

**Purbanchal University
BBA VIII Semester**

Course Title : Strategic Management
Code No. : CO 381
Area of Study: Core
Credit hours : 3
Lecture Hours: 48

Course objectives:

This course introduces students to the fundamental concepts and practices of strategic management. It aims to covers the process of strategic planning, analysis, formulation, implementation, and evaluation.

Contents

Unit 1: Introduction to Strategic Management

LH 6

Definition and Importance of strategic management; Levels of Strategy – Corporate, business, and functional levels; Strategic Management Process – Overview of the process: analysis, formulation, implementation, evaluation; Role of Strategic Managers; Benefits of Strategic Management; Understanding strategic competitiveness, above-average returns and performance, and their interrelationship; The competitive landscape, globalization, and challenges for businesses; Stakeholders and the role of strategic leaders;

Unit 2: Environmental Analysis

LH 8

Environment Analysis – Concept of environment; Nature of environment [complexity, dynamism, multi-dimensional, turbulent]; External Environment – PESTEL analysis (Political, Economic, Social, Technological, Environmental, Legal); Industry Analysis – Porter's Five Forces model; Internal Environment – Resource-based view; SWOT Analysis – Strengths, Weaknesses, Opportunities, Threats; Competitive Intelligence;

Unit 3: Strategy Formulation

LH 10

Business-Level Strategies – Cost leadership, differentiation, focus;
 Corporate-Level Strategies – Growth, stability, retrenchment, diversification;
 Strategic Alliances – Joint ventures, partnerships, mergers and acquisitions;
 Innovation and Entrepreneurship – Role of innovation in strategy;

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Unit 4: Strategy Implementation

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Concept of Strategy Implementation, Relationship between formulation and implementation,

Barriers to strategy implementation;

Organizational Structure – Types of structures [Simple, Functional, Divisional, SBU, Matrix, Network] and their impact on strategy;

Leadership and Culture – Role of leadership, organizational culture and organizational politics and power;

Resource Allocation – Allocating financial, human, and technological resources;

Change Management – Managing resistance to change;

Strategic Control Systems – Balanced scorecard;

Unit 5: Strategy Evaluation and Control

LH 8

Concept of Strategic evaluation and control, Importance of Strategic evaluation and control, Barriers

to evaluation and control, Concept and Types of Strategic control [Premise control, Implementation

control, Strategic surveillance], Concept of Operational control; Ethical Considerations – Ethics in strategic decision-making;

Unit 6: Contemporary Issues in Strategic Management

LH 6

Corporate social responsibility and sustainable strategies; Impact of digital technologies on strategy; Managing strategic crises; Globalization Challenges;

References

Charles W. L. Hill., Melisa A. Schilling & Gareth R. Jones. Strategic Management: An Integrated Approach.

J.David Hunger & Thomas L. Wheelen. Essential of Strategic Management,

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Purbanchal University
BBA VIII Semester

Course Title : Digital Governance for Businesses
Code No. : IT 382
Area of Study: Core
Credit hours : 3
Lecture Hours: 48

Course objectives:

This course introduces students to the frameworks, policies, and strategic management of digital assets within an organization. It covers the intersection of technology, law, ethics, and business strategy, focusing on how businesses navigate the digital landscape in a regulated environment.

Contents:

Unit 1: Foundations of Digital Governance

LH 8

Definition and Scope of Digital Governance; The Role of IT in Modern Business; Governance vs. Management: Key Differences; The Digital Ecosystem: Stakeholders and Actors; Frameworks: COBIT and ITIL Basics; Digital Governance Maturity Models; The Business Case for Digital Governance; Organizational Structure for Digital Oversight; Aligning IT with Corporate Objectives; Global Trends in Digital Policy;

Unit 2: Digital Strategy and Organizational Alignment

LH 8

Strategic Planning in the Digital Age; Aligning Digital Initiatives with Business Goals; Resource Allocation for Digital Projects; Performance Metrics (KPIs) for Digital Governance; The Role of the CIO and CDO; Digital Value Creation; Managing Digital Portfolios; Outsourcing vs. In-house Digital Strategy; Vendor Management and Service Level Agreements; Measuring Return on Digital Investment (ROI);

