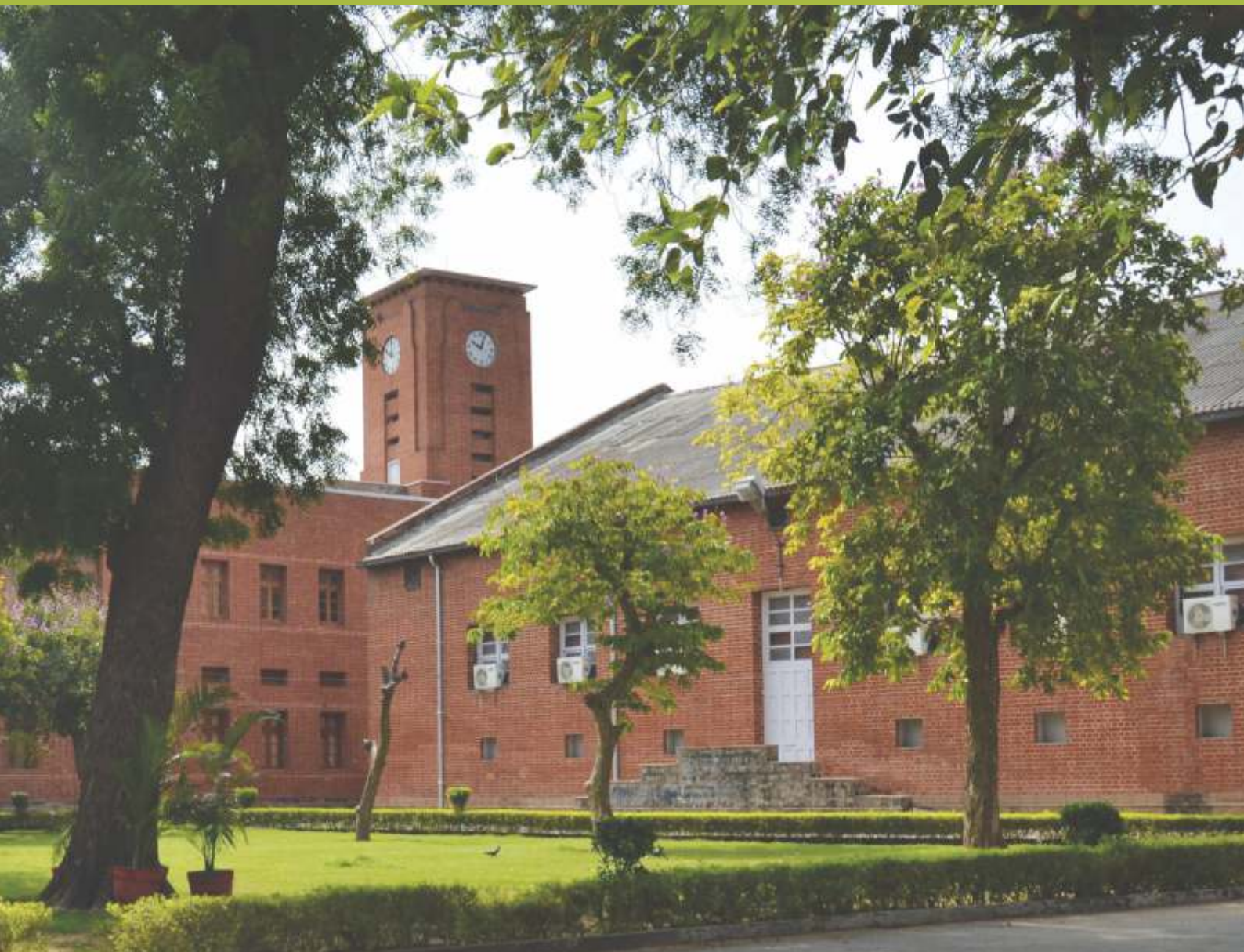


# GLOBAL BUSINESS OPERATIONS PROGRAMME



ADMISSION BATCH - XXI | 2019-21

SHRI RAM COLLEGE OF COMMERCE



FOUNDER OF THE COLLEGE  
SIR SHRI RAM  
1884-1963

The Founder of Shri Ram College of Commerce was born on April 27, 1884. First son of Madan Mohan Lal and Chando Devi, Shri Ram completed his school and college education in Delhi and joined the family business DCM in 1900. In 1920 he established the Commercial Education Trust to promote business education and in 1926 the Commercial College came into being.

On its silver jubilee in 1951, this college was renamed after the founder as Shri Ram College of Commerce. SRCC remains an institution founded with a vision of fostering meaningful education in the fields of business and economics.

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# CHAIRMAN'S MESSAGE



Mr. Ajay S. Shriram

The Global Business Operations (GBO) programme provides post-graduate students learning and exposure to succeed in the tough business world.

India's economy is growing rapidly and so is India's competitiveness. However, opening up of the economy creates many challenges and opportunities for business managers. Today, virtually every company in the world is interested in the Indian market, and the biggest issue for corporates is to get good effective people. Indians, with their sharp mind and intelligent hardworking capability, are excelling wherever they are. SRCC, as a leading educational institution in the country, is assisting the brightest students to make a successful career.

The GBO programme attracts outstanding students and provides them knowledge and technical expertise to succeed and be the best. This year too, we welcome the incoming batch to SRCC, to experience the excitement and education of the GBO programme.

# PRINCIPAL'S MESSAGE



Prof. Simrit Kaur

The emergence of a globalized world has offered several opportunities and challenges that require new responses to business practices and operations. The two-year Global Business Operations (GBO) Programme, offered at Shri Ram College of Commerce (SRCC) is a course specifically developed keeping in mind the global perspective of business wherein a multi-dimensional approach to imparting education is followed. The GBO Programme aims at building competencies in management professionals by offering them unique blend of management concepts and applied learning, guiding them through the adaptation processes necessary to work within and across national boundaries, cultures and organizational structures.

Shri Ram College of Commerce (SRCC) is a pioneer institute for the study of business and economics in India. Rated as top most business college, the GBO programme attracts some of the best students from across the country. Introduced as a post-graduate course in University of Delhi in 1999, exclusively at SRCC, our management programme is a specialized course especially designed for professionals involved in the management of international business operations. At SRCC, we expect our students to not just excel in academics but also be corporate-ready professionals. As such, class-room teaching by in-house faculty is appropriately supplemented by guest lectures from corporate practitioners. Moreover, extensive exposure through conferences, seminars, value-added courses, industrial visits and internships enhances value to their training. A strong industry-academia synergistic relationship has been the distinguishing feature of SRCC's management programme. Interaction with industry, an integral part of this programme can also be gauged by several events that the college organizes, including the National Colloquium held each year.

It is a pleasure to present you this admission prospectus for the GBO Programme 2019-21. It is a brief account of the course, its objectives, academic requirements and the admission process. Let me thank you for your interest in this programme and hope that you will feel motivated to take up the challenges of this course. Looking forward to welcoming yet another batch of enthusiastic students.

My best wishes for all your future endeavours!

# COORDINATORS' MESSAGE



Dr. Anil Kumar



Dr. Suman Bhakri

The movement towards a market oriented economy with expansive business frontiers creates new challenges. Management strategies must address themselves to the twin phenomenon of managing diversity and convergence of business operations across the world. These contemporary requirements of world trade and commerce need able human resource inputs that can understand and relate to the contemporary business environment. It is within the scenario of a new and dynamic business environment that Shri Ram College of Commerce has introduced the two-year, Post Graduate Programme in Global Business Operations. The aim of the course is to deliver quality management education for excellence in international business.

Global Business Operations (GBO) Programme's main objective is to provide students with advanced practical expertise in areas such as Human Resource Management, Accounting and Finance, Trade, Transnational Marketing and Information Technology. The GBO Programme endeavours to combine insights from a number of different academic disciplines and functional areas. The course adopts a multiorganisational objective and in the process motivates students to appreciate the complex and rapidly changing environment. The seminars, case studies, role play, management games, quizzes and projects undertaken also emphasise this perspective.

The course has an updated curriculum which has been designed keeping in mind the requirements of industry and includes subjects such as industrial organisation and game theory, international investment management, international financial system, transnational marketing, taxation and business policy, procedures and logistics for global trade, social and ethical issues in business, international trade blocks and agreements etc.

The GBO Programme is a unique one that serves as an effective stepping stone for achievers who dream of competitive excellence in a globalised world. It is a challenge meant for a handful and assuredly promises to be a rewarding value-addition to their potentialities.

# The College

Shri Ram College of Commerce (SRCC) is a premier institution specializing in the fields of business and economics studies. Rated as a favoured destination for talented youngsters across the country, the college has been accorded an A+ Grade by the National Assessment and Accreditation Council. A constituent college of the University of Delhi, founded in 1926 by Sir Shri Ram, a leading philanthropist and businessman, the College has celebrated its 90<sup>th</sup> anniversary in the academic year, 2016-17.

## Infrastructure

The college is spread over a 16-acre campus. The main building is centrally air-conditioned. All classrooms are fitted with LCD Projectors and screens. The college building has been declared a Heritage Building in 2006-07 with its art-deco architecture. A clock-tower atop a circular façade with a colonnaded verandah, the building looks distinctive in its 60-year-old redbrick splendor. The college has a seminar room, an auditorium, separate hostels for boys and girls and a cafeteria for the college community. A new 200-seater girls hostel is coming up to accommodate our outstation students.

## Courses

SRCC offers B.Com (Hons.) and B.A. (Hons.) Economics at the undergraduate level, and M.Com and PG Diploma in Global Business Operations (GBO), at the post-graduate level. The GBO Programme is a unique course in the University of Delhi offered only at SRCC for the last twenty years on international business management.

## Faculty, Students, Alumni

The college faculty members are widely known for their publications. Reputed authors have carried the SRCC classroom across the country enhancing the brand of the institution. Students come from almost every region across the country, lending the diversity



and inclusion that is essential for meaningful and wholesome learning. Students admitted are undoubtedly the best in their field and after their learning experience in the college have progressed to diverse areas from banking to governance, creative areas like films and fashion or academics. Prominent alumni include Mr. Arun Jaitley, Union Minister for Finance and Corporate Affairs, Former Justice Arjan Sikri, Justice of the Supreme Court, Mr. Aniljit Singh, Max India, Mr. Pramod Bhasin, Genpact, Mr. Rajiv Memani, Ernst & Young, Mr. Rana Kapoor, Yes Bank, Mr. Rakeysh Omprakash Mehra, Mr. Gulshan Grover, Ms Nimrat Kaur, from cinema and many others.

## International Conferences

SRCC has been organizing international conferences abroad through collaboration with several foreign universities. Since 2013, five International Conferences have been held at Rwanda, Kigali (Africa), Bangkok, Thailand (Assumption University), Cardiff, UK (Cardiff University), Saginaw, Michigan, US (Saginaw Valley State University) and Windhoek, Namibia (University of Namibia). The college has several international collaborative arrangements with universities abroad.



# Global Business Operations Programme

With economic liberalization and globalization, India has emerged as an integral part of the world economy. Many Indian corporations now operate abroad and several MNCs have Indian set-ups. This has created a strong demand for well-educated professionals who can go beyond managing needs of domestic business and work effectively and efficiently in differing and continually changing international environment. As a consequence, knowledge of international business operations is now an essential component in the corporate sector.

The Global Business Operations (GBO) Programme is designed to provide a thorough knowledge of global business with emphasis on the implications of international business and the specialisation required

in carrying out business activities across national frontiers.

The restructured version of this course will be further strengthened with the establishment of Global Business Lab, introduction of pre and post-semester proficiency courses, global professional development seminars, study abroad opportunities (global exchange programs, global business coop programmes, SRCC volunteer abroad programmes and global community outreach programmes), foreign language proficiency, industry linkages (reciprocal visits, research projects, consultancy and knowledge transfer, design and development of new programs and work-based learning) and global accreditation.



## SEMESTER I

July, 2019 – December, 2019

- 1.1 Indian Business Environment
- 1.2 Economics for Managers
- 1.3 Financial Management
- 1.4 Principles of Marketing
- 1.5 Quantitative Techniques-I
- 1.6 Organisational Psychology
- 1.7 Computer Applications in Business-I

## SEMESTER III

July, 2020 – December, 2020

- 3.1 Summer Training and Project
- 3.2 International Financial System
- 3.3 Transnational Marketing
- 3.4 Documentation for Global Trade
- 3.5 Human Resource Management
- 3.6 Accounting for Business-II

## SEMESTER II

January, 2020 – May, 2020

- 2.1 Global Business Environment
- 2.2 Quantitative Techniques-II
- 2.3 Accounting for Business-I
- 2.4 Legal Environment for Global Business
- 2.5 Computer Applications in Business-II
- 2.6 India's Foreign Trade and Policies
- 2.7 Cross-Cultural Buying Behaviour

## SEMESTER IV

January, 2021 – May, 2021

- 4.1 Business Policy and Strategic Management
- 4.2 International Financial Management
- 4.3 International Trade-Blocks and Agreements
- 4.4 Procedures and Logistics for Global Trade
- 4.5 International Investment Management
- 4.6 Social and Ethical Issues in Business

## ADDITIONAL COURSES

- Derivatives
- Financial Analysis of Statement
- Financial & Statistical Analysis using Excel & SPSS
- Foreign Language – German
- Macro Economic Analysis in the Global Context
- Managerial Communication
- R-Language





### 1.1 Indian Business Environment

The impact of economic and social environment of a country on its business activity is undeniable. The aim of the paper is to acquaint the participants with changes in the environmental forces and in government policy in India, and their impact on business activity in the country.

- Business Environment in India : The International Economic Environment; The Domestic Economic Environment; The Legal Environment; Ecological concerns.
- Government and Business in India; Structural features of the Indian economy.
- Monetary and Fiscal system in India : The Banking and Credit Structure; Financial Institutions; The Fiscal System
- Inward-looking vs. Outward-looking strategy of industrialisation; Economic Planning in India (with special reference to resource mobilisation).



- Economic Reforms : Fiscal Reforms; Industrial Policy and Labour Policy Reforms; Trade Policy Reforms, Financial Sector Reforms.
- Infrastructure : Energy, Transport and Telecommunications.
- The Indian Macroeconomic Scene : Assessment and Outlook.

### 1.2 Economics for Managers

The aim of the paper is to expose the participants to latest developments in economics relevant to managerial decision-making, and acquaint them with a set of analytical methods to solve business problems within the thought-frame of economics.

- Demand, Supply and Price : Law of demand and supply, strategies and surpluses, interfering with law of supply and demand and supply curves, sensitivity to price changes - price elasticity and revenues, consensus on determination of prices, tax policy and law of demand and supply, demand forecasting.
- Cost : Short-run vs long-run cost and average cost curves total, average and marginal cost functions, cost minimization, marginal costs and sales tax, sunk costs, productive reorganization for cost reduction and cost recovery, importance of labour costs, least cost combination of inputs, marginal cost pricing and social welfare.
- Production : Production function, theory of production, isoquant maps, law of diminishing, marginal returns, increasing returns to scale. Basic conditions of competitive supply, entry, exit and market supply. Objective of profit maximization and revenue maximization, accounting profit and economic profit, sunk costs, entry and competition.

- Price Output Relations under Different Market Structures : Theory of competitive firm, basic model and looking beyond the basic model of competition, market failures and role of government.
- Monopoly: Monopoly profits, price discrimination, natural monopolies, monopolistic competition, number of firms in the industry, product differentiation, barriers to entry, government policies.
- Oligopoly, problem of self-enforcement, problem of coordination, problem of entry, price fixing, price and output competition, Cournot competition, Bertrand competition, kinked demand curves.
- Market Power and Domination: A cartel model and its pricing strategy. Why do most cartels fail?
- Dominating firm - a model of passive reaction. Dominating firm - a model of active reaction. Large firms vs potential new competitors, entry deterrence, pricing to deter entry, concentration measures, mergers, entry barriers.
- Advertising : Advertising cost, theory of advertising, persuasive advertising, information advertising, targeted advertising, comparison advertising, advertising regulations, advertising and competition.



- Factor Pricing : Labour market environment, employment, labour, costs, skills, industrial relations, interest-market for loanable funds, profit-market for risk, risk incentive trade-off, entrepreneurship.
- Non Co-operative Game Theory : Normal form games, Nash equilibrium, integrated elimination of strictly dominated strategies, mixed strategies, extensive form games, repeated games, games with imperfect competition, game theory and collusion, quality signalling games.



### 1.3 Financial Management

The aim of this paper is to provide basic knowledge about financial management. The paper is structured around decision making in the three-related financial areas: investment - short term as well as long term, financing, and dividend policy.

- Introduction : Meaning, scope and objectives. Liquidity and profitability. Time value. Financial Planning.
- Financial forecasting : Techniques - FF analysis, Cash Flow Analysis, Ratio Analysis and projected Profit and loss statement.
- Capital Budgeting : Concepts, types, importance. Cash Flows. Investment evaluation methods. Decision-criterion. Cost of capital-specific and weighted. Risk analysis in capital budgeting.
- Financial Decisions. Concept of valuation, financial leverage, theories of capital structure. Optimal capital structure. Determinants of capital structure in practice.
- Dividend and Retention Policies : Importance and relevance of dividend policy. Theories of dividend decision. Determinants of dividend policy in practice.
- Working Capital Management : Concept and importance. Operating cycle, Working capital needs and their determinants. Management of cash, receivables and inventory.
- Sources of Finance : Sources of long term finance, new-issue markets, regularity framework, revenue capital. Sources of short term finance-bank credit, trade credit, bill of exchange.
- Financial Services and Capital Market : Stock-exchange and scripless trading, SEBI, Depositories, merchant banking, mutual funds, credit rating, leasing.
- Mergers, Take-overs and acquisitions-strategies. Share valuation, