

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
4	MJ-251-ERRM	Major Mandatory 9	Human Resource Management: Employee Recruitment and Record Management	4	4

Course Objectives	
1	To understand the significance and purpose of maintaining employee records in organizations.
2	To learn about different types of employee documents and statutory requirements.
3	To gain practical knowledge of HR Information Systems for digital record management
4	To develop skills for accurate, confidential, and legally compliant handling of employee information

Course Outcome	
CO1	To explain the role and importance of employee record management in HR operations.
CO2	To identify, classify, and maintain various employee records and statutory documents.
CO3	To operate HRIS tools for organizing and managing employee data efficiently.
CO4	To apply best practices of data security, privacy, and compliance in record management

Unit	Title and Contents	No. of Lecture Hours
1	<p>Manpower Planning and Forecasting</p> <p>1.1. Concept & importance of manpower planning. 1.2. Process of manpower planning. 1.3. Job analysis & skill/competency mapping. 1.4. Demand forecasting techniques. 1.5. Supply forecasting techniques. 1.6. Gap analysis & HR action plans. 1.7. Contemporary trends in workforce planning.</p>	15

<p>2</p>	<p>Recruitment and Selection</p> <p>2.1 Meaning, Definition, Objectives of recruitment</p> <p>2.2 Factors influencing recruitment</p> <p>2.3 Recruitment Process</p> <p>2.4 Sources of Recruitment</p> <p>2.4.1 Internal Sources</p> <p>2.4.2 External Sources</p> <p>2.5 Modern Methods of Recruitment: - ATS (Applicant Tracking System), Virtual Reality Communications, Artificial Intelligence system, Employer branding, social media platforms (Instagram, Facebook, LinkedIn) for recruitment, Online Portals for recruitment, Mobile Recruitment</p> <p>2.6 Meaning, Definition, Difference between recruitment & selection</p> <p>2.7 Selection Process</p> <p>2.8 Types of Tests: Intelligence test, Achievements test, Aptitude test, Personality test, Graphology test, Polygraph test, Integrity tests, Projective tests</p> <p>2.9 Interview: Types of Interviews – Structured, unstructured, semi structured, Individual interview, Group interview, Depth interview, Stress interview, Assessment interview, Exit Interview</p> <p>2.10 Placement & Induction</p>	<p>15</p>
<p>3</p>	<p>Introduction to Employee Records and Documentation</p> <p>3.1 Meaning and definition of employee records, significance of employee record management in HR operations, impact of poor recordkeeping on compliance and organizational performance.</p> <p>2 Types of employee records:</p> <p>Pre-employment: Application form, resume, interview sheets</p> <p>Onboarding: Offer letter, joining forms, ID proofs, induction checklist</p> <p>Service Records: Attendance, leave, payroll, training, performance appraisals</p> <p>Behavioral Records: Warning letters, disciplinary files</p> <p>Statutory Records: Registers, PF/ESI forms, compliance documents</p> <p>Exit Records: Resignation, F&F settlement, exit interview</p> <p>3.2.2 Mandatory registers: daily muster, leave register, wage register, fines register, overtime register, Memo register, etc.</p> <p>Document retention periods as per legal requirements</p> <p>Employer liabilities and penalties for non-maintenance</p> <p>Brief overview of typical Indian labour law documentation requirements (Shops & Establishment Act, Factories Act, ESI Act, EPF Act, Payment of Wages Act, Minimum Wages Act, Employees Compensation Act, Bonus Act, Gratuity Act, POSH Act)</p>	<p>15</p>

	<p>Structure and components of personnel files, Indexing, filing systems, document version control, Verification checklist (KYC, education, experience, statutory forms), Confidentiality protocols and access control, Safe storage practices: physical and digital file management.</p> <p>Concept of Human Resource Information Systems (HRIS) and digital employee databases, core HRIS modules</p> <p>Benefits and challenges of digital records: efficiency, analytics-readiness, security, data quality, and change management</p>	
4	<p>HR Information Systems and Digital Record Management</p> <p>4.1 Introduction to HRIS: Meaning and significance of HR Information Systems, difference between traditional HR and digital HR systems, role of HRIS in modern HR functions, scope of HRIS, objectives of HRIS, need for HRIS</p> <p>4.2 Evolution of HRIS: Pre-computerized HR systems, Emergence of computerized payroll systems Integration of HR modules in ERP systems, Cloud-based HRIS and SaaS platforms (like Workday, SAP SuccessFactors) AI-driven HR systems</p> <p>4.3 HRIS role in HR planning and forecasting, recruitment systems, HRIS in selection & on boarding, recruitment analytics, dashboards, workflows</p> <p>4.4 Meaning and concept of Digital Record Management (DRM), purpose and importance of record management transition from physical to digital records, benefits: accuracy, accessibility, cost & time efficiency</p> <p>4.5 Legal & Ethical Issues in Record Management: Importance of confidentiality & privacy, data protection laws, ethical handling of personal and sensitive employee information, rights of employees related to data usage.</p>	15

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Essentials of Human Resource Management & Industrial Relations	Subba Rao	Himalaya Publishing House	Mumbai
2	Records and Information Management: Fundamentals	William Saffady	ARMA International	USA
3	Human Resource Information Systems: Basics, Applications & Future Directions	Michael J. Kavanagh, Mohan Thite, Richard D. Johnson	Sage Publications	New Delhi
4	Human Resource Management	K. Aswathappa	McGraw-Hill Education (India)	New Delhi, India

5	International Human Resource Management	Peter Dowling & Deniee E. Welch	Cengage Learning	New York
6	A Text book of Human Resource Management	C.B.Mamoria , S.V.Gankar	Himalaya Publishing House	Mumbai

Other Learning Material E- Resource:

Guidelines on Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected outcomes
Unit 1: 15 Hours	<ol style="list-style-type: none"> 1. Preparation and Presentation of Chart of Process of Manpower Planning and Techniques of Manpower Forecasting. 2. Caselets on Manpower Planning and Forecasting. 3. Instead of types of Interviews you can state how to face interviews. 4. Case studies signifying application of different trends in HRM 	<ol style="list-style-type: none"> 1. Better understanding of the Process of Manpower Planning. 2. Describes the understanding of Techniques of Manpower Forecasting.
Unit 2: 15 Hours	<ol style="list-style-type: none"> 1. Group Discussion/ Debate on Internal Sources V/S External Sources of Recruitment. 2. Project Report on Application Blank Formats and Reference Check Formats of Small scale, Medium Scale and Large Scale Industry. 3. Caselets on Recruitment and Selection. 4. Newspaper cut outs showing different recruitment adds, 	<ol style="list-style-type: none"> 1. Develop the knowledge & ability of the students about Advantages and Disadvantages of Internal Sources External Sources of Recruitment . 2. Better understanding of Process of Selection.
Unit 3: 15 Hours	<ol style="list-style-type: none"> 1. Guest Lecture on New Trends in Employee record Management. 2. Caselets on Employee Record Management 3. Students’ participation in workshops, conferences to emphasize on and off the job training. 	<ol style="list-style-type: none"> 1. Better understanding of New Trends in Employee record Management.
Unit 4: 15 Hours	<ol style="list-style-type: none"> 1. Teachers will run the software through dummy entries and will explain the process to the students. 2. Students are expected to learn 	<ol style="list-style-type: none"> 1. This will help the students to understand how the computers are used in business for collection of information,

	from online demo modules and its utility in the business	generating source of information, post entries, various information required to take decisions, Data Collection, identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.
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Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		State True or False	5	
		Answer in one sentence (five)	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
4	MJ-252-CHRIR	Major Mandatory 10	Human Resource Management: Cross - Cultural Human Resource and International Relations	4	4

Course Objectives

1	To understand cross-cultural dimensions and their impact on HRM in global organizations.
2	To learn HR practices in multinational and international business environments.
3	To analyses global industrial relations systems and dispute resolution.
4	To study international economic & socio-cultural relations influencing HR decisions.

Course Outcome

CO1	Understand cross-cultural concepts and international relations fundamentals
CO2	Apply HRM strategies in multinational and multicultural environments
CO3	Analyze global labour laws, industrial relations and dispute mechanisms.
CO4	Evaluate impact of global trade organizations & international policies on HRM

Unit	Title and Contents	No. of Lecture Hours
1.	Cross-Cultural Management & Global Business Environment 1.1 Meaning, scope & importance of culture 1.2 Six Dimensions of National Culture by Professor Greet Hofstede 1.3 Cultural Difference and Similarities 1.4 Cross-cultural communication, negotiation & etiquette 1.5 Multicultural teams & global leadership 1.5 Culture shock & expatriate adjustment 1.6 Cross-Cultural Management and business etiquette	15

<p>2.</p>	<p>International Human Resource Management 2.1 Introduction to International HRM, Concept, Scope and Evolution of IHRM, Difference between Domestic vs. International HRM 2.3 Global Recruitment and Staffing - approaches, Meaning of International Recruitment and Staffing, International Recruitment Sources and Methods, International Recruitment Process, Technology in International Recruitment 2.3 Training & Development for Expatriates- Meaning of expatriates, Importance of training before and during international assignments, Types of Expatriate Training, Role of HR in expatriate development, Challenges in Expatriate Training 2.4 Motivation & leadership across cultures- Meaning of motivation in an international context, meaning of cross-cultural leadership, Leadership Styles, Challenges Leading Across Cultures 2.5 Compensation & performance appraisal in MNC - Meaning, Purpose of International Compensation, Method, Challenges, Digital tools for global performance appraisal 2.6 Diversity Management & Inclusion Strategies in IHRM - Meaning of Diversity Management, Types of Workforce Diversity in Global Organizations, Inclusion Strategies in IHRM, Challenges in Managing Diversity Across Borders, Role of HR in Diversity & Inclusion in IHRM</p>	<p>15</p>
<p>3</p>	<p>International Relations & Global Business Framework 3.1 Meaning, scope & significance of international relations 3.2 Regional trade groupings (EU, NAFTA, SAARC, BRICS) 3.4 WTO, GATS, TRIPS, TRIMS & dispute settlement system 3.5 International trade policies: tariffs, quotas, subsidies, dumping 3.6 Impact of global relations on international HR operations -International Communication, Cultural diplomacy, Global communication networks and their impact</p>	<p>15</p>
<p>4</p>	<p>Industrial Relations & Labour Law Environment 4.1 Meaning & understanding Industrial Relation, Concept, importance & evolution of Industrial Relations 4.2 Collective bargaining, strikes, lockouts & grievance procedure 4.3 Indian labour Acts: Factories Act 1948, Industrial Disputes Act 1947, Maternity Benefit Act 4.4 Trade Union - Functions, recognition, strategy to deal with Trade union 4.5 International Labour Organization (ILO) conventions and Emerging Trends in Labour Legislation- New trends in Judicial pronouncement, Restructuring Labour Policy</p>	<p>15</p>

Reference Material:

UGC–HRDC HRM & Industrial Relations modules

- Ministry of Labour and Employment Handbook (Govt. of India)
- ILO Labour Standards Handbook
- WTO Trade & Policy Updates
- SHRM (Society for Human Resource Management) HR case studies

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	International Human Resource Management	K. Aswathappa & Sadhna Dash	McGraw Hill	India
2	Culture's Consequence- International Difference in Work-Related Values	Geert Hofstede	Sage Publications	New York
3	Industrial Relations and Labour Law	A.M Sarma	Himalaya Publishing House	Pune
4	Indian Foreign Trade	Raj Agrawal	Sage Publication	New Delhi
5	International Human Resource Management	Peter Dowling & Denice E. Welch	Cengage Learning	New York

Other Learning Material E- Resource:

NPTEL / SWAYAM Courses on Cross-Cultural Management, HRM, Industrial Relations, International Business

- MOOCs – Coursera / edX Expatriate management, global HR, international relations
- YouTube Channels – HRM by StudyIQ, Unacademy Commerce Easy explanations for IR, labour laws & WTO
- Harvard Business Review (HBR.org) Case studies on global HR practices
- ILO.org Labour law documents & international conventions
- WTO.org Trade policies, GATS, TRIPS, TRIMS details
- SHRM.org Cross-cultural strategies, HR articles & research papers
- Research Gate & Google Scholar

Academic papers on IHRM & International Relation

Guidelines on Teaching Methodology:

Teaching Hours Theory + Tutorials /Project Practical –as applicable	Innovative methods to be used	Expected Outcome
Unit 1- 12 hours	1. Use Real-World Global Examples 2. Connect every topic with current international HR practices, global companies (Google, Toyota, Infosys, Samsung), and cross-cultural cases. 3. Use simple video clips, news updates, and case studies from ILO, WTO, SHRM, HBR, etc. 4. Helps students understand concepts like Hofstede’s dimensions, expatriates, WTO policies easily	1. Understanding of Global HRM Concepts: 2. Students will clearly understand international HR practices, cross-cultural management, expatriate management, and global labour standards with the help of real-world examples.
Unit 2- 12 hours	1. Teach Through Comparisons & Stories 2. Compare domestic vs. international HRM, culture differences, trade blocks, and Indian vs. global labour laws using charts and simple examples. 3. Share small stories about culture shock, global leadership styles, international disputes, etc. This makes complex international relations topics simple and relatable.	1. Enhanced Cross-Cultural Skills: 2. Students will develop cultural sensitivity, learn to handle culture shock, and understand global negotiation and leadership styles through comparisons and stories.
Unit 3- 12 hours	1. Use Interactive Activities & Classroom Exercises 2. Include short activities such as: 3. Role-play: cross-cultural negotiation, collective bargaining, expatriate interview. 4. Group tasks: prepare charts on WTO, NAFTA, BRICS, ILO, etc. 5. Mini-presentations: each group explains one labour law or global HR practice. 6. MCQ games before exams to match question-paper pattern.	1. Improved Analytical & Practical Skills: 2. Students will analyze domestic vs. international HRM, global labour laws, and global institutions (WTO, ILO, BRICS) and apply concepts through role-plays, charts, and presentations.
Unit 4 - 12 hours	1. Traditional classroom lectures 2. Role-Plays on Strike & lockout and Lay-off 3. Student’s presentation on different provisions under The Factories Act 1948 4. Debate on Maternity Benefit Act 2017.	1. A better understanding of the Authorities under Act/s. 2. Provide real-world scenarios to help students learn skills used in real-world situations through role-Play activity on Strike & lockout and Lay-off. 3. Gain of deep knowledge of different provisions under The Factories Act 1948. 4. Develop the power of deploying rational, reasoned arguments on The Maternity

		Benefit Act 2017 through debate activities.
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Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		State True or False	5	
		Answer in one sentence (five)	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
4	MJ-251-UIED	Minor	Start-Up Innovation and Entrepreneurship Development	4	4

Course Objectives	
1	Understand the fundamentals of innovation and entrepreneurship, including concepts, types, characteristics, and the role of entrepreneurship in economic development.
2	Develop skills for opportunity identification, business model creation, and business planning required for start-up establishment.
3	Analyze financial requirements, funding sources, budgeting, and risk management essential for managing a new venture.
4	Apply management tools and digital technologies for effective growth, innovation, and sustainability of start-ups.
5	Evaluate and manage challenges faced by entrepreneurs, especially women entrepreneurs, by understanding legal, ethical, and institutional frameworks.
6	Create innovative entrepreneurial solutions, business plans, and growth strategies for emerging ventures.

Course Outcome	
CO1	Students will recall and define basic concepts such as entrepreneurship, enterprise, innovation, types of entrepreneurs, start-up ecosystem, and government policies.
CO2	Students will explain the differences between entrepreneur & intrapreneur, importance of innovation, challenges faced by entrepreneurs, and the role of entrepreneurship in economic development.
CO3	Students will apply concepts of idea generation, market research, feasibility analysis, business model canvas, and business planning to real start-up situations.
CO4	Students will analyze financial needs, funding options, budgeting, working capital, cash flow, costing, and risk factors for new ventures.
CO5	Students will evaluate government schemes, legal & ethical issues (including those specific to women entrepreneurs), and assess case studies of successful women entrepreneurs.
CO6	Students will create strategies for innovation, start-up scaling, marketing, digital adoption, leadership development, and sustainability, including exit strategies.