Unit 3: Data Privacy, Ethics, and Compliance

LH 8

Introduction to Data Governance; Data Privacy Regulations (GDPR); Ethical Use of Data and Algorithms; Intellectual Property in the Digital Space; Transparency and Accountability in Digital Decisions; Managing Data Life-cycle (Collection to Disposal); Corporate Social Responsibility (CSR) in Digital Spaces; Handling Data Breaches: Legal Obligations; Digital Rights Management; Compliance Auditing for Businesses;

Asst. Prof. *Chho*



Unit 4: Cybersecurity Governance and Risk Management

LH 8

The Cybersecurity Landscape for Businesses; Identifying Digital Assets and Vulnerabilities; The Risk Management Framework (RMF); Developing a Cybersecurity Policy; Incident Response Planning
Business Continuity and Disaster Recovery; Employee Awareness and Training; Third-Party Risk Management; Cyber Insurance and Financial Risk; Regulatory Reporting for Cyber Incidents.

Unit 5: Digital Transformation and Change Management

LH 8

Drivers of Digital Transformation; The Human Element in Digital Change; Overcoming Resistance to Digital Adoption; Agile Governance Methodologies; Scaling Digital Innovation; Building a Digital-First Culture; Communication Strategies for Digital Shifts; Evaluating Transformation Success
Governance of Cloud Computing Initiatives; Sustaining Long-term Digital Competitiveness;

Unit 6: Emerging Technologies and Future Governance

LH 8

Governance of Artificial Intelligence (AI); Blockchain and Distributed Ledger Governance; Internet of Things (IoT) Security Challenges; Big Data Analytics and Governance; Ethical Implications of Automation; Governance of Remote and Hybrid Work Environments; Digital Sustainability and Green IT; Preparing for Future Regulatory Shifts; The Role of Digital Governance in Crisis Management;

Suggested Textbooks

Digital Governance: A Primer - M.P. Gupta and Prabhat Kumar (McGraw Hill Education India)

Management Information Systems - Waman S. Jawadekar (Tata McGraw Hill).

Cyber Laws and IT Protection - Harish Chander (PHI Learning).

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**Purbanchal University
BBA VIII Semester**

Course Title: Brand Management
Course Code: SM 381
Area of Study: Specialization (Marketing)
Credit Hours: 3
Lecture Hours: 48

Course objectives

The objective of this course is to enable students to develop a comprehensive understanding of brand management concepts and practices. It aims to equip students with the skills required to create, build, measure, and sustain strong brands in competitive markets.

Contents

Unit 1: Brands and Brand Equity

LH 8

Concept, and importance of brand; Product vs. Brand; importance of branding to consumers and firms; Branding challenges and opportunities. Concept of brand equity; Customer-Based Brand Equity (CBBE) model; Sources of brand equity; Brand building process: Brand identity, brand meaning, brand response, brand relationships.

Unit 2: Brand Positioning

LH 8

Concept of brand positioning; Process of brand positioning: Target market, nature of competition, Points of parity and points of difference; Positioning guidelines: Defining and communicating the competitive frame of reference and choosing and establishing points of difference. Brand mantra.

Unit 3: Brand elements to brand equity

LH 10

Concept of Brand elements; Criteria for choosing brand elements; Options and tactics for brand elements: Brand names, URLs, Logos and Symbols, Characters, Slogans, Jingles, Packaging; Product strategy; Pricing strategy; Channel strategy; Challenges in designing brand building communications; four major marketing communication options: Advertising and promotion, interactive marketing, events and experiences and mobile marketing; Brand amplifiers; Integrated marketing communication programs; Criteria for IMC programs.

Unit 4: Leveraging Secondary Brand Associations

LH 10

Leveraging process: creation of new brand association, effects on existing brand knowledge; Secondary brand associations to the brand: Country of origin and other geographic areas, Channels of distribution, Co-Branding, Licensing, Celebrity endorsement; Sporting, cultural or other events, Third party sources,

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Unit 5: Brand equity measurement and management systems

LH 6

Conducting brand audits: steps of brand audit; Designing brand tracking studies: what to track, How to conduct tracking studies, How to interpret tracking studies; establishing brand equity management system: Brand charter, Brand equity report, Brand equity responsibilities.

