### THIRD YEAR:
#### SEMESTER-V

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course Category</th>
<th>No. of Courses</th>
<th>Credits Per Course</th>
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<tr>
<td>29.</td>
<td>BC501 Practice of General Insurance</td>
<td>SEC-3</td>
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<td>30.</td>
<td>BC502 Introduction to Indian Economy</td>
<td>GE-1</td>
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<td>31.</td>
<td>BC503 Cost Accounting</td>
<td>DSC</td>
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<td>32.</td>
<td>BC504 Business Law</td>
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<tr>
<td>33.</td>
<td>BC505 Banking Theory &amp; Practice</td>
<td>DSC</td>
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<tr>
<td>34.</td>
<td>BCF506 Marketing and Advertising for International Business</td>
<td>DSC</td>
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<td>35.</td>
<td>BC507 Computerised Accounting</td>
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<td>36.</td>
<td>BCF508 Logistics Management</td>
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#### SEMESTER-VI

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<td>37.</td>
<td>BC601 Regulation of Insurance Business</td>
<td>SEC-4</td>
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<tr>
<td>38.</td>
<td>BC602 Sectors of Indian Economy</td>
<td>GE-2</td>
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<td>39.</td>
<td>BC603 Theory and Practice of GST</td>
<td>DSC</td>
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<td>BC604 Company Law</td>
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<td>BC605 Managerial Accounting</td>
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<td>42.</td>
<td>BC606 Commerce Lab</td>
<td>DSC</td>
<td>2T+4P</td>
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<td>43.</td>
<td>BCF607 Cross Cultural Consumer &amp; Industrial Buyer Behaviour</td>
<td>DSC</td>
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<td>44.</td>
<td>BCF608 Project &amp; Internship</td>
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**TOTAL (180 credits)**

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

### SUMMARY OF CREDITS

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Course Category</th>
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<th>Credits Per Course</th>
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SYLLABUS

Paper: (BC 501) : PRACTICE OF GENERAL INSURANCE

Paper: BC501
Max. Marks: 40+10
PPW: 2 Hrs
Exam Duration: 1½ hrs

Unit I: GENERAL INSURANCE POLICIES:

Unit II: UNDERWRITING, PREMIUMS, CLAIMS AND INSURANCE RESERVES AND ACCOUNTING:
Concept of Underwriting—Underwriting Process—Risk sharing and its methods—risk management and steps involved in it—Rating and Premiums—concept of soft and hard markets—Concept of Claim-understanding the process of claim management—claims fraud and fraud prevention—Insurance reserves and accounting—different types of reserves of insurance companies—reserving process followed by insurance companies—Insurance accounting.

SUGGESTED READINGS:
1. Practice of General Insurance – Insurance Institute of India,
2. Principles & Practice of Insurance- Dr. P. Periasamy – HPH.
3. Risk Management : A Publication of the Insurance Institute of India.,
4. Practice of General Insurance: Dr. V. Padmavathi, Dr. V. Jayalakshmi, PBP.
5. Insurance Theory and Practice: Tripathi PHI
6. Life and Health Insurance: Black, JR KENNETH & Harold Skipper, Pearson
7. Risk Management and Insurance : Trieschman ,Gustavson and Hoyt
8. South Western College Publishing Cincinnati, Ohio.
Paper: BC502  
Max. Marks: 40+10
PPW: 2 Hrs  
Exam Duration: 1½ Hrs

Objectives:
1) to provide an overview of Indian economy
2) to make the student acquaint with the latest developments in the economy

UNIT I: STRUCTURE OF THE INDIAN ECONOMY:


UNIT II: POLICY ASPECTS OF INDIAN ECONOMY:


SUGGESTED READINGS:

3) Introduction to Indian Economy: Dr. P. Venugopal Rao, PBP.
6) Economic Survey—Government of India, Ministry of Finance, Oxford University Press, New Delhi,
7) The Economic Times, News paper
8) Business Line, News paper

-:-
Paper: BC503 : COST ACCOUNTING

Max. Marks: 80 + 20
PPW: 4 Hrs
Exam Duration: 3 Hrs

Objective: to make the students acquire the knowledge of cost accounting methods.