Unit	Title and Contents	No. of Lecture Hours
1.	Fundamentals of Innovation and Entrepreneurship 1.1 Concept and Meaning of Entrepreneurship 1.2 Concept and Meaning of Enterprise difference between Intrapreneurship and entrepreneur 1.3 Characteristics and Types of Entrepreneurs	15

	<p>challenges faced by entrepreneurs</p> <p>1.4 Innovation: Meaning, Types, and Importance</p> <p>1.5 Start-Up Ecosystem: Components and Stakeholders</p> <p>1.6 Entrepreneurial Mindset and Creativity</p> <p>1.7 Role of Entrepreneurship in Economic Development</p> <p>1.8 Government Policies and Institutional Support for Start-Ups (State and central government initiatives)</p>	
2.	<p>Start-Up Creation and Business Planning</p> <p>2.1 Idea Generation and Opportunity Identification</p> <p>2.2 Market Research and Feasibility Analysis</p> <p>2.3 Business Model Development (Business Model Canvas)</p> <p>2.4 Preparing a Business Plan</p> <p>2.5 Legal Structure and Registration of Start-Ups</p> <p>2.6 Intellectual Property Rights (IPR): Patents, Trademarks, Copyrights</p> <p>2.7 Lean Start-Up Methodology and MVP (Minimum Viable Product)</p>	15
3	<p>Start-Up Finance and Resource Management</p> <p>3.1 Sources of Finance for Start-Ups (Bootstrapping, Banks, NBFCs)</p> <p>3.2 Venture Capital, Angel Investment, and Crowd-Funding</p> <p>3.3 Financial Planning and Budgeting for Start-Ups</p> <p>3.4 Working Capital and Cash Flow Management</p> <p>3.5 Costing, Pricing, and Break-Even Analysis</p> <p>3.6 Risk Management and Insurance for Start-Ups</p> <p>3.7 Government Schemes and Funding Support (Startup India, MSME, SIDBI, etc.)</p> <p>3.8 Legal and Ethical Issues Faced by Women Entrepreneurs</p> <p>3.9 Case Studies of Successful Women Entrepreneurs</p>	15
4	<p>Managing Growth, Innovation, and Sustainability</p> <p>4.1 Scaling Up Strategies for Start-Ups</p> <p>4.2 Innovation Management and Technology Adoption</p> <p>4.3 Marketing Strategies for New Ventures</p> <p>4.4 Leadership, Team Building, and HR Management</p> <p>4.5 Digital Tools for Start-Up Growth (Social Media, Analytics, CRM)</p> <p>4.6 Ethics, Social Responsibility, and Sustainable Entrepreneurship</p> <p>4.7 Exit Strategies: Mergers, Acquisitions, IPOs, and Succession Planning</p>	15

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Innovation and Entrepreneurship	Peter F. Drucker	Harper Business	New York
2	Entrepreneurship Development	S. S. Khanka	S. Chand Publishing	New Delhi
3	Start-up Nation: The Story of Israel's Economic Miracle	Dan Senor & Saul Singer	Twelve Books	New York

4	Strategy	Sudipta K. Nanda & Tapan K. Lenka	(Himalaya Publishing) Himalaya Publishing House	India
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Other Learning Material E- Resource:

Course Name	What you learn / Why useful	Link
Entrepreneurship — via IIT Madras	Overview of entrepreneurship: fundamentals, value creation, business growth & sustainability — a good foundation course for BBA-level students. NPTEL Online Courses+1	Enroll / Preview Course NPTEL Online Courses
Entrepreneurship Management - via SWAYAM	Covers market opportunity analysis, project formulation, financial & HR management, leadership — useful for building & managing new ventures. Swayam+1	Enroll / Preview Course Swayam
Entrepreneurship and Start-ups — via SWAYAM	Focus on start-up ecosystem, ideation, business model development, financial planning and scaling strategies — directly aligned to start-up development. Swayam	Enroll / Preview Course Swayam
Innovation, Business Models and Entrepreneurship — (via NPTEL / SWAYAM)	Emphasis on innovation, business model design, incubation, IPR, and modern entrepreneurship practices — very relevant if you want to focus on innovation-driven start-ups. NPTEL Online Courses+2NPTEL+2	Enroll / Preview Course NPTEL Online Courses
Entrepreneurship: Do your Venture — by IIMB on SWAYAM	More practical, hands-on course: idea testing, lean-model canvas, venture launch — good if you want actionable, start-up-oriented training. Swayam	Enroll / Preview Course Swayam
Innovation Driven Entrepreneurship — via SWAYAM	Focus on converting innovative ideas into ventures; good for those interested in tech/social-innovation start-ups. Swayam	Enroll / Preview Course Swayam
Entrepreneurship Skills and Digital Marketing Strategies — via SWAYAM	Covers entrepreneurship basics + digital marketing tools — useful for modern start-ups that will rely on online presence/marketing. Swayam	Enroll / Preview Course Swayam

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	<ol style="list-style-type: none"> Show inspirational videos of successful Indian start-ups (e.g., Ola, Zomato, Boat). Conduct brainstorming sessions on business ideas based on local problems. Use simple charts to explain types of entrepreneurs and start-up ecosystem components. Invite a local entrepreneur to share their start-up journey and challenges. Organize short group discussions on “Why start-ups fail?” 	<ol style="list-style-type: none"> Students understand basic concepts of entrepreneurship and innovation. Students gain clarity on the Indian start-up ecosystem and support institutions. Students develop interest in creating business ideas based on real-life problems. Students learn practical challenges faced by entrepreneurs. Students develop analytical thinking about factors behind start-up success and failure.
Unit II – 15hrs	<ol style="list-style-type: none"> Conduct idea-generation activities using tools like mind-mapping or SCAMPER. Guide students to prepare a simple business model canvas (BMC). Demonstrate sample business plans and pitch decks. Assign mini field projects to collect basic market research data. Use case studies of real start-ups to explain opportunity identification. 	<ol style="list-style-type: none"> Students learn how to convert ideas into workable business concepts. Students understand the components of a business plan and BMC. Students develop basic skills in market research and customer analysis. Students can identify opportunities and evaluate feasibility of business ideas. Students gain confidence in presenting start-up ideas in a structured manner.
Unit III – 15hrs	<ol style="list-style-type: none"> Explain types of funding (bootstrapping, angel, VC) using simple examples. Show sample financial statements and teach basic cost/revenue calculation. Provide hands-on practice in preparing a simple budget for a start-up. Use role-play exercises to explain negotiation with investors. Explain company registration and legal documentation through real forms (MSME, GST, Startup India portal). 	<ol style="list-style-type: none"> Students understand start-up financing options and financial basics. Students develop the ability to prepare simple budgets and calculate profitability. Students gain awareness of legal procedures and registration requirements. Students improve negotiation and communication skills. Students learn how to manage early-stage operational and financial decisions.
Unit IV – 15hrs	<ol style="list-style-type: none"> Explain innovation tools using examples—design thinking, prototyping, testing. Organize visits or virtual tours of incubation centers/start-up hubs. Show examples of innovative products/services developed by students across India. Conduct group activities on risk identification and problem-solving. Use videos to explain scaling strategies, digital marketing, and technology adoption. 	<ol style="list-style-type: none"> Students understand innovative thinking and product development processes. Students gain awareness about incubators, accelerators, and support agencies. Students learn problem-solving and creative decision-making. Students develop knowledge of how start-ups scale, grow, and sustain. Students become familiar with modern tools like digital marketing and technology platforms.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	20 Marks
		Match the Pairs	5	
		State True or False	5	
		Answer in one sentence (five)	5	
2	Solve any 3 out of 5	Long Answer Question	3*10 Marks	30 Marks
3	Solve any 4 out of 6	Short Notes	4*5 Marks	20 Marks
	Total			70 Marks

Semester IV					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
4	VSC-251-IBM	Vocational Skill Development Course (VSC)	International Business Management	2	2

Course Objectives

1	To introduce students to basic concepts of international business, globalisation, trade theories, and import–export practices.
2	To introduce students to basic export–import procedures, documentation, and regulations.

Course Outcome

CO1	Students will understand global business concepts, trade theories, entry modes, and India’s foreign trade patterns.
CO2	Students will understand essential steps, documents, payments, incentives, and agencies involved in export–import.

Unit	Title and Contents	No. of Lecture Hours
1.	<p>Foundations of International Business and Core Concepts of Import–Export</p> <p>1.1 Introduction to the Meaning, Nature, and Scope of International Business, Domestic vs International Business.</p> <p>1.2 Understanding Globalization: Meaning, Benefits, Challenges, and Economic Effects.</p> <p>1.3 International Trade Theories: Comparative Advantage, Heckscher–Ohlin, Product Life Cycle Theory, National Competitive Advantage (Porter’s Diamond).</p> <p>1.4 Modes of Entry into International Business: Exporting & importing, Licensing & franchising, Joint ventures Wholly-owned subsidiaries and MNCs & global companies.</p> <p>1.5 International Institutions: their role in promoting trade: WTO, IMF, World Bank and UNCTAD.</p> <p>1.6 India’s Foreign Trade Overview: India’s major exports & imports, Key trading partners and Current trends.</p>	15

2.	<p>Export–Import Process and Regulatory Framework</p> <p>2.1 Introduction to Export–Import: Meaning of export & import Types of exporters (manufacturer exporters, merchant exporters) Export–import cycle.</p> <p>2.2 Export Procedure: Registration (IEC, RCMC), Selection of product & market, Documentation – Invoice, Packing list, Bill of lading/airway bill, Certificate of origin, Insurance documents. Role of CHA (Custom House Agent).</p> <p>2.3 Import Procedure: Import license requirements, Placing an order Bill of entry, Customs clearance, Duty structure (basic understanding)</p> <p>2.4 Export Payment Methods: Advance payment, Letter of Credit (LC) – simple explanation, Documentary collection (DP/DA), Open account</p> <p>2.5 Export Incentives in India: Duty Drawback, MEIS/SEIS (or their updated schemes – simple explanation), EPCG, EOU/STPI, Export Promotion Councils.</p> <p>2.6 Logistics in Export–Import: Freight forwarding – basic idea, Incoterms (EXW, FOB, CIF, etc.) simplified, Warehousing, packing, labelling requirements</p> <p>2.7 Government Support Agencies: DGFT, FIEO, ECGC (Export Credit Guarantee Corporation), EXIM Bank – role in promoting exports.</p>	15
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Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Foreign Trade – Theory, Procedures, Practices and Documentation	Dr.Khushpat S. Jain, Dr.Apexa V. Jain	Himalaya Publication	India
2	International Economics	M. L. Jhingan	Vrinda Publications, Delhi 2006	India
3	Export–Import Management	P. K. Khurana	Galgotia Publishing Company	New Delhi
4	Global Business Today	Charles W. L. Hill	McGraw Hill Education	New Delhi
	Export Management	T. A. S. Balagopal	Himalaya Publishing House	Mumbai

Other Learning Material E- Resource:

- **DGFT Website** – Basic information on export–import policies.
- **ICEGATE** – Simple reference for customs documents.
- **WTO Student Resources** – Easy explanations of global trade.
- **UNCTAD Infographics & Reports** – Beginner-friendly trade data.
- **Exim Bank Learning Material** – Simple guides on export finance.
- **FIEO** – Basic exporter support information

Guidelines on Teaching Methodology:

Teaching Hours (Theory + Project)	Innovative Methods to be Used	Expected Outcome
Unit I – 15hrs	PPT, videos, debates, case method, theory-to-example activity, data charts, group discussion	Students gain conceptual clarity about international business, globalisation, trade theories, institutions & India's trade pattern
Unit II – 15hrs	Document demonstration, portal demo (DGFT/ICEGATE), role-play (CHA), Incoterms activity, case-based learning and visit to DGFT/Authority interaction/Guest lecture.	Students develop a practical understanding of export–import procedures, documentation, payments, logistics & government support.

Question Paper Pattern:

Q. No.	Compulsory / Choice	Nature of Question	Marks	Total Marks
1	Compulsory Question	Objective Type Questions: Multiple Choice Questions	5	5 Marks
2	Solve any 2 out of 5	Long Answer Question	2*10 Marks	20 Marks
3	Solve any 2 out of 4	Short Notes	2*5 Marks	10 Marks
	Total			35 Marks

Semester IV					
Seme ster No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
4	CEP-251-SA	Community Engagement Program	Community Engagement Program through Social Awareness	2	4

This will be of 60 Hrs. Duration and to be conducted on field in collaboration with any NGO. Detail guidelines will be shared soon.