Unit 6: Managing brands overtime

LH 6

Reinforcing brands: Maintaining brand consistency, protecting sources of brand equity, Fortifying versus Leveraging, Fine-Tuning the Supporting Marketing Program; Revitalizing brands: Expanding brand awareness, improving brand image; Adjustment to the brand portfolio: Migration Strategies, Acquiring New Customers, Retiring Brands

References:

Kevin Lane Keller. Strategic Brand Management. New Delhi: Pearson Education.
Jean Noel Kapferer. Strategic Brand Management. New Delhi: Kogan Page.
Harsh V. Verma, Brand Management, Excel Books



**Purbanchal University
BBA VIII Semester**

Course Title: Marketing of Services
Course Code: SM 382
Area of Study: Specialization(Marketing)
Credit Hours: 3
Lecture Hours: 48

Course objectives

The course aims to develop students' understanding of service marketing concepts and their differences from product marketing, analyze customer behavior and service quality, and design effective strategies using the extended marketing mix. It also focuses on service delivery and managing services, preparing students to apply knowledge in real-world service industries and managerial contexts.

Course Contents

Unit 1: Introduction

LH 8

Concept of service marketing; Historical and new perspective of service; Importance of studying services; Service and technology; Four categories of service; Challenges of services; Services marketing mix: Traditional marketing mix and Expanded mix of services; Differences between goods and services marketing.

Unit 2: Customer behavior in services

LH 10

Three stage model of service consumption: Pre purchase (need awareness, information search, evaluating alternatives, and purchase decision), service encounter (moments of truth, level of customer contact, the Servuction system, Theater as metaphor, Role and script theory), Post encounter stage (customer satisfaction, service expectations, comparing performance, customer delight, customer satisfaction and corporate performance).

Unit 3: Listening to customer and building relationships

LH 10

Criteria for an effective services marketing research programs, use of marketing research information, upward communication (objectives, research for upward communication); Service quality; Dimensions of service quality; Relationship marketing; Benefits of long term relationships for firms and customers; The 80/20 customer pyramid; The expanded customer pyramid; Service recovery; Service recovery strategies.

Unit 4: Service development and design

LH 10

Challenges of service design; New service development; Types of new services; Service redesign; Stages in service development; Service blueprint; Customer defined service standards; Process for setting customer defined standards; Physical evidence; Types of servicescapes: servicescape usage; Roles of the servicescape.

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Unit 5: Delivering and managing service

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Importance of service employees; The service triangle; Sources of conflict for boundary spanning workers; Roles of customers in service delivery; Service intermediaries; Direct or company-owned channels; Common issues involving intermediaries; Key intermediaries for service delivery; Marketing communication; Reasons for service communication problems; Strategies to match service promises with delivery.

References

Zeithamal Valarie A, and Mary Jo Bitner: Service Marketing; Third Edition, Tata McGraw-Hill Publishing Company Limited, New Delhi.

Christopher Lovelock, Jochen Wirtz, and Jayanta Chatterjee: Service Marketing: Seventh Edition, Pearson Education, India.

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Purbanchal University
BBA VIII Semester

Course Title: Retail Management
Course Code: SM 383
Area of Study : Specialization (Marketing)
Credit Hours: 3
Lecture Hours: 48

Course objectives

The course aims to provide students with a general understanding of retail management and its role in the business environment. It focuses on developing knowledge of retail operations, customer behavior, and strategic decision-making. The course prepares students to apply retail concepts, enhance customer value, and effectively manage retail businesses in a competitive and dynamic market.

Course Contents

Unit 1: Introduction to Retailing and its Types

LH 8

Concept of retailing, Evolution of the retail industry; Characteristics of retailers: the type of merchandise and/or services offered, the variety and assortment of merchandise offered, the level of customer service, and the price of the merchandise; Food retailers and Types of Food Retailers; Types of general merchandise retailers.

Unit 2: Digital Retailing

LH 8

Concept of Digital retailing; 7C framework for digital retailing; Mobile retailing; Social retailing; Differences among types of media; Influencer marketing; Assessing the efficacy of influencers; Listen- Analyze- Do Framework.

Unit 3: Consumer Behavior

LH 7

Stage in buying process; Types of buying decisions; Social Factors influencing the buying process, Retail market segment: criteria for evaluating market segments, approaches for segmenting markets.