UNIT-I: INTRODUCTION:

UNIT-II: MATERIAL:

UNIT-III: LABOUR AND OVERHEADS:
Labour: Direct and Indirect Labour Cost – Methods of Payment of Wages (only Incentive Plans): Halsey, Rowan, Taylor Piece Rate and Merrick Multiple Piece Rate Methods.
Overheads: Classification - Methods of Allocation - Apportionment and Absorption of overheads.

UNIT-IV: UNIT AND JOB COSTING:
Unit Costing: Features - Cost Sheet – Tender and Estimated Cost Sheet.

UNIT-V: CONTRACT AND PROCESS COSTING:

SUGGESTED READINGS:
1. Cost Accounting: Jain and Narang, Kalyani
2. Cost Accounting: Srihari Krishna Rao, Himalaya
3. Cost and Management Accounting: Prashanta Athma, Himalaya
4. Cost Accounting: Dr. G. Yogeshweran, PBP.
4. Cost Accounting: Jawaharlal, Tata Mcgraw Hill
5. Cost Accounting: Theory and Practice: Banerjee, PHI
6. Introduction to Cost Accounting: Tulsian, S.Chand
7. Cost Accounting: Horngren, Pearson
**Objective:** to make the students acquire basic conceptual knowledge of different laws relating to Business.

**UNIT–I: INTRODUCTION:**

**UNIT–II: CONTRACT ACT 1872:**
Legality of Object and Consideration - Agreements Expressly Declared To Be Void - Wagering Agreements - Contingent Contracts. 

**UNIT–III: SALE OF GOODS ACT 1930:**

**UNIT–IV: TRADE MARKS, PATENTS, COPY RIGHTS & INTELLECTUAL PROPERTY RIGHTS:**
Trade Marks: Definition - Procedure for Registration of Trade Marks - Patents: Definition - Kinds of Patents - Transfer of the Patent Rights - Rights of the Patentee - Copy Rights: Definition - Essential Conditions for Copy Rights to be Protected - Rights of the Copyright Owner - Terms of Copy Right - Copy Rights Infringement - Other Intellectual Property Rights: Trade Secrets - Geographical Indications.

**UNIT–V: INFORMATION TECHNOLOGY ACT & ENVIRONMENTAL PROTECTION ACT:**
Information Technology Act-2000: Objectives - Digital Signature - Electronic Governance - Penalties and Adjudication.
Environmental Protection Act 1986: Object - Scope and Scheme of the Act – Definitions - General Powers of the Central Government – Prevention - Control and Abetment of Environmental Pollution – Offences and Penalties.

**SUGGESTED READINGS:**
2) Business Law: Sandhya KVN, Himalaya
4) Business Law: Prof. G. Krishna Murthy, PBP.
5) Business Law: PC Tulsian & Bharat Tulsian, McGraw Hill Education
9) Business Law including company Law: SS Gulshan & GK Kapoor, New Age
10) Business Law: Peddina Mohan Rao, PHI.
Paper: (BC 505): BANKING THEORY AND PRACTICE

Max. Marks: 80 + 20
Exam Duration: 3Hrs

Objective: to acquire knowledge of working of Indian Banking system.

UNIT-I: INTRODUCTION:
Origin and Growth of Banking in India - Unit Vs Branch Banking - Functions of Commercial Banks - Nationalization of Commercial Banks in India - Emerging Trends in Commercial Banking in India: E-Banking – Mobile Banking - Core Banking – Bank Assurance – OMBUDSMAN.

UNIT-II: RESERVE BANK OF INDIA:
RBI Constitution - Organizational Structure – Management - Objectives – Functions – Monetary Policy.

