

<b>B.COM. (HONS.): SEMESTER - VI</b>	<b>DSE – 3A: BCH620D1A: FUNDAMENTALS OF INVESTMENT</b>
<b>CREDITS: THEORY: 4; TUTORIAL: 2</b>	<b>MARKS: THEORY: 60; TUTORIAL: 30</b>
<b>DSE-1 (OPTION – I)</b>	<b>TOTAL MARKS: 90</b>

### **FUNDAMENTALS OF INVESTMENT**

**Objective:** To familiarize the students with different investment alternatives, introduce them to the framework of their analysis and valuation and highlight the role of investor protection.

#### **CONTENTS (THEORY):**

#### **Unit - 1 (Marks: 15)**

##### **Introduction**

Investment: Concept, Features, Importance, Objectives and Types, Investment Decision Process, Indian Securities Market: Market Participants and Trading of Securities, Security Market Indices, Sources of Financial Information, Concept of Return and Risk

#### **Unit - 2 (Marks: 15)**

##### **Fixed Income Securities**

Bond: Concept, Features and Types; Types of Bond Risks, Default Risk and Credit Rating.

#### **Unit - 3 (Marks: 15)**

##### **Approaches to Equity Analysis**

Fundamental Analysis: Concept, Objectives, Approaches, Advantages and Limitations.  
 Technical Analysis: Concept, Assumptions, Theories (Dow Theory, Elliott Wave, Random Walk),  
 Difference between Fundamental Analysis and Technical Analysis  
 Concept of Efficient Market Hypothesis

#### **Unit - 4 (Marks: 15)**

##### **Investor Protection**

SEBI: Functions and Role; Investor Grievances and their Redressal System, Insider Trading, Investors' Awareness and Activism

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#### **TUTORIAL Unit – 5 and Unit – 6 (Marks: 30)**

*Concerned Teacher to identify Case Study based on Syllabi of Units – 1 to Unit – 4  
 Preparation of case study report, presentation and submission of the same to the concerned teacher for evaluation.*

#### **Suggested Readings:**

1. C.P. Jones, *Investments Analysis and Management*, Wiley, 8<sup>th</sup> ed.
2. Prasanna Chandra, *Investment Analysis and Portfolio Management*, McGraw Hill Education
3. R.P. Rustogi, *Fundamentals of Investment*, Sultan Chand & Sons, New Delhi.
4. N.D. Vohra and B.R. Bagri, *Futures and Options*, McGraw Hill Education
5. Mayo, *An Introduction to Investment*, Cengage Learning.
6. Ahmad Javed, Mir M Amin and Khan Imran., *Fundamentals of Investment.*, Himalaya Publishing House

<b>B.COM. (HONS.): SEMESTER - VI</b>	<b>DSE – 3B: BCH620D1B: INTERNATIONAL BUSINESS</b>
<b>CREDITS: THEORY: 4; TUTORIAL: 2</b>	<b>MARKS: THEORY: 60; TUTORIAL: 30</b>
<b>DSE-1 (OPTION – II)</b>	<b>TOTAL MARKS: 90</b>

### **INTERNATIONAL BUSINESS**

***Objective:** The objective of the course is to familiarize the students with the concepts, importance and dynamics of international business and India's involvement with global business. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.*

#### **CONTENTS (THEORY):**

##### **Unit - 1**

**(Marks: 15)**

- a. *Introduction to International Business:* Globalization and its importance in world economy; Impact of globalization; Modes of entry into international business.
- b. *International Business Environment:* economic, cultural and political-legal environments.

##### **Unit - 2**

**(Marks: 15)**

- a. *Theories of International Trade* - an overview ( Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage); types of tariff and non-tariff barriers ( Subsidy, Quota and Embargo in detail).
- b. *World trade organization* ((WTO) - Its objectives, principles, organizational structure and functioning; GAAT. Balance of payment account and its components.

##### **Unit - 3**

**(Marks: 15)**

- a. *Regional Economic Co-operation:* Types of RTAs: FTAs, customs union, common Market, Economic union. (NAFTA and SAARC).
- b. *International Financial Environment:* International financial system and institutions (IMF and World Bank - Objectives and Functions); Foreign exchange markets; Foreign investments - types and flows; Determinants of Exchange rate.

##### **Unit - 4**

**(Marks: 15)**

- a. Foreign Trade Promotional Measures and Organizations in India; Special Economic Zones (SEZs): Features; Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad.
- b. Financing of foreign trade and payment terms - sources of trade finance (Banks, factoring, forfeiting, Banker's Acceptance and Corporate Guarantee) and forms of payment (Cash in advance, Letter of Credit, Documentary Collection, Open Account).