Unit 4: Retail Locations

LH 8

Meaning and Importance of Retail locations; Types of retail locations; Characteristics of different types of shopping centers; Shopping behavior of consumers in retailer's target market; Factors determining the store locations; Characteristics of a site,

Unit 5: Merchandise Management

LH 7

Meaning of Merchandise management; Organization of the merchandise classifications; Types of merchandise management planning systems; Forecasting staple and fashion merchandise; factors considering the assortment for a category

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Unit 6: Retail Pricing

LH 4

Pricing and Pricing strategies; Advantages of pricing strategies; Factors consider in setting retail pricing; Legal and ethical pricing issues.

Unit 7: Store Design

LH 6

Store design objectives; Elements of store design; Factors consider in allocating to merchandise categories. Visual merchandising: types of fixtures and merchandise presentation techniques; Store atmosphere: Elements of creating an appealing store atmosphere.

References

- Levy & Grewal (2022) Retailing Management, McGraw Hill
- Berman, B, Joel R. Evans & Chatterjee, P (2017) Retail Management: A Strategic Approach, Pearson Education Asia.
- Hammond, R (2013) Modern Retail Management: Practical Retail Fundamentals in the Connected Age, Kogan Page.

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Purbanchal University
BBA VIII Semester

Course Title : Financial Markets and Institutions

Code No. : SF 381

Area of Study: Specialization (Finance)

Credit hours : 3

Lecture Hours: 48

Course Objectives:

This course aims at introducing the students to two important facets of economy – financial institutions and financial markets.

Content:

Unit 1: Introduction

LH 5

Types, role and functions of financial institutions; types, roles and functions of financial markets, financial investment, Real and financial assets.

Unit 2: Primary Markets and Investment Banking

LH 7

Primary market, size and scope, Process of issuing securities, Initial public offering (IPO), Role and function of investment bankers, Gain or loss of investment bankers [Numerical]; Regulation body of primary market.

Unit 3: Secondary markets and Instruments

LH 7

Meaning, key features, types, functions and roles of secondary markets; secondary market instruments, regulator body: functions of SEBON, Nepal Stock Exchange and Central Depository System, Trading process through secondary markets.

Unit 4: Management of Commercial and Development Banks

LH 8

Meaning, objectives and functions of banks; Types and level of banks; Analysis of financial statements of commercial and development banks (Ratio analysis, analysis of variation and risk) [numerical]

Unit 5: The Level and Structure of Interest Rates

LH 8

Meaning of Interest rates, Structure of interest rates, Term structures theories - Expectation theory [Numerical], Liquidity preference theory, and Market segmentation theory, Determinants of market interest rates [Numerical showing how interest rate changes when inflation premium, default risk and market risk changes].

Unit 6: Co-operatives and Insurance Companies

LH 6

Concept, objectives and role of cooperatives and insurance companies, Types of insurance companies, Risk and return for insurance companies [Numerical].

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Unit 7: Regulators of Financial Institutions

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Meaning and functions of Nepal Rastra Bank; Monetary Policy (Meaning, objectives, importance and types), Tools for monetary policy management; meaning and key functions of department of cooperatives of Nepal and Nepal Insurance authority.

Suggested Readings:

Shrestha, M.K. and Bhandari D.B. Financial markets and Institutions. *Asmita Publications, Kathmandu.*

Saunders, Anthony and Marcia Millon Cornett. Financial Markets and Institutions: A Risk Management Approach. *Tata McGraw Hill Publishing Company Limited, New Delhi*

Mishkin, Frederic S., and Stanley G. Eakins. Financial Markets and Institutions. *Pearson Education Inc., and Dorling Kindersley (India) Pvt. Ltd.*

Bhole, L. M. Financial Institutions and Markets: Structure, Growth and Innovations. *Tata-McGraw Hill Publishing Company Limited, New Delhi*



Purbanchal University
BBA VIII Semester

Course Title : Security Analysis and Portfolio Management

Code No. : SF 382

Area of Study: Specialization (Finance)

Credit hours : 3

Lecture Hours: 48

Course Objectives :

The course aims at providing the students with knowledge regarding various financial securities, securities market and their mechanisms, and different investment theories. In addition, it intends to impart requisite analytical skills for appraising financial securities and managing portfolio of such financial assets.