UNIT-III: TYPES OF BANKS:

UNIT-IV: BANKER AND CUSTOMER RELATIONSHIP:
Definition of Banker and Customer - Relationship Between Banker and Customer - KYC norms - General and Special Features of Relationship - Opening of Accounts - Special Types of Customers Like Minor, Married Women, Partnership Firms, Companies, Clubs and other Non- Trading Institutions.

UNIT-V: NEGOTIABLE INSTRUMENTS:
Descriptions and their Special Features - Duties and Responsibilities of Paying and Collecting Banker - Circumstances under which a Banker can refuse Payment of Cheques - Consequences of Wrongful Dishonors - Precautions to be taken while Advancing Loans Against Securities – Goods - Documents of Title to Goods - Loans against Real Estate -Insurance Policies - Against Collateral Securities – Banking Receipts.
Rule in Clayton’s Case - Garnishee Order – Loans against Equitable Mortgage - Legal Mortgage - Distinction between them - Latest Trends in Deposit Mobilization.

SUGGESTED READINGS:
4. Banking Theory & Practices: Dr. J. Jayanthi, PBP.
9. Modern Commercial Banking: H.R. Machiraju, New Age International Publishers
12. Management of Banking & Financial Services; Padmalatha Suresh, Pearson
13. Modern Banking: D. Muralidharan, PHI
Objective: The paper aims at making the students understand the concepts and techniques of marketing and advertising for International Business, in order to train them to develop and implement plans and marketing strategies for entering into international markets.

UNIT-I: INTRODUCTION:
Nature - Importance and Scope of International Marketing. Meaning and Definition - International marketing orientation and involvement.

UNIT-II: INTERNATIONAL MARKET SEGMENTATION AND POSITIONING:
Screening and Selection of Markets - International Market entry strategies - Joint Ventures - Influence of Political, Physical, Socio-cultural and economic environments.

UNIT-III: INTERNATIONAL MARKETING RESEARCH:
Introduction - Concept of Marketing Research - Need for Marketing Research - Approach to Marketing Research - Scope of International Marketing Research - International Marketing Research Process - market surveys - marketing information system.

UNIT-IV: ADVERTISING:
Its importance and Nature - Major advertising decisions and influencing factors - Complexities and issues - Developing International Advertising Campaign - Advertising of Indian Products, abroad - Building Indian brands for global markets. Trade fairs and Exhibitions.

UNIT-V: PRICING AND DISTRIBUTION FOR INTERNATIONAL MARKETS:
Factors affecting International Price Determination - International pricing process and policies - Types of pricing - International Distribution channels - their roles and functions - selection and management of overseas agents.

SUGGESTED READINGS:
2. Varshney and Bhattacharya International Marketing Management.
Paper: BC507
Max. Marks: 60+20+20
Exam Duration: 3 Hrs.
Objective: To make the students to acquire the knowledge of computer software

CHAPTER I: MAINTAINING CHART OF ACCOUNTS IN ERP:

CHAPTER II: MAINTAINING STOCK KEEPING UNITS (SKU):
Introduction-Inventory Masters in ERP - Creating Inventory Masters-Creation of Stock Group-Creation of Units of Measure-Creation of Stock Item-Creation of Godown-Defining of Stock Opening Balance in ERP Stock Category-Reports.

CHAPTER III: RECORDING DAY-TO-DAY TRANSACTIONS IN ERP:
Introduction-Business Transactions-Source Document for Voucher-Recording Transactions in ERP - Accounting Vouchers-Receipt Voucher (F6)-Contra Voucher (F4)-Payment Voucher (F5)-Purchase Voucher (F9)-Sales Voucher (F8)-Debit Note Voucher-Credit Note (Ctrl+F8)-Journal Voucher (F7).

CHAPTER IV: ACCOUNTS RECEIVABLE AND PAYABLE MANAGEMENT:

CHAPTER V: MIS REPORTS:

REFERENCE BOOKS:
1. Computerised Accounting: Garima Agarwal, Himalaya
2. Computerised Accounting: A. Murali Krishna, Vaagdevi publications
3. Computerised Accounting: Dr. G. Yogeshweran, PBP.
5. Mastering Tally: Dinesh Maidasani, Firewal Media
8. Manuals of Respective Accounting Packages
Objectives: To acquaint the students with concepts and tools of Logistics relevant for an International Firm.

