

**GOLAGHAT COMMERCE COLLEGE, (AUTONOMOUS)**  
**DEPARTMENT OF COMMERCE**  
**FOUR YEAR UNDER GRADUATE PROGRAMME (FYUGP) IN**  
**COMMERCE**

**THE PREAMBLE:**

Commerce is the lifeblood of economic development and social progress. It encompasses the activities involved in the exchange of goods and services, the movement of capital, and the flow of information and innovation across markets and societies. Rooted in principles of fairness, transparency, and mutual benefit, commerce fosters entrepreneurship, creates employment opportunities, and strengthens international cooperation.

Commerce is a fundamental pillar of human civilization, driving economic growth, social progress, and international cooperation. Rooted in the essential human need to exchange goods and services, commerce has evolved over centuries from simple barter systems to complex global markets. It represents not only the transactions between buyers and sellers but also the intricate systems of production, distribution, finance, and regulation that sustain modern economies.

At its core, commerce is about the facilitation of value—creating, delivering, and exchanging products and services that meet human needs and desires. It links producers and consumers, connects local communities to global networks, and integrates diverse sectors of the economy, including agriculture, manufacturing, services, and technology. The development of commerce has been a catalyst for innovation, urbanization, and the rise of institutions that govern trade and finance.

As a dynamic and evolving field, commerce plays a critical role in addressing global challenges, from economic inequality to sustainable development. By promoting responsible

business practices, efficient trade systems, and inclusive economic growth, commerce serves as a foundation for building resilient economies and empowered communities.

## **INTRODUCTION:**

Education in commerce plays a vital role in preparing individuals to contribute meaningfully to this evolving landscape. By fostering analytical thinking, financial literacy, entrepreneurial spirit, and ethical awareness, commerce education empowers students to make informed decisions and become agents of positive change. It equips them with the skills needed to succeed in a wide range of professions and to adapt to an ever-changing economic environment.

This framework recognizes the transformative power of commerce and is dedicated to advancing its study, practice, and regulation in ways that uphold ethical standards, respect cultural diversity, and contribute to the well-being of all.

However, the power of commerce must be guided by principles of fairness, equity, and sustainability. While commerce has the potential to generate wealth and prosperity, it must not do so at the cost of environmental degradation, labor exploitation, or social inequality. Ethical commerce requires transparency, corporate responsibility, and respect for the rights of all stakeholders—including workers, consumers, communities, and future generations.

In today's digital age, commerce is undergoing rapid transformation. The rise of e-commerce, digital currencies, fintech, and global supply chains has reshaped how goods and services are bought, sold, and delivered. These changes bring both opportunities and challenges. On one hand, they enable greater access to markets, reduce transaction costs, and support small businesses. On the other hand, they demand new forms of regulation, data protection, and cybersecurity to ensure trust and fairness in the digital marketplace.

Moreover, the COVID-19 pandemic and other global disruptions have highlighted the need for resilient and adaptive commercial systems. From remote work to online retail, the pandemic accelerated shifts in consumer behavior and business models, emphasizing the importance of agility, innovation, and digital literacy in the commercial landscape. It also underscored the interconnectedness of economies and the importance of international cooperation in sustaining global commerce during crises.

Sustainability has become a central concern for modern commerce. Businesses and governments are increasingly aware of the need to balance economic growth with environmental stewardship and social well-being. Green commerce, circular economies, and ethical supply chains are emerging as critical models for future development. The integration of environmental, social, and governance (ESG) criteria into business strategies reflects a growing commitment to responsible commerce that supports long-term value creation and planetary health.

### **AIMS OF FOUR YEAR UNDER-GRADUATE PROGRAMME (FYUGP) IN COMMERCE:**

The aims of Four Year Under-Graduate Programme (FYUGP) in Commerce are:

1. To improve the student's learning of Commerce as a multi-disciplinary discipline, by providing students with a rigorous and challenging commercial experience aiming to develop sound theoretical background in the subject.
2. To enable the students to understand the foundations of Commerce.
3. To develop capabilities of the students to critically evaluate issues and the emerging trends influencing the field of Commerce.
4. To equip students with soft skills and inculcate values through value Commerce for personal development.

5. To familiarize students with commercial technology and train them in the use of ICT in Commerce.
6. To inspire the virtues required for becoming successful business leaders.

### **GRADUATE ATTRIBUTES OF THE FYUGP IN COMMERCE:**

Graduate attributes include both disciplinary knowledge related to the particular discipline and generic attributes that the graduates of all the disciplines of study should acquire and demonstrate. Graduate attributes of the FYUGP in Commerce are:

#### **Disciplinary Knowledge:**

The graduates should have the ability to demonstrate the attribute of comprehensive knowledge and understanding of the discipline of Commerce.

They should be able to demonstrate the attribute of understanding of the foundations of buying, selling and distributing goods and services along with related activities like marketing, finance and logistic. Moreover, they should also be able to demonstrate the attributes of understanding curriculum, assessment and evaluation in commerce, issues in commerce, value of commerce, positive psychology, commercial technology, inclusive Commerce, commercial management, economics of Commerce, guidance and counselling, etc.

They should have the ability to demonstrate the attribute of understanding about personal development and soft skills, ICT in Commerce, methods and techniques of teaching, etc.

#### **Critical Thinking:**

The graduates in commerce are expected to apply analytic thought to a body of knowledge of Commerce, so as to evaluate the issues and problems related to commerce, critically evaluate commercial policies, commercial practices, and commercial theories.

#### **Information/Digital Literacy:**

The graduates should develop the ability to use information and communication technology in different learning situations and in general. Through the use of ICT they should be able to access, use and analyse data collected from relevant information sources. The graduates should be able to interact and communicate through virtual mode effectively on any issues, particularly issues related to Commerce.

**Research related Skills:**

The graduates should have the ability to demonstrate the attribute of scientific enquiry for research in Commerce so as to find solutions to some issues related to Commerce. They should have the basic skills to conduct research by identifying the problem, formulating research design, developing relevant tools and techniques for collection of data, analyzing the data by using appropriate techniques and reporting the results- while at the same time keeping ethical considerations in mind.

**Moral and Ethical Awareness:**

The students will be able to exhibit value based, moral and ethical practices in their day to day life. They should be able to identify ethical issues related to any work, particularly work related to commerce; avoid unethical behavior, adopt objective, unbiased and honest actions in all aspects of work.

**Reflective Thinking and Problem Solving:**

The graduates should develop the ability to understand and use their own experiences and skills to meet challenges in the field of Commerce and in day to day life. After completion of graduation in Commerce the students will be able to understand the nature of Commercial problems and deal with them in a right manner. Moreover they should be able to solve different problems of day to day life in various situations.

**Communication Skills:**

The graduates in Commerce should have the ability to present and express information, thoughts, and views clearly and concisely so as to communicate effectively on any issues, particularly issues related to Commerce. Moreover, they should also be able to demonstrate effective communication skills in dealing with classroom practices.

**Co-operation and Multicultural Competence:**

The students should be able to work collaboratively in dealing with the commercial affairs in particular and any kind of tasks in general. They should also be able to work effectively in a diverse team, respecting each other while working in the interest of a common cause. By doing so the graduates will appreciate the beliefs, values of multiple cultures across the globe and demonstrate respect for inclusivity in society while engaging in a multicultural society.

**GOLAGHAT COMMERCE COLLEGE (AUTONOMOUS)  
FOUR YEAR UNDER GRADUATE PROGRAMME IN COMMERCE**

Course Code	: COM-GEC1 (First Semester)
Title of the Course	: Basics of Marketing
Nature of Course	: Generic
End Semester	: 45 Marks
In Semester	: 30 Marks
Credit Course	: 03

***Course Objective:***

This course aims to build a basic understanding of marketing management. They can learn the basic idea on 4P's of Marketing.

***Course Outcome:***

After completion of the course, learners will be able to:

- i. To understand concept of different marketing and marketing mix elements.
- ii. Describe Product classification and Product development.
- iii. Determine factors affecting pricing and promotion.

UNIT	CONTENT	L	T	P
I	1. Introduction:  1.1 Concept of Marketing  1.2 Traditional vs Modern concept of Marketing  1.3 Importance of Marketing  1.4 Digital Marketing- Features and Types  1.5 Marketing Mix and Market Segmentation	10	2	

II	2. Product:  2.1 Product Classification  2.2 Product Mix  2.3 Product Development  2.4 Product Life Cycle	9	2	
III	3. Pricing and Promotion:  3.1 Features and Significance of Pricing  3.2 Factors influencing Pricing  3.3 Concept and definition of Promotion	9	2	

	3.4 Components of Promotion Mix			
IV	4. Distribution Channel and Logistic Management  4.1 Importance of Distribution Channel  4.2 Types and Nature of Distribution Channel  4.3 Logistic Management and its type	9	3	
Total		37	9	

**MODES OF IN-SEMESTER ASSESMENT: (40 Marks)**

- a. Two Sessional Examination - 20 marks (10x2)
- b. Seminar Presentation on any of the relevant topics- 5 marks
- c. Assignment and Attendance 5 marks

**Suggested Readings:**

- i. Deb R.B, Marketing for Beginners, Ashok Publication, Guwahati-1

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2. Atul Kumar Das, Assistant Professor, Dept of Commerce, Golaghat Commerce College.
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**GOLAGHAT COMMERCE COLLEGE (AUTONOMOUS)**  
**FOUR YEAR UNDER GRADUATE PROGRAMME IN COMMERCE**

Course Code : SEC (**First Semester**)

Title of the Course : Introduction to GST

Nature of Course : Skill Enhancement Course

End Semester : 45 Marks

In Semester : 30 Marks

Credit Course 03

***Learning Objectives***

Goods and Service Tax (GST) is one of the most crucial Indirect tax reforms in India since independence implemented on 1st July 2017. This course is designed to introduce the students with the various provisions of GST law and procedures that would help them in starting a new business unit and in continuance an existing one.

***Learning outcomes***

After completion of the course, learners will be able to:

- Understand the background of implementing GST
- Understand the development and different sub-structures under GST
- Examine the process of implementation of GST
- Understand the different concepts that come under the working or purview of GST

UNITS	CONTENTS	L	T	P
1 (10 Marks)	<b>Unit 1: Concept of Indirect Tax</b> 1. Introduction to Indirect Tax Structure in India 1.2 Background and History	10	1	
2 (10 Marks)	<b>Unit 2: Meaning and Objectives of GST</b> 2.1 Salient features of GST 2.2 Comprehensive structure of GST in India 2.3 Single and Dual GST 2.4 Advantages and Challenges in Implementation of GST in India	10	2	

3 (10 Marks)	<b>Unit 3: Constitution aspects of GST</b>	12	3	
	3.1 Registration under GST			
	3.2 Rates and Schedules			
	3.3 GST Council			
	3.4 GST Network			
	3.5 Composition Scheme			
	3.6 Authorities Under GST			
4 (15 Marks)	<b>Unit 4: Introduction to GST Portal.</b>	13	6	
	4.1 Tax Invoice			
	4.2 Input Tax Credit			
	4.3 E-way Bill			
	4.4 GST Returns			
	4.5 Payment of Tax including reverse charge			
	TOTAL	45	12	

**MODES OF IN-SEMESTER ASSESMENT: (30 Marks)**

- a. Sessional Examination - 10 Marks
- b. Seminar Presentation on any of the relevant topics- 10 marks
- c. Assignment and Attendance-10marks

**Suggested Readings:**

1. Ahuja, Girish, Gupta Ravi, Systematic Approach to GST, Commercial Law Publishers (India) Pvt. Ltd.
2. Singhania V. K, Students' Guide to GST & Customs Lax, Taxmann Publication
3. ICAI Study material on GST

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**GOLAGHAT COMMERCE COLLEGE (AUTONOMOUS)**

**(FOUR YEAR UNDER GRADUATE PROGRAMME IN COMMERCE)**

Course Code	: COMGEC (Second Semester)
Title of the Course	: PROJECT MANAGEMENT AND TECHNIQUES
Nature of Course	: Generic
End Semester	: 45 Marks
In Semester	: 30 Marks
Credit Course	: 03

***Course Objective:***

*To enable the students to evolve a suitable framework for the preparation, appraisal, monitoring and control of industrial projects.*

***Course Outcome:***

After completion of the course, learners will be able to:

- Explain the concept and attributes of projects, project management system, process and its principles
- Perform technical feasibility, marketing feasibility and commercial viability using NPV, and further to understand tax and legal aspects of a project.
- Analyse project appraisal in public & private sector and estimate shadow prices and social discount rate.
- Examine project risk and performance assessment.

<b>UNIT</b>	<b>CONTENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
I	<b>Introduction</b> Concept and attributes of Project, Identification of Investment opportunities, Project life cycle, Role of Project Manager, Project Management Information System, Project Management Process and Principles, Relationship between Project Manager and Line Manager, Project Planning, Monitoring and Control of Investment Projects.	10	3	

II	<b>Project Preparation</b> Technical Feasibility, Marketing Feasibility, Financial Planning: Estimation of Costs and Funds (including sources of funds), Demand Analysis (brief introduction to NPV), Project budget, Tax considerations and legal aspects	9	2	
III	<b>Project Appraisal</b> Business Criterion of Growth, Liquidity and Profitability, Social Cost Benefit Analysis in Public and Private Sector, Investment Criterion and Choice of techniques,	9	2	
IV	<b>Project Risk and Performance Assessment</b> Project Risk Management- Identification, Analysis and Reduction, Project quality management, Project Performance Measurement and Evaluation, Project Report, Project Closure and Audit, Cost and Time Management issues in Project Planning and Management	9	2	
TOTAL		37	9	

**MODES OF IN-SEMESTER ASSESMENT: (40 Marks)**

- a. Two Sessional Examination - 20 marks (10x2)
- b. Seminar Presentation on any of the relevant topics- 5 marks
- c. Assignment and Attendance 5 marks

**Suggestive readings:**

1. Chandra. Prasanna. Project Preparation, Appraisal and Implementation. Tara McGraw Hill.
2. Gido, Jack., And Clements, James P. Project Management. Cengage Learning.
3. Gray, Clifford F., Larson, Eric W., and Desai, Gautam V. Project Management: The Managerial Process. McGraw Hill Education

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**GOLAGHAT COMMERCE COLLEGE (AUTONOMOUS)**

**(FOUR YEAR UNDER GRADUATE PROGRAMME IN COMMERCE)**

Course Code : SEC (**Second Semester**)  
Title of the Course : PERSONAL FINANCIAL PLANNING  
Nature of Course : Skill Enhancement Course  
End Semester : 45 Marks  
In Semester : 30 Marks  
Credit Course 03

***Course Objective:***

- To equip students with the knowledge and practical understanding of important dimensions of managing one's personal finance.
- To enable students' understand and plan their tax liabilities, investments, insurance coverage, and retirement.

***Course Outcome:***

After completion of the course, learners will be able to:

- Understand the fundamentals of Personal Financial Planning.
- Learn the basics of managing personal tax liabilities.
- Able to ascertain and choose appropriate insurance policies for managing personal risks.
- Appreciate the importance of choosing the right investments for managing personal finance.

UNIT	CONTENT	L	T	P
I	<b>Basics of Personal Finance and Tax Planning</b>  ❖ Understanding Personal finance	8	2	

	<ul style="list-style-type: none"> <li>❖ Rewards of Sound Financial Planning</li> <li>❖ Financial Planning Process</li> <li>❖ Personal Financial Planning Life Cycle</li> <li>❖ Making Plans to Achieve Your Financial Goals</li> <li>❖ Common Misconceptions about Financial Planning.</li> </ul>			
II	<p><b>Managing Insurance Needs</b></p> <ul style="list-style-type: none"> <li>❖ Need for Insurance</li> <li>❖ Evaluating need for Life Insurance</li> <li>❖ Life Insurance</li> <li>❖ Health Insurance</li> <li>❖ Property Insurance</li> <li>❖ Principle of Indemnity, and Coinsurance.</li> </ul>	8	1	
III	<p><b>Managing Investments</b></p> <ul style="list-style-type: none"> <li>❖ Role of Investing in Personal Financial Planning</li> <li>❖ Identifying the Investment Objectives</li> <li>❖ Different Investment Choices</li> <li>❖ The Risks of Investing</li> <li>❖ Types of Equity Stock</li> <li>❖ Market Globalization and Foreign Stock</li> <li>❖ Making the Investment Decision. Investing in Bonds – Benefits of Investing in Bonds</li> <li>❖ Bonds Versus Stocks</li> <li>❖ Investing in Mutual Funds and Exchange Traded Funds (ETFs)</li> <li>❖ Benefits of Investing in Mutual Funds or ETFs</li> </ul>	12	4	
IV	<p><b>Investing in Real Estate and Retirement Planning</b></p> <ul style="list-style-type: none"> <li>❖ Investing in Real Estate – Some Basic Considerations</li> <li>❖ Modes of Real Estate Investment – Raw Land, Commercial Properties, Residential Properties, Real Estate Investment Trusts</li> </ul>	9	2	

	(REITs) and Infrastructure Investment Trust (InvITs). ❖ Planning for Retirement – Role of Retirement Planning in Personal Financial Planning ❖ Pitfalls to Sound Retirement Planning ❖ Estimating Income Needs, Sources of Retirement Income			
TOTAL		37	9	

**MODES OF IN-SEMESTER ASSESMENT: (40 Marks)**

- d. Two Sessional Examination - 20 marks (10x2)
- e. Seminar Presentation on any of the relevant topics- 5 marks
- f. Assignment and Attendance 5 marks

**Suggestive readings:**

1. Introduction to Financial Planning (4th Edition 2017) – Indian Institute of Banking & Finance.
2. Sinha, Madhu. Financial Planning: A Ready Reckoner. July 2017. Mc Graw Hill
3. Randall S. Billingsley, Lawrence J. Gitman, and Michael D. Joehnk (2017): Personal Financial Planning. Cengage Learning

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## FOUR YEAR UNDER GRADUATE PROGRAMME IN COMMERCE

Course Code : **Core- C3 (Third Semester)**

Title of the Course : Entrepreneurship

Development Nature of Course : **Core**

End Semester : 60 Marks

In Semester : 40 Marks

Credit Course : 04

### ***Learning Objectives***

- (a) Build a positive entrepreneurial mindset among the students
- (b) Make aware of different issues related to entrepreneurship and train the next generation entrepreneurs.

