

Effective from 2022 Fall
BBA 7th Course Cycle with course code

	Course Title	Credit Hour
CO 371	Supply Chain Management	3
IT 372	Digital Business	3
CO 373	International Business	3
Specialization (Marketing)		
SM 371	Consumer Behavior (Specialization I)	3
SM 372	Sales and Distribution Management (Specialization II)	3
Specialization (Finance)		
SF 371	Capital Structure (Specialization I)	3
SF 372	Advanced Financial Management (Specialization II)	3
Specialization (Human Resource Management)		
SH 371	Talent Acquisition and Management (Specialization I)	3
SH 372	Training and Development (Specialization II)	3
Specialization (International Business)		
SI 371	International Marketing (Specialization I)	3
SI 372	International Finance (Specialization II)	3

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Purbanchal University
BBA VII Semester

Course Title: Supply Chain Management
Course Code: CO 371
Area of Study:
Credit Hours: 3
LH: 48

Course Objectives

This course aims to provide students with a comprehensive understanding of supply chain management (SCM) and its critical role in enhancing business competitiveness. It seeks to equip students with the ability to analyze the interrelations among various supply chain drivers across organizational functions, and develop strategic decision-making skills.

Contents

Chapter 1: Introduction to Supply Chain Management:

LH 8

Concept of supply chain and supply chain management; Historical perspective of SCM; Objectives of a supply chain; Decision phases in a supply chain; Process views of supply chain; Interface of technology, process and people in supply chain; Differences between Logistics and SCM.

Chapter 2: Supply Chain Structure:

LH 6

Concept of supply chain structure; Factors affecting supply chain structure; Differences between efficiency and effectiveness; Push based supply chain; Pull based supply chain; Commodity and cost-centric supply chain; Supply chain for calamities and emergencies.

Chapter 3: Supply Chain Drivers:

LH 8

Concept of supply chain drivers: Major drivers of supply chain performance; **Facilities**- Role in supply chain and in competitive strategy; **Inventory**- Role in supply chain and in competitive strategy; **Transportation** - role in supply chain and in competitive strategy; **Information** - Role in supply chain and in competitive strategy; **Sourcing** - Role in supply chain and in competitive strategy; **Pricing** - Role in supply chain and in competitive strategy; Trade-offs in designing supply chain drivers.

Chapter 4: Supply Chain Network Design:

LH 8

Designing distribution network - Role of distribution in the supply chain, Factors influencing distribution network design, Design options for a distribution network; **Network design decision** - Role of network design in the performance, Framework for network design decisions; Uncertainty on network design.

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Chapter 5: Demand Planning and Forecasting in Supply Chain

LH 8

Demand planning- Concept and purpose; Forecasting- concept and importance of forecasting;

Forecasting techniques:Qualitative method -- Personal insight, sales force consensus, management estimate, market research, Delphi method; **Quantitative method** – Naïve forecasting, moving average, weighted moving average, exponential, regression[Concept only]

Aggregate planning: Concept of aggregate planning; Strategies of aggregate planning-- Chase, level, and mixed[*Concept and Numerical*]; **Concept of Sales and operations planning (S&OP).**

Chapter 6: Sourcing and Coordinating in a Supply Chain:

LH 5

Concept of Purchasing, procurement, and sourcing; Buying Decision; Supply chain coordination- concept; Effect on performance of lack of coordination.

Chapter 7: Supply Chain Performance Management:

LH 5

Concept, Objectives of performance measures, Approaches to performance measures: Traditional and contemporary approaches

References

Chopra, S., Meindl, P., & Kalra, D.V. (2017). Supply Chain Management: Strategy, Planning, and Operation (7th ed.). Pearson.

N. Chandrasekaran. Supply Chain management Process, System, and Practice. Oxford University Press, 2010.

Wisner, J.D., Tan, K.C., & Leong, G.K. (2019). Principles of Supply Chain Management: A Balanced Approach (5th ed.). Cengage.