Contents

Unit 1: Introduction

LH 5

Introduction to Investment & Securities: Meaning, Nature, Objectives and Process; Definition of Investment, Speculation, Gambling and emotional investment; Financial and Securities markets.

Unit 2: Security Trading

LH 10

Trading Mechanism of Nepal: Trading process in primary market, Trading in secondary markets - Order Size, Time limit, Types of orders, Payment system, Securities Board of Nepal [SEBON], Concept of Trading costs, Cash and Margin trading: Purchase (Long Position) and short sale (Short Position) of securities[Numerical],

Unit 3: Indexing and Benchmarking

LH 5

Introduction, Securities market indicators, creation of Index (Price-weighting index, Value weighting index, Equal-weighting index, Geometric mean index), adjusting for corporate adjustments in the Index, NEPSE index.

Unit 4: Securities Analysis

LH 10

Common Stock Analysis – stock valuation (Dividend discount models, Models based on Price-earnings ratios), risk and return on common stock,

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Bond Analysis – Valuation of bonds (Zero-coupon bond, coupon bond: Redeemable bond, Perpetual bond, Callable bond)

Bond costs and returns (current yield, yield to maturity, yield to call) [*All portions are numerical.*]

Unit 5: Portfolio Analysis

LH 12

Concept of portfolio investment, Portfolio returns and risks [*Numerical*], classification of risks (systematic and unsystematic risk), The efficient set theorem, optimum portfolio, Capital Assets Pricing Model (CAPM), Arbitrage pricing theory (APT), SML and CML [*Numerical*], portfolio performance measurement. [*Numerical*]

Unit 6: Bond Portfolio Management

LH 6

Duration, Modified duration [*Numerical*], Relationship to bond price changes [*Numerical*], Immunization [*Numerical*], Active Management and Passive management of bond portfolio

Suggested Readings:

Thapa K. & Rana S.B. Investment management. *Asmita publications, Kathmandu.*

Bodie, Z., A. Kane, M. J. Alan, and P. Mohanty. Investments, *Tata-McGraw Hill, New Delhi*

Reilly, F. K. and Keith, C.B. Investment Analysis and Portfolio Management, *Cengage Learning (India) Private Limited, New Delhi*

Sharpe, W.F., J.A. Gordon, and V.B. Jeffery. Investments, *Prentice Hall of India Ltd., New Delhi.*

Thapa, K. Fundamentals of Investment. *Asmita publications, Kathmandu.*

Mukherjee, R. Security Analysis and Portfolio management. *Vikas Publishing House Pvt. Ltd. New Delhi.*



Purbanchal University
BBA VIII Semester

Course Title: Financial Derivatives and Risk Management

Course Code: SF 383

Area of Study: Specialization (Finance)

Credit Hours: 3

Lecture Hours: 48

Course objectives

This Course aims at providing the Students with the knowledge of various type of financial derivatives and principles and mechanism of financial derivatives markets and the techniques of financial risk Management .

Contents

Unit 1: Introduction

LH 8

Concepts, features, type and uses of financial derivatives. Function of derivative markets. Participants in derivative market

Unit 2 : Mechanics of Future markets

LH 10

Concept and types of Futures. Forward vs Futures. Daily statement and margin . Way of closing Futures .

Hedging: Concept, types and principles . Arguments for and against hedging .

Unit 3 : Mechanics of Option Markets

LH 10

Concepts of type of options , option terminologies underlying assets . option quotation pricing option at expiration . strategies involving a single option and a stock. Protective put. Coverd call. Options Combination: Straddle, Strangle, Strip and Strap.

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Unit 4 : Option Pricing Models

LH 8

Binomial and Black Scholes Merton Option Pricing Model

Unit : 5 Swap Markets

LH 12

Concept and types of swap. Mechanics of pricing and valuation of interest rate and currency swap.

Suggested Reading

- Change , Don M and Brooks, Robert, " An Introducing to Derivatives and Risk Management " South western cengage Learning
- David A Dabofsky and Thomas W miller Jr " Derivatives Valuation and Risk Management " Oxford University Press
- Mananadhar, K D , GB Dahal and KB Dahal " Fundamentals of Financial Derivatives and risk management . Buddha Publication.



Purbanchal University

BBA VIII Semester

Course Title : Cross-cultural Negotiations

Code No. : SI 381

Area of Study: Specialization (International Business)

Credit hours : 3

Lecture Hours: 48

Course objectives:

The objective of this course is to make students understand different cultures and respect cross-cultural differences as in this globalized world. Managers of international organizations have to travel across the world. It also teaches how to manage the cross-cultural communications and negotiations.

Contents:

Unit 1 Introduction

LH 12

Introduction to cross-cultural management – Understanding culture, Culture dimensions, Significance and impact of cross-culture on organizations, role of culture in strategic decision-making, Influence of national culture on organizational culture, Shift in culture – Significance of shift in culture, Influence of economic factors and foreign intervention on shifts in local cultures

Unit 2 Culture and its effects on organizations

LH 12

Societal culture, Organizational culture, Culture's effect on management, Influences on national cultures
Cultural value dimensions – Cultural clusters, Hofstede's value dimensions, Trompenaar's value dimensions, Critical operational value differences, Developing cultural profiles, Culture and management styles around the world

Unit 3 Communication across cultures

LH 12

The communication process – Cultural noise in the communication process, The culture-communication link, Managing cross-cultural communication – Developing cultural sensitivity, Careful encoding, Selective transmission, Careful decoding of feedback, Follow-up actions

Unit 4 Cross-cultural human resources management and negotiations LH 12

Staffing and training for global operations. Global staffing choices – Expatriates or local managers, Dynamics of cross-cultural leadership, managing and motivating



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multi-cultural teams, The negotiation process – Preparation, Variables in the negotiating process, Relationship building, Non-task sounding, Exchanging task-related information, Persuasion, Concessions and agreement, Understanding negotiation styles, Managing negotiations

Suggested Readings

Deresky, Helen. International management Managing across borders and culture. 4th edition, Pearson

Thakur, M., Burton and Gene, E. International management. Tata McGraw-Hill.

Hodgetts, R., and Luthens, F. International management. McGraw-Hill Inc.



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Purbanchal University
BBA VIII Semester

Course Title : Export and Promotion Management
Code No. : SI 382
Area of Study: Core
Credit hours : 3
Lecture Hours: 48

Course objectives:

This course focuses on the practical and strategic dimensions of export promotion. The curriculum emphasizes foundational concepts, actionable frameworks, and the mechanics of international trade, moving from theoretical foundations to the implementation of export marketing strategies. It introduces students to how companies sell products/services to customers in other countries and how they promote those offerings. Students will learn basic export processes, documents (conceptually), selecting markets, pricing for export, and promotion tools.

Contents:

Unit 1: Foundations of Export Management

LH 6

Definition and scope of export management; The role of exports in national economic development; Export vs. domestic marketing; Understanding the export-import cycle; Identifying the export potential of a firm;
Overview of global trade organizations (WTO); Basic trade terminology; The role of government in export promotion; Ethical considerations in international trade; Assessing organizational readiness for exporting;

Unit 2: Market Research and Selection

LH 8

Secondary research techniques for global markets; Analyzing market size and growth potential; PESTEL analysis for target countries; Competitive analysis in international markets; Cultural nuances and consumer behavior; Identifying non-tariff barriers; Using trade statistics (TradeMap/UN Comtrade); Market segmentation strategies; Risk assessment of target markets; Selecting the optimal entry mode (Direct vs. Indirect)

Unit 3: Export Marketing Mix

LH 10

Product adaptation and standardization strategies; International branding and



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packaging requirements; Pricing strategies: Cost-plus vs. Market-based; Understanding transfer pricing; International distribution channels; Export promotion tools (Trade fairs, missions); Digital marketing for export promotion; Managing international sales agents and distributors; After-sales service in foreign markets; Managing the product life cycle globally;

Unit 4: Export Finance and Documentation

LH 10

Methods of payment (L/C, D/P, D/A); Export credit insurance and guarantees; Understanding the commercial invoice and packing list; Bill of Lading and Airway bills; Certificate of Origin and inspection certificates; Export incentives and duty drawbacks; Managing currency risk and hedging; Role of commercial banks in export finance; Pre-shipment and post-shipment finance; Compliance with customs regulations;