### ***Learning outcomes***

After completion of the course, it is expected from that

- students would be aware of different aspects of entrepreneurship as a career
- factors and issues related in starting a new business project

➤ Choosing NER, India particularly Assam as an avenue for entrepreneurship

UNITS	CONTENTS	L	T	P
1 (15Marks)	<b>Unit 1: Introduction</b> 1.1 Definition and Concept of entrepreneurship – 1.2 Evolution of Entrepreneurship in India 1.3 Entrepreneur – traits and classification 1.4 Role of Entrepreneurship in Economic Development – 1.5 Entrepreneurship and Start-ups. 1.6 Women Entrepreneur	14	2	
2 (15Marks)	<b>Unit 2: Theories of Entrepreneurship</b> 2.1 Importance - theories of Entrepreneurship 2.2 Competing theories with criticism 2.3 Views Walker and Drucker, Theory of Harvard School,	12	2	

	Theory of Invisible Cost, Theory of Transaction Cost.			
3 (15Marks)	<b>Unit 3 : Entrepreneurial Training and Business Planning</b> 3.1 Importance of training, EDP 3.2 Institution promoting EDPs 3.3 Business Plan, Contents of a business plan, SWOT analysis 3.4 Sources of Finance, Venture capital 3.5 Indian start up case studies	12	2	
4 (15Marks)	<b>Unit 4: Unit 3: Setting up of Small Business Enterprises :-</b> 4.1 Meaning and Definition, Importance in Indian Economy 4.2 Opportunity identification process 4.3 Project Formulation	12	4	

	4.4 Small Business in North East India			
	TOTAL	50	10	

**MODES OF IN-SEMESTER ASSESMENT: (40 Marks)**

- a. Two Sessional Examination - 20 marks (10x2)
- b. Seminar Presentation on any of the relevant topics- 10 marks
- c. Assignment and Attendance 10 marks

**Suggested Readings:**

Khanka, S.S. *Entrepreneurial Development*, S.Chand .

Vasant, Desai. *Small- Scale Industries and Entrepreneurship*, Himalaya Publication. Rana Bijoy Deb. *Essentials of Entrepreneurship*. Kalyani Publishers.

Mohanty, Sangram Keshari . *Fundamentals of Entrepreneurship*. PHI.

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## FOUR YEAR UNDER GRADUATE PROGRAMME IN COMMERCE

Course Code	:SEC-3A(Third Semester)
Title of the Course	:Trading and Investment for Beginners
Nature of Course	: Skill Enhancement Course
End Semester	: 45 Marks
In Semester	:30 Marks
Credit Course	03

### ***Learning Objectives***

The course aims to familiarize the students with stock market and investing in it. They can learn the investment and trading mechanism in Indian stock exchanges.

### ***Learning outcomes***

After completion of the course, learners will be able to:

- Evaluate the investment environment as well as risk & return framework.
- Conduct fundamental analysis to identify under-priced/overpriced securities.
- Conduct technical analysis to make buy and hold decisions in the stock market.
- Describe the Functioning of Indian Stock Market.

UNITS	CONTENTS	L	T	P
1 (15Marks)	<b>Unit1:Basics of Investing</b> Basics of Investment Concept of risk and return Types of investors Avenues of investments-Shares & Debentures, Mutual funds, Post office Schemes, Gold, Index funds, Exchange Traded Fund(ETF),Real Estate, Crypto Currencies etc.	12	1	

2 (10 Marks)	<b>Unit 2:Indian Capital Market</b> Structure of Indian Capital Market Primary Markets. Secondary Markets. Instruments of Primary and Secondary Market Market Regulator-SEBI.	8	2	
3 (10 Marks)	<b>Unit3:Share Market &amp; Stock Exchanges of India</b> Stock exchanges in India- BSE,NSE and MCX Security market indices-Nifty, Sensex and sectoral indices Market Analysis-Basics of Fundamental and Technical Analysis. Credit Rating Agencies and its role.	8	3	
4 (10 Marks)	<b>Unit4:Trading and Investing.</b> Role of Demat Account Trading and Investing Application(mobile)based trading and investing Sources of market information for trading and investing Derivative market concept, Derivative Instruments.	8	3	
	<b>TOTAL</b>	36	9	

**MODES OF IN-SEMESTER ASSESMENT:(40Marks)**

- a. Two Sessional Examination -20 Marks (10x2)
- b. Seminar Presentation on any of the relevant topics-10marks
- c. Assignment and Attendance 10 marks

**Suggested Readings:**

- a. Jaiswal, R; Doley, S.J.&Nayak ,P.(2024).Introduction to Stock market, Kalyani Publication
- b. SinghJ.K.&SinghA.K.(2017).Investing in Stock Markets. Delhi A.K.Publications, Delhi.
- c. Tripath V. & Pawar N. (2022). Investing in Stock Markets. Taxmann Publications.
- d. Rustogi, R.P.(2018).Fundamentals of Investment. Sultan Chand &Sons, NewDelhi.