UNIT-I: INTRODUCTION:
Concept - objectives and scope of logistics System – elements: Transportation - Modes of transportation – Warehousing - Inventory management.

UNIT-II: WATER TRANSPORT:
Role of shipping - liners and tramps: Director General of Shipping - functions of shipping and its relationship to International Trade - Liners and Tramps – Bill of lading vs. charter party – Meaning and definition of Freight - containerization and development economies of Containerization - different types of containers & ships - multi modal transport and procedures involved –ICD.

UNIT-III: AIR TRANSPORT:
International Air transport and warehousing: International setup for air transport - freight rates - India’s exports and imports by air – problems and prospects.

UNIT-IV: INSURANCE:

UNIT-V: WAREHOUSING
Objectives and functions of warehousing - Warehousing location strategies - Procedure involving clearance of goods from warehouses – bonded warehouses.

Suggested Readings:
2. Indian Shipping and Transport, Bombay, Various Issues.
BC 601: REGULATIONS OF INSURANCE BUSINESS

Paper: BC601
Max. Marks: 40+10
PPW: 2 Hrs
Exam Duration: 1½ Hrs

Objective: To equip the students with the knowledge regarding Insurance Business Regulations

UNIT I: INSURANCE LEGISLATION IN INDIA:

UNIT II: POLICY HOLDERS RIGHTS OF ASSAINGMENT, NOMINATION AND TRANSFER:
Assignment and transfer of insurance policies—provisions related to nomination—repudiation—Fraud—protection of policyholder interest—stages in insurance policy—presale stage—post sale stage—free look period—grievance redressal—claim settlement—key feature document—dispute resolution mechanism—insurance ombudsman—solvency margin and investments—international trends in insurance regulation.

SUGGESTED READINGS:
1. Regulation of Insurance Business – Insurance Institute of India
2. Regulation of Insurance Business – D.S. Vittal, HPH
3. Regulation of Insurance Business: Dr. V. Padmavathi, PBP
4. Risk Management : A Publication of the Insurance Institute of India
5. Insurance Theory and Practice: Tripathi PHI
6. Life and Health Insurance: Black, JR KENNETH & Harold Skipper, Pearson
7. Risk Management and Insurance : Trieschman ,Gustavson and Hoyt
8. South Western College Publishing Cincinnati, Ohio.
BC 602: SECTORS OF INDIAN ECONOMY

Paper: BC602
PPW: 2 Hrs
Max. Marks: 40+10
Exam Duration: 1½ Hrs

Objective: To equip the students with the knowledge regarding Basics of Indian Economy

UNIT I: AGRICULTURE IN INDIA:

Place of agriculture: Progress-Green revolution-Present state-New thrust areas-Food security: Legislation-Schemes-Public distribution system-Agricultural Marketing: Types-warehousing-Agricultural Labour-Minimum wages-Rural credit-RRBs-NABARD.

UNIT II: INDUSTRIES AND TERTIARY SECTOR IN INDIA:


SUGGESTED READINGS:

4) Sectors of India Economy: Dr. P. Venugopal Rao, PBP
6) Economic Survey—Government of India, Ministry of Finance, Oxford University Press, New Delhi,
7) Sectors of Indian Economy: Satya Sudha, Himalaya
8) The Economic Times, News paper
9) Business Line, News paper
BC 603: THEORY AND PRACTICE OF GST

Paper: BC603
Max. Marks: 60+20+20
PPW: 3T+2P
Exam Duration: 3Hrs

Objective: To equip the students with the knowledge regarding Theory and Practice of GST

CHAPTER I: INTRODUCTION TO GST:
Introduction – GST - Taxes Subsumed under GST - Determination of Tax - Registration - Process of Registration - Cancellation and renovation of registration - Supply of Goods and Services - Transition to GST - Registered Business - Availed Input Tax Credit - Unavailed CENVAT credit and Input VAT on capital goods - Availing the input credit held in closing stock - Invoicing - Tax Invoice - Bill of Supply - Credit Note, Debit Note and Supplementary Invoice - Transportation of goods without issue of Invoice - Input Credit Mechanism - Input Tax - GST Returns - Payment of Tax.