Unit 5: Logistics and Supply Chain Management

LH 8

Modes of international transport (Sea, Air, Road); Containerization and multi-modal transport; Warehouse management for exports; Freight forwarding and logistics service providers; Cargo insurance principles; Managing lead times and inventory; Cold chain logistics; Reverse logistics in international trade; Sustainability in export logistics; Tracking and tracing shipments;

Unit 6: Strategy, Negotiation, and Future Trends

LH 6

Developing an Export Business Plan; Cross-cultural negotiation techniques; Managing international business relationships; E-commerce and cross-border digital trade; Impact of regional trade agreements; Managing export-related legal disputes; Government export promotion schemes; Future of global supply chains; Crisis management in exporting;

References

P. K. Khurana, *Export Management* Galgotia Publishing Company, New Delhi

Thomas A. Cook, *Mastering Import and Export Management*, American Management Association.

G. Albaum, Edwin Duerr, J. Strandkov. *International Marketing and Export Management*, Prentice Hall



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Purbanchal University

BBA VIII Semester

Course Title : Foreign Exchange Management**Code No. : SI 383****Area of Study: Specialization (International Business)****Credit hours : 3****Lecture Hours: 48****Course objectives:**

This course provides a comprehensive introduction to the mechanics of foreign exchange (Forex) markets, exchange rate determination, and the management of currency risk.

Contents:**Unit 1: The Foreign Exchange Market****LH 8**

History and evolution of the foreign exchange market; Spot market mechanics and participants; The role of commercial banks and central banks; Currency quotations: Direct vs. Indirect; Cross-exchange rates and arbitrage; Bid-ask spreads and transaction costs; The structure of the forward market; Electronic trading platforms and market liquidity; Market hours and global time zones; Regulatory environment of Forex trading;

Unit 2: Exchange Rate Determination**LH 8**

Purchasing Power Parity (PPP) theory; International Fisher Effect (IFE); Interest Rate Parity (IRP) and its implications; The impact of inflation on exchange rates; Balance of Payments (BoP) and its influence; Government intervention: Fixed vs. Floating regimes; Managed float systems; The role of interest rate differentials; Psychological factors and market sentiment;

Unit 3: Currency Derivatives**LH 10**

Forward contracts: Features and pricing; Currency futures: Mechanics and clearing; Currency options: Calls and puts; Payoff profiles for option strategies; Currency swaps: Purpose and structure; Hedging vs. Speculation in derivatives; Margin requirements for futures; The Black-Scholes model (introductory level); Risks associated with derivative trading; Using derivatives to manage cash flow;

Unit 4: Measuring and Managing Exposure**LH 8**

Transaction exposure: Definition and measurement; Economic exposure: Long-term strategic impact; Translation exposure: Accounting considerations; Internal hedging techniques (Netting, Leading, Lagging); External hedging techniques (Money market hedges); Managing exposure through operational adjustments; The cost of hedging; Sensitivity analysis of currency risk; Developing a corporate hedging policy;



Reporting and auditing currency risks;

Unit 5: International Banking and Finance

LH 8

Eurocurrency markets and their growth; International credit facilities; Syndicated loans in foreign currency; Letters of Credit (L/C) in international trade; Correspondent banking relationships; Country risk assessment; Political risk and its impact on currency; International capital budgeting; Working capital management in MNCs; Transfer pricing and tax implications;

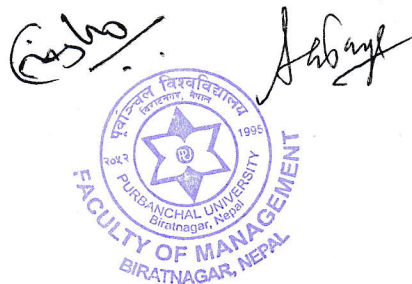
Unit 6: Contemporary Issues and Case Studies

LH 6

Cryptocurrency and its impact on traditional Forex; The role of the IMF in currency crises; Digital transformation in Forex banking; Ethical dilemmas in currency speculation; Impact of global geopolitical shifts on currencies; Sustainable finance and currency markets.

Reference

Madura, Jeff. *International Financial Management*. (Print, Cengage Learning, 2020).



Internship Evaluation
Marks Distribution

Interned Organization	20
Internal Supervisor	10
External Expert	70
Total	100

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