <li>● Physical Evidence: Servicescape, Service Environments.</li> </ul>	25%
4	<b>Service Quality and Measurement:</b>	25%

	<ul style="list-style-type: none"> <li>• Meaning of Service Quality</li> <li>• The Gaps Model</li> <li>• Five dimensions of Service Quality</li> <li>• Measuring and Improving Service Quality</li> </ul>	
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**Practical Exercise**

**Learners are required to:**

- Analyse case studies related to service marketing by service enterprise
- Prepare an Assignments related to service marketing techniques & strategies.
- Prepare a Project on Service Marketing related to 7 P's.

**Reference Books:**

Sr. No.	Title	Author/s	Publication
1	Services Marketing	Zeithmal, Bitner Gremler and Pandit	Tata Macgrow- Hill
2	Services Management: Operations, Strategy, Information Technology	Fitzsimmons and Fitzsimmons	Tata Macgrow- Hill
3	Services Sector Management: An Indian Perspective	C Bhattacharjee	Jaico Publishing House
4	Services: Marketing, Operations and Management	JauhariDutta	Oxford University Press
5	Services Marketing: A South Asian Perspective	Christopher Lovelock JochenWirtz JayantaChatterjee	Pearson Education

**Course Outcome(s):**

After completion of the course, the student will be able to

- Examine the nature of services, and distinguish between products and services.
- Identify the major elements needed to improve the marketing of services.
- Appraise the nature and development of a services marketing strategy.
- Recognize how services marketing principles can be used as a conceptual framework to help entrepreneurs identify and solve marketing problems.

**Vanita Vishram Women's University**  
**Jyoti Dalal School of Commerce and Management**

**Course Code: BM14120**

**B.B.A. Semester: VI**

**Discipline Specific Elective Course: International Human Resource Management**

**Credit: 6 (Theory-4 and Practical-2)**

**Objectives:**

To help learners to

- Identify and Understand issues and practices pertaining to the major HRM functions within the context of a multinational environment.
- To understand the fundamentals and the difference between Domestic and global HRM practices.
- To understand the nature and scope of Human Resource with reference to global perspective for recruitment, selection and training.

**Course Content:**

Module	Content	Weightage
1	<b>Social and Cultural Context of IHRM</b> <ul style="list-style-type: none"> <li>● Concept of Culture</li> <li>● Cultural Sensitivity</li> <li>● Social Environment, Hofstede's Model of Four Cultural Dimensions</li> <li>● Religions and Economic implication</li> <li>● Case Study &amp; Presentation</li> </ul>	25%
2	<b>An Overview of International Business and HRM</b> <ul style="list-style-type: none"> <li>● Introduction, Concept of expatriate</li> <li>● Domestic Versus International HRM</li> <li>● Evaluation of International Business, drivers Of Globalization</li> <li>● Influences of international Business, Stages of Internalization</li> <li>● Difference between Domestic Business and international Business, international Business Approaches, Modes of Entry, Goals of International Business, advantages of international Business</li> </ul>	25%
3	Recruitment, Selection and Training <b>[A] Recruitment</b> <ul style="list-style-type: none"> <li>● Sources of recruitment at international level</li> <li>● Centralized v/s decentralized recruitment</li> <li>● Techniques of recruitment</li> </ul> <b>[B] Selection</b> <ul style="list-style-type: none"> <li>● Introduction, The expatriate system, Expatriates' failure situation and rate</li> <li>● Selection Techniques</li> </ul> <b>[C] Training</b>	25%



	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Global training and development</li> </ul>	
4	<p><b>International Organizational Structure and HRM</b></p> <ul style="list-style-type: none"> <li>• Introduction, Organizational design, organizational Structure, the nature of organizational structure</li> <li>• Approaches to organizational Structure</li> <li>• Learning Organization</li> <li>• International Division of Labour, global human resources planning</li> <li>• Issues in supply if international human resources</li> <li>• Different categories of employees require MNC</li> </ul>	25%

### Practical Exercise

#### Learners are required to:

- Analyse Case studies related on International Human Resource Management
- Prepare an Assignment related to IHRM
- Prepare a Project on International Organization Structure.

#### Reference Books:

Sr. No.	Title	Author/s	Publication
1	Human Resource Management	C.B. Gupta	Sultan Chand & Sons
2	Human Resource Management	K. Ashwathappa	McGraw Hill Education
3	Human Resource Management	S. S. Khanka	Sultan Chand & Sons
4	International Human Resource Management	P. SubbaRao (2015)	2nd Edition. Himalaya Publishing House. (SR)

#### Course Outcome(s):

After completion of the course, the students will be able to

- Understand practices pertaining to the major HRM functions within the context of international environment
- Understand Various methods for recruitment and selection of at global level.
- To recognize global organizational structure with HRM practices