CHAPTER II: GETTING STARTED WITH GST:

CHAPTER III: RECORDING ADVANCED ENTRIES, GST ADJUSTMENT AND RETURN FILING:

CHAPTER IV: GETTING STARTED WITH GST (SERVICES):
Introduction - Determination of supply of services - Determining the Place of Supply of Services - Enabling GST and Defining Tax Details - Transferring Input Tax credit to GST - Intrastate Supply of Goods - Intrastate Inward Supply - Intrastate Outward Supply - Interstate Supply - Interstate Outward Supply - Interstate Inward Supply - Interstate Outward Supply of Services - Cancellation of Services - Cancellation of Inward Supplies - Cancellation of Outward Supply of Services - Defining Tax Rates at Master and Transaction Levels.

CHAPTER V: RECORDING ADVANCED ENTRIES AND MIGRATION TO ERP:
Introduction - Accounting Multiple Services in a Single Supply - Recording Partial Payment to Suppliers - Outward Supplies - Recording Outward Supply with Additional Expenses - Supply of services - Business to consumers - Time of Supply of Services - Place of Supply of Services - Place of Supply of Services - Determining place of supply of services - Exempt Supply of Services under GST - Export Supply of Services - Reverse Charge on Services under GST - Advance Receipts from Customers under GST - Advance Receipt and issuing Invoice on same month - Advance Receipt and issuing Invoice on different month - Reversal of GST on account of cancellation of advance receipt - Generating GSTR - Report in ERP - Input Tax Credit Set Off - Migration to ERP - Activate Goods and Services Tax (GST) in ERP - Set up GST rates - Update Masters - Update party GSTIN/UIN - Creation of GST Duty ledgers.

SUGGESTED READINGS:
1. Taxmann’s Basics of GST
2. Taxmann’s GST: A practical Approach
3. Theory & Practice of GST, Srivathsala, HPH
4. Theory & Practice of GST: Dr. Ravi M.N, PBP.
BC 604: COMPANY LAW (2013Act)

Objective: to understand legal provisions applicable for establishment, management and winding up of companies in India as per Companies Act 2013.

UNIT-I: INCORPORATION OF COMPANIES:

UNIT-II: MANAGEMENT OF COMPANIES:

UNIT-III: COMPANY SECRETARY:
Company Secretary: Definition – Appointment – Duties – Liabilities – Company Secretary in Practice – Secretarial Audit.

UNIT-IV: COMPANY MEETINGS:

UNIT-V: WINDING UP:

SUGGESTED READINGS:

2) Company Law: Rajasri. – HPH
3) Company Law: Prof. G. Krishna Murthy, G. Kavitha, PBP
4) Company Law and Practice: GK Kapoor & Sanjay Dhamija, Taxmann Publication.
BC 605: MANAGERIAL ACCOUNTING

Paper: BC605
PPW: 5 Hrs

Objective: to acquire Managerial Accounting decision-making techniques and reporting methods.

UNIT-I: INTRODUCTION:

UNIT-II: MARGINAL COSTING:

UNIT-III: DECISION MAKING:
Make or Buy – Add or Drop Products – Sell or Process Further – Operate or Shut-down – Special Order Pricing – Replace or Retain.

UNIT-IV: BUDGETS AND BUDGETARY CONTROL:
Budget: Meaning – Objectives – Advantages and Limitations – Essentials of Budgets - Budgetary Control - Classification of Budgets - Preparation of Budgets.

UNIT-V: STANDARD COSTING AND VARIANCE ANALYSIS:

SUGGESTED READINGS:

1. Management Accounting- Principles & Practice: Sharma RK & Shashi K. Gupta, Kalyani
2. Advanced Managerial Accounting: Srihari Krishna Rao, Himalaya
3. Advanced Managerial Accounting: Dr. Sundaram, PBP
5. Management Accounting: Rustagi R.P, Galgotia
6. Managerial Accounting: Ronald W. Hilton, TMH
BC 606: COMMERCE LAB

Paper: BC606
PPW: 4 (2T+4P)

Max. Marks: 70PF* + 30VV

Exam Duration:

Objective: to become familiar with various business documents and acquire practical knowledge, which improve over all skill and talent.

UNIT-I: BASIC BUSINESS DOCUMENTS:
Trade license under Shops and Establishments Act - Labor license from Department of labor - Partnership Deed - Pollution, Health licenses – Quotation - Invoice form and preparation - Computation of simple interest, compound interest and EMI - Way bill used during transport - Debit Note and Credit Note - Audit Report.

UNIT-II: FINANCE, BANKING AND INSURANCE DOCUMENTS:

UNIT-III: DOCUMENTS FOR INCORPORATION A COMPANY:

UNIT-IV: DOCUMENTS OF TAXATION:

UNIT-V: BUSINESS CHARTS:
Elements of business - Forms of business organizations - Procedure of incorporation of companies - Classification of partners with salient features of each of them - International, National, State level and Regional entrepreneurs - Hierarchy of Banking business in India - Tax administration in India - Various taxes imposed in India - Export and import procedure - Purpose and powers of authorities like RBI, SEBI, IRDA, ROC.

COMMERCE LAB FACILITIES:
i) Colleges are required to provide a commerce lab containing all the documents related to commerce and facilities as, computer, printer, OHP, LCD Projector with sufficient furniture.
ii) Teachers should practically explain the documents and help in filling the same in the simulated environment.
iii) Students are required to do the above personally and gain the knowledge of filling the above documents and the same are to be kept in a portfolio.
iv) At the end of semester, the portfolios would be evaluated by the external examiner designated by the Controller of Examinations, Osmania University, from the panel submitted by the Board of Studies in Commerce. The Examiner would evaluate the portfolio for a maximum of 35 marks and conduct viva-voce examination for 15 marks. The award lists duly signed are to be sent the Controller of Examinations.
*the student has to collect the various documents prepare activity charts and submit the same in the form of a record.
Objective: The main objective of this paper is to help students develop basic understanding of the concepts and theories of consumer and industrial buyer behaviour and their applications in marketing decision making. Students will be exposed to globalization of consumer markets and international dimensions of consumer and industrial buying behaviour and their marketing implications.

UNIT-I: CONSUMER BEHAVIOUR:
Meaning and importance - Factors influencing consumer behaviour - Learning the culture of different countries with special reference to South Asian countries, Africa, Europe, Australia, North and Latin America - Middle East.

UNIT-II: INTERNAL DETRIMENTS OF BUYING BEHAVIOUR:
Individual differences among customers and markets segmentation - Needs, motivation and involvement – Learning attitudes and attitude change - Personality and psychographics.

UNIT-III: EXTERNAL DETERMINANTS OF BUYING BEHAVIOUR:
Family and household influence - Reference groups and social class - Culture and Subcultures.

UNIT-IV: CROSS-CULTURAL CONSUMERS:
Consumer and Industrial Buying behaviour: Economic, Demographic and Socio-cultural trends and Consumer Behaviour - International marketing implications.

UNIT-V: INNOVATION, DIFFUSION AND CONSUMER ADOPTION PROCESS:
Diffusion of innovation across Nations/Cultures - Consumer Satisfaction and other Feedbacks – Cross-Cultural Consumer Research –Complexities and issues.

SUGGESTED READINGS:
**Paper: (BCF 608): PROJECT & INTERNSHIP**

Students shall select topics of their project work in consultation with the faculty members. Students are free to choose any topic relating to International Business, which is contemporary, application oriented and having significance to the business firms. The project may be secondary data based or may involve survey or field work. Ideally the project work should be the one, which involves the use of both desk and field researches.

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