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## FOUR YEAR UNDER GRADUATE PROGRAMME IN COMMERCE

Course Code	: COMGEC4 ( <b>Fourth Semester</b> )
Title of the Course	: INTRODUCTION TO INTERNATIONAL BUSINESS
Nature of Course	: Generic
End Semester	: 45 Marks
In Semester	: 30 Marks
Credit Course	: 03

### ***Course Objective:***

- The course would introduce students to international trading and investment environment
- Create awareness about emerging issues such as outsourcing and sustainable development in the context of international business.

### ***Course Outcome:***

After completion of the course, learners will be able to:

- Understand the process of globalization and its impact on growth of international business.
- Appreciate the changing dynamics of the diverse international business environment.
- Analyse the theoretical dimensions of international trade as well as intervention measures adopted.
- Describe the forms of foreign direct investment and analyse benefits and costs of FDI.
- Demonstrate awareness about emerging issues in international business such as outsourcing and sustainable development

UNIT	CONTENT	L	T	P
I	<b>Introduction to International Business</b> ❖ Globalization – concept, significance and impact on international business ❖ International business contrasted with domestic business	10	3	

	<ul style="list-style-type: none"> <li>❖ Complexities of international business</li> <li>❖ Internationalization stages and orientations</li> <li>❖ Modes of entry into international businesses.</li> </ul>			
II	<p><b>International Trade</b></p> <ul style="list-style-type: none"> <li>❖ Theories of international trade – <ul style="list-style-type: none"> <li>• Theory of Absolute Advantage theory,</li> <li>• Theory of Comparative Advantage,</li> </ul> </li> <li>❖ Product Life Cycle theory</li> <li>❖ Theory of National Competitive Advantage</li> <li>❖ Instruments of trade control.</li> </ul>	9	2	
III	<p><b>International Business Environment</b></p> <ul style="list-style-type: none"> <li>❖ Role of political and legal systems in international business</li> <li>❖ Cultural environment of international business</li> <li>❖ Implications of economic environment for international business.</li> <li>❖ International Economic Organizations: <ul style="list-style-type: none"> <li>• WTO- functions, structure and scope;</li> <li>• World Bank and IMF.</li> </ul> </li> </ul>	9	2	
IV	<p><b>International Finance and Contemporary Issues</b></p> <ul style="list-style-type: none"> <li>❖ Types of FDI - Greenfield investment, Mergers &amp; Acquisition, strategic alliances</li> <li>❖ Benefits and drawbacks of FDI</li> <li>❖ Overview of Exchange Rate systems</li> <li>❖ Contemporary issues in international business: Outsourcing and its potential for India</li> <li>❖ International business and sustainable development</li> </ul>	9	2	
TOTAL		37	9	

**MODES OF IN-SEMESTER ASSESMENT: (40 Marks)**

- g. Two Sessional Examination - 20 marks (10x2)
- h. Seminar Presentation on any of the relevant topics- 5 marks
- i. Assignment and Attendance 5 marks

**Suggestive readings:**

1. Daniels, J. D., Radenbaugh, L. H. & Sullivan, D. P. International Business, Pearson Education.

2. Griffin, R. W & Pustay, M. W. International Business - A Managerial Perspective. Prentice Hall.
3. Menipaz, E., Menipaz A. and Tripathi S.S. International Business : Theory and Practice. New Delhi. Sage Publications India Pvt. Ltd.

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