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#### **TUTORIAL Unit – 5 and Unit – 6**

**(Marks: 30)**

*Case Study on Balance of Payments (BOP) position of India in comparison with B.O.P position of any advanced country in Western Europe, North America or Japan. A three year data usage is quite desirable. Preparation of assignment and presentation of the same. (in groups of maximum of three students).*

**OR**

*Case Study on any one of the Regional Trade Agreements: SAARC, ASEAN, NAFTA or EU. Preparation of assignment and presentation of the same (in groups of maximum of three students).*

**OR**

*Case Study on How Foreign Trade of Kashmiri Exports/handicrafts is affected? Preparation of assignment and presentation of the same (in groups of maximum of three students).*

#### **Suggested Readings:**

1. Charles W.L. Hill and Arun Kumar Jain, *International Business*. New Delhi: McGraw Hill Education.
2. Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. *International Business*. Pearson Education.
3. Johnson, Derbe., and Colin Turner. *International Business - Themes & Issues in the Modern Global Economy*. London: Routledge.
4. Bennett, Roger. *International Business*. Pearson Education.
5. Peng and Srivastav, *Global Business*, Cengage Learning

**Note: Latest edition of text books may be used.**

<b>B.COM. (HONS.): SEMESTER - VI</b>	<b>DSE – 3C: BCH620D1C: NEW VENTURE PLANNING</b>
<b>CREDITS: THEORY: 4; TUTORIAL: 2</b>	<b>MARKS: THEORY: 60; TUTORIAL: 30</b>
<b>DSE-1 (OPTION – III)</b>	<b>TOTAL MARKS: 90</b>

## NEW VENTURE PLANNING

**Objective:** The curriculum aims at giving exposure to students regarding different aspects of setting up a new business. After completing the course student should be able to develop an understanding of the process of identifying various sources of new business ideas of products and services. The understanding of this paper will help them to examine, evaluate and approach different sources of finance, the nature of marketing effort required and to develop a comprehensive business plan.

### CONTENTS (THEORY):

#### Unit - 1

(Marks: 15)

##### Starting New Venture

Opportunity identification; Sources of innovative ideas; Techniques for generating ideas; Entrepreneurial imagination and creativity; Role of creative thinking; Impediments to creativity.  
Pathways to new ventures – Creating new ventures, acquiring an established venture: Advantages and Examination of key issues, Franchising: How a franchise works, evaluating the franchising opportunities.

#### Unit – 2

(Marks: 15)

##### Form of Organisation & Legal Challenges in Setting up Business

Form of organization: Sole proprietorship, Partnership, Limited liability partnership and Company.  
Intellectual Property Protection: Patents, Trademarks and Copyrights; Requirements and Procedures for filing a patent, trademark and copyright; Legal Acts governing business in India,

#### Unit – 3

(Marks: 15)

##### Finance & Marketing Aspects of New Ventures

Source of finance: Venture Capital market; Stages of Venture Capital Financing; Alternate sources of financing for Indian entrepreneurs: Bank funding, Government policy packages, State Financial Corporation (SFCs), Business Incubators and Facilitators, Informal Risk capital, Angel investors.  
Developing a marketing plan; Customer analysis, Sales analysis and Competition analysis; Market Research.; Sales Forecasting & Evaluation; Pricing decision.

#### Unit – 4

(Marks: 15)

##### Business Plan Preparation for New Ventures

Business Plan: Concept, Benefits and Elements; developing a well-conceived business plan, Pitfalls to avoid in business plan; Executive summary of Business Plan, Business description, marketing: market niche and market share, Research design and development. Operations Management, Finances, Critical-Risk. Harvest strategy. Milestone schedule.

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### TUTORIAL Unit – 5 and Unit – 6

(Marks: 30)

**Case Studies:** Case studies related to business or start-ups in social networking, e-commerce, services, retailing, travel and hospitality. e.g. Facebook, Amazon India, Flipkart, Myntra, Indigo Airlines, Infosys, Fab India, Jabong, make my trip, etc.

Presentation and submission of written assignment by each student on the case opted.

### Suggested Readings:

1. Kuratko, D. F., and Rao, T. V., *Entrepreneurship: A South Asia Perspective*, Cengage Learning.
2. Robert, H. M., manimala, M. Peters., and D. Shepherd, *Entrepreneurship*, Tata McGraw Hill, India.
3. Barringer, B. R., and Ireland, R. D., *Entrepreneurship: Successfully Launching New Ventures*, Pearson Education, India.
4. Allen, K. R., *Launching New Ventures: An Entrepreneurial Approach*, Cengage Learning.
5. Ramachandran, K, *Entrepreneurship Development*, Tata McGraw Hill, India.
6. Roy, Rajeev, *Entrepreneurship*, Oxford University Press.
7. Kumar, Arya, *Entrepreneurship: Creating and Leading and Entrepreneurial Organization*, Pearson Education, India.
8. Holt, David H., *Entrepreneurship: New Venture Creation*. PHI Learning.

**Note:** Latest edition of text books may be used.