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Purbanchal University
BBA VII Semester

Course Title: Digital Business
Course Code: IT 372
Credit Hours: 3
LH: 48

Course Objectives:

This course aims to introduce students to the key concepts, models, and practices of digital business. The course also explores how organizations leverage digital tools and technologies for business growth and transformation. By the end of the course, students will be able to understand digital business concepts and use simple digital tools and strategies to support business activities.

Contents

Unit 1: Introduction to Digital Business

LH 8

Concept of digital business; Impact of electronic communications on traditional business; Intranets and extranets in digital business; Differences between digital business and e-commerce; Types of digital media channels; Drivers of digital technology adoption; Benefits and challenges of digital business adoption; Sell-side and buy side e-commerce.

Unit 2: Marketplace Analysis

LH 8

Online marketplace analysis - process; Review of marketplace channel structure, Location of trading in the market place, Importance of multichannel marketplace models, Different types of online intermediary and influencers, Revenue model.

Unit 3: Digital Business Infrastructure

LH 8

Concept of digital business infrastructure. Digital business technology platforms; Components of digital business infrastructure; Managing issues in creating a new customer facing digital service; Concept of SaaS, Cloud computing, and Service-oriented architecture.

Unit 4: E-Environment

LH 9

E-environment – Concept of SLEPT Framework; Factors governing e-commerce service adoption. Privacy and trust in e-commerce; Environment and green issues related to internet usage; Economic and competitive factors; Political factors; E-Governance; Technology innovation and assessment

Unit 5: Digital Business Strategy and Value Creation

LH 9

Concept of digital business strategy; Digital channel strategies; Strategic analysis: Internal and external; Strategic objectives: vision, mission, scenario-based analysis, Digital value creation, Setting SMART objectives; Strategy definition; Strategy implementation.

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Unit 6: Digital Transformation

LH: 6

Concept of digital transformation; Challenges of digital business transformation; Challenges of sell-side e-commerce based on 7Ss framework; Emerging trends: Artificial intelligence, block-chain, Web 3.0.

References:

Chaffey, D., Hemphill, T., & Edmundson-Bird, D. *Digital Business and E-commerce Management: Strategy, Implementation and Practice* (8th Edition). Pearson Education.

Turban, E., Whiteside, J., King, D., & Outland, J. *Electronic Commerce: A Managerial and Social Networks Perspective*. Springer.

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Purbanchal University
BBA VII Semester

Course Title: International Business

Course Code: CO 373

Credit Hours: 3

LH: 48

Course Objectives:

This course aims to provide students with a foundational understanding of how businesses operate in a global environment. It enables students to analyze the factors that affect international business, and the basic strategies and functions needed to operate successfully in the global market.

Contents:

Unit 1: Introduction to International Business and Globalization

LH 8

Definition and scope of international business; Key drivers of globalization (technology, markets, competition); Globalization's impact on firms, economies, and societies; Multinational enterprises and their roles; Pros and cons of globalization; Ethical issues of globalization.

Unit 2: Cultural Environment in International Business

LH 8

Dimensions of culture; Cultural frameworks – Hofstede's model, high-context vs low-context cultures; Impact of culture on negotiations, leadership, and team dynamics; Strategies for cultural adaption and avoiding misunderstandings;

Unit 3: Political, Legal, and Economic Environments

LH 8

Types of political systems and their influence on business; Legal systems and international regulations; Economic classifications (developed, emerging, developing markets); Political risks and mitigation strategies; Role of international agencies in shaping environments;

Unit 4: International Trade and Investment

LH 8

Classical and modern theories of international trade; Patterns of trade and factors influencing investment decisions; Government interventions (tariffs, non tariffs, quotas, subsidies) and their rationale; Foreign direct investment, its types, and motivations; Regional integration and its business implications;

Unit 5: Strategies for International Business

LH 8

Global strategic planning and competitive advantage; Entry strategies – exporting, licensing, joint ventures, wholly owned subsidiaries; location selection and market evaluation; Adapting strategies to merging vs developed markets; Organizational structures for international operations.

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Unit 6: Functional Aspects of International Business

LH 8

Global marketing mix – product adaption, pricing strategies, distribution, promotion; Supply chain and operations management in a global context; Human resource management; Ethics, corporate social responsibility in international business

References:

Daniels, J., Radebaugh, L., & Sullivan, D., International Business: Environments and Operations., Global Edition, Pearson.

Hill, C., & Jain, A.K. (2018). International Business: Competing in the Global Marketplace, New Delhi: Tata McGraw-Hill.

Sthapit, A (2020). *International business: Test and cases, 6th ed.*, Kathmandu: Taleju Prakashan.

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Purbanchal University
BBA VII Semester

Course Title: Consumer Behavior
Course Code: SM 371
Area of Study: Specialization (Marketing)
Credit Hours: 3
LH: 48

Course Objectives

The main objectives of this course are to explain the fundamental concepts and importance of consumer behavior in marketing. Students will develop an understanding of consumer psychological and socio cultural factors influencing consumer decisions process, and will apply these insights to real-world marketing contexts.

Course contents

Unit 1: Introduction to Consumer Behavior

LH 6

Defining consumer behavior; differences between customers, consumers, the ultimate consumer and the individual buyer; Why studying consumer behavior?; relationship between consumer behavior and marketing concept; Impact of new technologies on marketing strategies; Interdisciplinary nature of consumer behavior.

Unit 2: Consumer Decision-Making Process

LH 7

Defining consumer decision making; levels of consumer decision making: routine, limited, and extensive problem-solving; Four views of consumer decision making: An economic view, a passive view, a cognitive view, an emotional view; A model of consumer decision making: input, process, and output; Input: marketing inputs, socio-cultural inputs; Process: need recognition, pre-purchase search and evaluation of alternatives; Output: purchase behavior and post-purchase evaluation.

Unit 3: Internal Influences on Consumer Behavior

LH 14

Motivation and consumer needs: Defining motives, nature and role of motives, classifying motives, Motive arousal, Maslow hierarchy of needs.

Personality and consumer behavior: Defining personality, nature of personality; self-concept: Defining self concept, self concept and consumer behavior; Brand personality: Defining brand personality, product anthropomorphism and brand personification.

Perception: Defining perception; elements of perception: Selection, organization and interpretation.

Learning: Defining learning; Types of learned behavior; Classical conditioning theory; Instrumental conditioning theory; and Cognitive theory.

Attitudes: Defining attitude; Functions of attitude; Cognitive dissonance.

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Unit 4: External Influences on Consumer Behavior**LH 14**

Family: Defining family and household; family decision making and consumption related roles; The family life cycle: traditional and non-traditional.

Social class: Defining social class and social status; Nature of social class; Measurement of social class: subjective and objective measure

Social groups: Defining groups; Classification of groups; Group properties; Reference groups and its types; Reasons for accepting reference groups.

Culture, cross culture and sub-culture: Defining culture, Characteristic of culture; Defining subculture; Cross cultural understanding of consumer behavior.

Personal influence and diffusion of innovations: Nature and significance of personal influence; Opinion leadership; Why opinion leaders influence; Concept of innovation; Categories of innovation: continuous, dynamically continuous innovation and discontinuous innovation; Adoption decision process; Diffusion process.

Unit 5: Organizational buying behavior**LH 7**

Defining organizational buying; Organizational buyers versus final consumers; Factors influencing buyer behavior: Environmental, organizational, interpersonal and individual factors; Organizational buyer's decision process.

References:

Schiffman, L. G., & Wisenblit, J. *Consumer Behavior*. Pearson Education.

Loudon, D. L., & Della Bitta, A. J. *Consumer Behavior: Concepts and Applications*. McGraw-Hill.

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**Purbanchal University
BBA VII Semester**

Title: Sales and Distribution Management
Course Code: SM 372
Area of Study: Specialization (Marketing)
Credit Hours: 3
LH 48

Course Objectives

This course aims to provide an understanding of managing the sales function and designing distribution systems. It emphasizes the integration of sales and distribution strategies to achieve organizational objectives, exploring both theoretical and applied dimensions of sales planning, sales force management, channel design, and logistics.

Contents

Unit 1: Introduction to Sales Management

LH 8

Meaning of sales management, evolution of sales department, objectives of sales management, Integration with marketing management, Roles and skills of modern sales managers; Levels of sales management position; Changing role of sales force; Interrelationship among sales management, personal selling and salesmanship, Emerging trends in sales management.

Unit 2: Personal selling

LH 8

Meaning and nature of personal selling; objectives of personal selling; Steps in the selling process; Basis terms used in setting sales objectives and forecasting: Market potential, market forecast, sales potential, sales forecast; Sales forecasting methods: Qualitative - Jury of executive opinion, poll of sales force opinion; survey of customers' buying plans, projection of past sales - Time series analysis, exponential smoothing, regression analysis.

Unit 3: Managing the Sales Force

LH 14

Concept of sales organization and types of sales organizational structures; Sales job analysis: Sales job description and sales job specifications; Recruitment and selection of salespeople, Concept of Sales training, training methods: Lecture method, demonstrations, role playing, case method, impromptu, simulation, and on the job training; Motivation: concept of motivation; Hierarchy of needs; Motivation-hygiene theory; Compensation plans and its types: straight salary, straight commission, combination salary and incentive plan; Reimbursement of sales expenses, ways of controlling sales expenses; Sales meeting and its major decisions, sales contest; Performance standard: Setting performance standard, recording actual performance, evaluating actual performance with standards, and taking action

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Unit 4: Controlling the sales effort

LH 8

Concept of sales budget, purposes of sales budget; Sales targets, Relationship among sales targets, sales forecast and sales budget; Types of targets; Concept of sales territories, Reasons for defining sales territory; Sales audit and sales analysis.

Unit 5: Distribution channels, logistics and channel information systems

LH 10

Concept of marketing channel, channel members; Designing marketing channels; Selecting channel partners; Role of manufacturer's sales force; Managing the channel conflict; Concept of logistics management; Elements of logistics management, logistics management and supply chain management; Channel information system: Concept; Advantages of channel information system; Stages of channel information system.

References

Still, R. R., Cundiff, E. W., Govoni, N. A. P., & Puri, S. (6th Edition). *Sales and Distribution Management*. Pearson Education.

Havaldar, K. K., & Cavale, V. M. (2017). *Sales and Distribution Management: Text and Cases*. McGraw Hill Education.

Supplementary Reading:

David Jobber and Geoffrey Lancaster, *Selling and Sales Management*, Pearson Education Limited

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Purbanchal University
BBA VII Semester

Course Title: Capital Structure
Course Code: SF 371
Area of Study: Specialization (Finance)
Credit Hour: 3
LH: 48

Course Objectives:

This course aims to provide the graduates with an understanding of the basic concept and principles of Capital structure. Further the thorough understanding of the course will enable the graduates to develop analytical skill particularly in taking appropriate capital structure decisions in the corporate sector.

Contents:**Unit 1: Introduction.****LH 6**

Introduction of Capital structure, Capital structure decisions and maximization of shareholders' wealth, Difference between financial structure and capital structure, optimal capital structure: significance, goals, and features, Factors that determines appropriate capital structure.

Unit 2: Common Stock Financing**LH 10**

Introduction of common stock, Rights of holders of common stock holders; voting rights; Nature of voting rights: cumulative and non-cumulative voting; Preemptive right; valuation of rights, Effect of right offering on Financial Statement.

Unit 3: Long Term Debt and Preferred Stock**LH 10**

Instruments of Long-Term Debt Financing; Term loan and Amortized Loan, Different types of Bonds, Preferred Stock: Features and advantages of using preferred stock, ranking of different types of securities, refunding decision of debt and preferred stock using present value approach.

Unit 4: Warrants and Convertibles**LH 14**

Meaning of warrants; Features of warrants; Reasons issuing warrants; Valuation of warrants, Effect of warrants on capital structure.

Meaning and rationale of use of convertibles; Features of convertibles, Analysis of convertibles; Conversion ratio and conversion price; Conversion value; call policy on convertibles; Effect of convertibles on capital structure, Comparison of warrant and convertible

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Unit 5: Theory of Capital Structure

LH 8

Concept of Capital structure. Common Assumptions and definitions, Basics of capital structure theories (NOI Approach, NI approach, Traditional Approach and MM Model).

Suggested Readings:

Gautam, Rishi Raj & Thapa Kiran (2013). *Capital Structure Management*. Asmita Publication, Kathmandu, Nepal.

Van Horne, James C., *Financial Management and Policy*: PHI, New Delhi

Weston, J. Fred and Thomas E. Copeland, *Managerial Finance*: The Dryden Press, NY

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Purbanchal University
BBA VII Semester

Course Title: Advanced Financial Management

Code: SF 372

Area of Study: Finance Specialization

Credit Hours: 3

LH : 48

Course Objectives

The Objective of this course is to create an understanding of basic concepts, principles and techniques of financial management among students. It also aims to enable them to apply this knowledge in real- life situations and take appropriate financial decisions.

Contents

Unit 1: Time Value of Money

LH 6

Concepts and usage of time value of money, present and future value (Single sum, Even series, Uneven series), Nominal and effective interest rates (Calculations and comparisons), Presents values of perpetuities, Loan amortization schedule.

Unit 2: Investment Planning and Evaluation

LH 12

Meaning and Classification of Projects (Independent mutually exclusive & replacement)
Evaluations of project (PBP, Discounted PBP, ARR, NVP, PI, IRR, and MIRR)

Unit 3: Lease Financing

LH 8

Meaning and Types of lease. factors influencing lease decisions, Decision regarding lease or buy .

Unit 4: Working Capital Management

LH 6

Concept of working capital, Working capital cash- flow cycle (OC and CCC) , Current assets investment and Financing policies .

Unit 5: Inventory Management

LH 6

Concept and need for inventory Management, EOQ, safety stock, RoL, Impact of quantity discount on EOQ, Inventory control systems (ABC analysis and JIT Approach)

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Unit 6: Receivables Management

LH 6

Meaning, significance and techniques of receivables management, Evaluation of credit policies

Unit 7: Cash Management

LH 4



Motives for holding cash, Cash Transfer systems , Cash Management models (Baumol model and Miller - Orr Model)

References

Pradhan, R.S. Financial Management, Buddha Academic Enterprises Kathmandu .

Eugene F. Brigham and Michael C. Ehrhardt. Financial Management Theory and Practice. 15th edition.

Eugene F. Brigham and Joel F. Houston. Fundamentals of Financial Management.



Purbanchal University
BBA VII Semester

Course Title: Talent Acquisition and Management

Course Code: SH 371

Area of Study: HRM Specialization

Credit: 3 Credit Hours

LH: 48

Course Objectives

This course aims to provide an in-depth understanding of talent management, a vital part of human resource management. Students will explore the processes, strategies and practices that organizations use to attract, develop, motivate, and retain performing employees to meet organizational goals. The course aims to develop the skills needed to implement effective talent management strategies in various organizational contexts among students.

Contents

Unit 1: Introduction to Talent Management

LH 8

Definition and importance of talent management; Difference between talent acquisition and recruitment; Evolution of talent management practices; The talent management cycle: attract, develop, motivate, retain (Key components of a talent management system); Strategic talent management and alignment with business goals;

Unit 2: Workforce Planning and Talent Acquisition

LH 8

Workforce planning and forecasting; Recruitment strategies: internal vs. external; Selection processes: interviews, assessments, and decision-making; Employer branding and attracting top talent; Effective on-boarding: best practices and common pitfalls; Steps in talent management process; Modeling excellence in talent management

Unit 3: Performance Management

LH 8

Purpose and components of performance management; Setting performance goals and expectations; Performance appraisal methods and tools; Providing feedback and coaching; Linking performance to rewards and recognition; Managing under-performance;

Unit 4: Learning, Talent Development and Training

LH 8

Importance of learning and development in talent management; Identifying and assessing talent and development needs (Assessing training needs); Designing and implementing training programs; Mentoring, coaching, and career development; Evaluating training effectiveness

Unit 5: Employee Engagement and Retention

LH 8

Understanding employee engagement: drivers (Factors influencing employee engagement) and outcomes; Strategies for improving engagement and morale, and enhancing employee motivation and satisfaction; Retention strategies and programs: Recognition and reward systems; Work-life balance and flexible work arrangements.



Unit 6: Succession Planning and Career Development

LH 8

Importance of succession planning; Identifying and developing high-potential employees; Career development and mobility; Ethical and legal considerations in talent management; Current trends in Talent Management

References:

Berger Lance A., Berger Dorothy R. (2004) The Talent Management Handbook: Creating Organizational Excellence by Identifying, Developing, and Promoting Your Best People, McGraw-Hill

Miller, Mark (2018), Talent Management: How to Attract and Keep the Best People, Berrett-Koehler Publishers, Inc. a BK Business book

Ployhart Robert E., Weekley, Jeef A., Dalzell Julian (2018), Talent Without Borders: Global Talent Acquisition for Competitive Advantage, Oxford University Press

Schiemann William A. (2009), Reinventing Talent Management: How to Maximize Performance in the New Marketplace, John Wiley & Sons, Inc., Hoboken, New Jersey

Merlevede, Patrick (2014), Talent Management: A Focus on Excellence, Bookboon.com

Rao, T. V.; Chawla, Nandini (2024), Performance Management: Path to Growth and Excellence, Routledge Taylor & Francis Group

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Purbanchal University
BBA VII Semester

Course Title: Training and Development

Course Code: SH 372

Area of Study: Specialization (HRM)

Credit Hours: 3

LH: 48

Course Objectives

This course aims to provide students with a comprehensive understanding of the principles, processes, and practices of Training and Development (T&D) as a critical function of Human Resource Management. It focuses on developing skills to design, implement, and evaluate training programs to enhance organizational performance and employee growth.

Contents

Unit 1: Introduction to Training and Development

LH 8

Definition of training, development, and learning; Distinction between training and development; Role of Training and Development (T&D) in organizational success; Linking to business strategy: Aligning T&D with organizational goals; Role of T&D in employee retention and motivation, enhancing employee skills, knowledge, and attitudes; Evolution and trends in training and development (shift from traditional to modern approaches such as e-learning, blended learning); Challenges in T&D: Budget constraints, resistance to change, and measuring effectiveness.

Unit 2: Training Needs Assessment

LH 8

Concept of Training Needs Assessment (TNA): Definition and purpose, Importance of identifying training gaps; **Levels of TNA:** Organizational, task, and individual levels of analysis; **Methods of TNA:** Surveys, interviews, focus groups, performance appraisals, and observation; Linking training needs to organizational goals; **Analyzing Performance Gaps:** Identifying discrepancies between current and desired performance; **Prioritizing Training Needs:** Criteria for selecting critical areas for training intervention.

Unit 3: Designing Training Programs

LH 8

Steps in Designing Training Programs: Setting objectives, selecting content, and determining delivery methods; Learning Theories and Principles: Adult learning theory (Andragogy), experiential learning, and reinforcement theory; Training Methods and Techniques: On-the-job training (OJT), lectures, simulations, role-plays, and case studies; Factors Influencing Training Design: Audience characteristics, budget, time constraints, and organizational culture; Creating a Training Plan: Developing a structured timeline and resource allocation

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Unit 4: Implementation of Training Programs**LH 8**

Role of Trainers: Qualities of an effective trainer; Training Delivery Methods: Classroom training, online training, workshops, and blended learning; Managing Logistics: Venue setup, materials, technology, and scheduling; Overcoming Implementation Challenges: Addressing resistance, technical issues, and lack of engagement; Use of Technology in Training: Learning Management Systems (LMS), virtual classrooms, and mobile learning apps;

Unit 5: Evaluation of Training Effectiveness**LH 8**

Importance of Training Evaluation: Measuring impact on employee performance and organizational goals; Kirkpatrick's Four Levels of Evaluation – Reaction, learning, behavior, and results; Methods of Evaluation: Feedback forms, pre- and post-training tests, observation, and performance metrics; Challenges in Evaluation: Attribution issues, time constraints, and data collection; Feedback Mechanisms: Gathering and analyzing feedback for continuous improvement; Return on Investment (ROI) in Training: Basic concepts and calculation methods for assessing training impact;

Unit 6: Emerging Trends and Future of Training and Development**LH 8**

E-Learning and Digital Transformation: Role of online platforms, Virtual training, AI, and virtual reality (VR) in training; Blended Learning Approaches: Combining traditional and digital methods for effective learning; Employee Development Programs: Career development, mentoring, and succession planning. Global Trends in T&D: Cross-cultural training, remote workforce training, and globalization impacts; Future Challenges and Opportunities: Adapting to rapid technological changes and evolving employee expectations;

References:

Blanchard, P. Nick, & Thacker, James W. (2019). *Effective Training: Systems, Strategies, and Practices* (6th ed.). Pearson Education.

Dr. Rishipal (2011). *Training and Development Methods* (1st ed.). S. Chand
Noe, Raymond A. (2023). *Employee Training and Development* (9th ed.). McGraw-Hill Education.

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**Purbanchal University
BBA VII Semester**

Course Title: International Marketing

Code: SI 371

Area of Study: Specialization [International Business]

Credit Hours: 3

LH: 48

This course introduces students to the principles and practices of marketing in a global context from the perspective of international business. It explores the challenges and opportunities of marketing products and services across borders, considering cultural, economic, and political differences. The course focuses on developing strategies for market entry, product adaptation, pricing, distribution, and promotion in international markets.

Unit 1: Introduction to International Marketing (8 hours)

Definition, scope, and importance of international marketing; Differences between domestic and international marketing; Importance of globalization and its impact on marketing strategies; Key challenges and opportunities in international marketing.

Unit 2: International Market Environment Analysis (8 hours)

Understanding the global business environment (economic, political, legal factors); Economic systems and stages of economic development; Political and legal environments and their impact on marketing decisions; Cultural dimensions and consumer behavior across countries; International trade frameworks and agreements; Ethical considerations in international marketing;

Unit 3: International Market Research and Entry Strategies (8 hours)

Purpose and challenges of international market research; Importance of market research in identifying international opportunities; Methods of conducting international market research: secondary data, surveys; Market entry modes: exporting, licensing, joint ventures, direct investment; Risks and benefits of different entry strategies; Criteria for selecting entry modes;

Unit 4: Global Marketing Strategy and Planning (8 hours)

Global market segmentation, targeting, and positioning; Strategic planning process in international marketing; Standardization vs. adaptation of marketing strategies; Global branding and competitive advantage;

Unit 5: International Product, Pricing, and Distribution Decisions (8 hours)

Product strategies for international markets; New product development and product life-cycle in global markets; Factors influencing pricing decisions in global markets (currency fluctuations, competition). Pricing strategies for international markets; Distribution channels and logistics in international business. Challenges of international distribution and logistics. Role of intermediaries and supply chain management in global marketing;

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Unit 6: International Promotion and Marketing Implementation (8 hours)

Designing promotional strategies for international audiences. Adapting advertising messages to cultural and linguistic differences; Role of digital marketing and social media in global campaigns and international markets; Marketing organization, control, and performance evaluation; Ethical and social responsibility issues in global marketing

Suggested Readings:

Keegan, Warren J. Global Marketing Management. Delhi. Pearson Education.

Cateora, Philip R., Gilly, Marry C., and Graham, John L. International Marketing. New Delhi. McGraw Hill Education (India) Private Limited.

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Purbanchal University
BBA VII Semester

Title: International Finance
Course Code: SI 372
Area of Study: Specialization (International Business)
Credit Hours: 3
LH 48

Course Objectives

This course provides an introduction to the principles and practices of international finance, especially managing financial resources in a global context. It also aims to address the financial challenges and opportunities faced by businesses operating in a global environment. It includes foreign exchange markets, international financial systems, and risk management.

Contents

Unit 1: International Financial Markets **LH 2**

Specialty of international finance – Foreign exchange and political risks, market imperfections, and expanded opportunity set; Emergence of globalized financial markets.

Unit 2: The Foreign Exchange Market **LH 8**

Introduction; Exchange rate definitions; Characteristics and participants of the foreign exchange market; Arbitrage in the foreign exchange market; The spot and forward exchange rates; Nominal, real and effective exchange rates; Simple model of the determination of the spot exchange rate; Alternative exchange rate regimes; Forward foreign exchange – Forward exchange premiums and discounts, Forward rates versus expected future spot rates, Payoff profile on forward exchange, Outright forward exchange and swaps, Flexibility of forward exchange, Forward quotation, Determination of the forward exchange rate; The interaction of traders, hedgers, arbitrageurs, and speculators.

Unit 3: International Monetary System **LH 5**

Evolution of the International Monetary System – Bimetallism, classical gold standard, Bretton Woods system, flexible exchange rate regime, European Monetary System (Benefits and costs of Monetary Union); Rise of the Chinese Renminbi; Fixed versus flexible exchange rate regimes; Target zones.

Unit 4: Foreign Exchange Exposure and Management **LH 12**

Three Types of Exposure: Transaction Exposure, Economic exposure, Translation exposure;

4.1 Management of transaction exposure

Should the firm hedge?, Hedging foreign currency receivables: Forward market hedge, Money market hedge, Options market hedge, Comparison of hedging strategies; Hedging foreign

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currency payables: Forward market hedge, Money market hedge, Options market hedge, Comparison of hedging strategies;

4.2 Management of economic exposure:

Measuring asset exposure, Hedging asset exposure, Operating exposure: Determinants of operating exposure, Managing operating exposure: Selecting low-cost production sites, Flexible sourcing policy, Diversification of the market, R&D efforts and product differentiation, Financial hedging;

4.3 Management of translation exposure:

Methods of translation – Current/Noncurrent method, Monetary/Non-monetary method, Temporal method, Current rate method; Translation exposure versus transaction exposure, Hedging translation exposure, Balance sheet hedge, Derivatives hedge, Translation exposure versus operating exposure

Unit 5: Long-term Financing and International Bond Market

LH 11

5.1 Long-term financing decision: Sources of equity, Sources of debt; Cost of debt financing, Measuring the cost of financing, Assessing the exchange rate risk of debt financing;

5.2 The world's bond markets: Foreign bonds and Eurobonds, Bearer bonds and registered bonds, Global bonds; Types of instruments: Straight fixed-rate issues, Euro-medium-term notes, Floating-rate notes; Equity-related bonds, Dual-currency bonds; International bond market credit ratings; Eurobond market structure and practices: Primary market, Secondary market, Clearing procedures;

Unit 6: International Investment and Financing

LH 10

6.1 International Portfolio Investment: The Benefits of International Portfolio Investment and Risk Diversification; International Diversification: International Diversification through International Mutual Funds, International Diversification through Country Funds, International Diversification through Exchange-Traded Funds, International Diversification through ADRs, International Diversification through Hedge Funds;

6.2 International Capital Budgeting: Project selection, Evaluation of foreign projects and its difficulties, Estimating cash flows, Selecting discount rate; The Adjusted Present Value Model, Risk Adjustment in the Capital Budgeting Analysis;

Suggested Readings:

Eun, Cheol S., Resnick, Bruce G., and Chuluun, Tuugi. International Financial Management. New York, McGraw Hill.

Levie, M.D. International Finance. New York, Routledge.

Madura, J. International Financial Management. Ohio, Thomson South-Western

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