

**C P PATEL AND F H SHAH COMMERCE COLLEGE, ANAND (AUTONOMOUS)****(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)****AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified

GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A<sup>+</sup>** KCG-Dept of Edu. Govt. of Gujarat-April 2017NAAC Reaccredited - CGPA 3.30 - GRADE **'A<sup>+</sup>'** UGC – MHRD, Govt. of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2025-2026

**Bachelor of Business Administration (BBA General)****SEMESTER - VI**

|                                    |                   |                            |                                  |
|------------------------------------|-------------------|----------------------------|----------------------------------|
| <b>Course Code</b>                 | <b>UM6MIBBA02</b> | <b>Title of the Course</b> | <b>GLOBAL TRENDS IN BUSINESS</b> |
| <b>Total Credits of the Course</b> | <b>04</b>         | <b>Hours per Week</b>      | <b>04</b>                        |

|                          |                                                                            |
|--------------------------|----------------------------------------------------------------------------|
| <b>Course Objectives</b> | 1. Understand key global business trends.                                  |
|                          | 2. Understand the fundamentals of International Human Resource Management. |
|                          | 3. Understand the foundation of business ethics.                           |
|                          | 4. Understand the national and international instruments.                  |
|                          | 5. Understand the fundamentals of E- commerce and Digital channels.        |

| <b>Course Content</b> |                                                                                                                                                                                                                                                                                                                                                                                                          |                      |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| <b>Unit</b>           | <b>Description</b>                                                                                                                                                                                                                                                                                                                                                                                       | <b>Weightage (%)</b> |
| <b>1.</b>             | <b>INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b><br>Definition and scope of IHRM, Importance of IHRM, Difference between domestic HRM and IHRM, Challenges of IHRM in the globalized world, Global talent management and workforce planning.                                                                                                                                                               | <b>25%</b>           |
| <b>2.</b>             | <b>FINANCIAL INSTRUMENTS</b><br>Overview of financial market, Role of financial instruments in the economy, Types of financial instruments – Equity-Debt instruments, Derivatives – Alternative instruments, Foreign exchange (Forex), International bonds, GDRs, ADRs, EDRs, Foreign direct investment (FDI).                                                                                           | <b>25%</b>           |
| <b>3.</b>             | <b>E-COMMERCE AND DIGITAL CHANNELS</b><br>A) <b>E-COMMERCE:</b> Meaning of E-commerce, Business Models and Technologies of E-commerce, Digital Marketing Channels for E-commerce.<br>B) <b>DIGITAL CHANNELS:</b> Meaning of Digital channels, Importance and types of digital channels, Traditional v/s Digital marketing channels, Digital Marketing Fundamentals, Emerging trends in digital channels. | <b>25%</b>           |

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|           |                                                                                                                                                                                                                                                                                                              |            |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>4.</b> | <b>ETHICS IN BUSINESS</b><br>Meaning and definition of business ethics, Importance of ethical conduct of business, Ethical issues in modern business, The role of ethical reasoning in business decision- making, corporate social responsibility, Global business ethics, Future trends in business ethics. | <b>25%</b> |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|

|                                      |                                                                                                                                                                                |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Teaching-Learning Methodology</b> | <ul style="list-style-type: none"><li>• Lecture Method</li><li>• Online Lectures</li><li>• Group Discussion</li><li>• Practical Problem Solving</li><li>• Case Study</li></ul> |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| <b>Evaluation Pattern</b> |                                                                                                         |                  |
|---------------------------|---------------------------------------------------------------------------------------------------------|------------------|
| <b>Sr. No.</b>            | <b>Details of the Evaluation</b>                                                                        | <b>Weightage</b> |
| 1.                        | Internal Written                                                                                        | <b>30%</b>       |
| 2.                        | Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance, Project work. | <b>20%</b>       |
| 3.                        | External Examination                                                                                    | <b>50%</b>       |

| <b>Course Outcomes : Having Completed this course, the students will be able to</b> |                                                                                                          |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| 1.                                                                                  | Understand the scope and challenges of International Human Resource Management in a globalized context.  |
| 2.                                                                                  | Analyze various financial instruments and their role in international financial markets and investments. |
| 3.                                                                                  | Evaluate e-commerce models and digital marketing channels for effective online business strategies.      |
| 4.                                                                                  | Apply ethical principles and corporate social responsibility in global business decision-making.         |

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| Suggested References |                                                                                                                           |
|----------------------|---------------------------------------------------------------------------------------------------------------------------|
| Sr. No.              | References                                                                                                                |
| 1                    | Aswathappa, K., & Dash, S. (2020). <i>International Human Resource Management</i> (2nd ed.). McGraw Hill Education India. |
| 2                    | Aswathappa, K. (2017). <i>Human Resource Management: Text and Cases</i> (8th ed.). McGraw Hill Education India.           |
| 3                    | Bhole, L. M., & Mahakud, J. (2017). <i>Financial Institutions and Markets</i> (6th ed.). McGraw Hill Education India.     |
| 4                    | Chandra, P. (2021). <i>Investment Analysis and Portfolio Management</i> (5th ed.). McGraw Hill Education India.           |
| 5                    | Murthy, C. S. V. (2020). <i>E-Commerce: Strategy, Technologies and Applications</i> (3rd ed.). Himalaya Publishing House. |
| 6                    | Gupta, S. (2023). <i>Digital Marketing</i> (2nd ed.). McGraw Hill Education India.                                        |
| 7                    | Fernando, A. C. (2019). <i>Business Ethics and Corporate Governance</i> (3rd ed.). Pearson Education India.               |
| 8                    | Rao, G. S., & Chowdhury, P. N. R. (2021). <i>Ethics, Integrity and Aptitude</i> (3rd ed.). Access Publications.           |

## Online resources to be used if available as reference material

Principles of Human Resource Management

[https://onlinecourses.nptel.ac.in/noc20\\_mg15/preview](https://onlinecourses.nptel.ac.in/noc20_mg15/preview)

Advanced Financial Instruments for Sustainable Business and Decentralized Markets

[https://onlinecourses.nptel.ac.in/noc24\\_mg65/preview](https://onlinecourses.nptel.ac.in/noc24_mg65/preview)

Business Ethics

[https://onlinecourses.swayam2.ac.in/cec23\\_mg22/preview](https://onlinecourses.swayam2.ac.in/cec23_mg22/preview)

Supply Chain Digitization

[https://onlinecourses.nptel.ac.in/noc24\\_mg59/preview](https://onlinecourses.nptel.ac.in/noc24_mg59/preview)

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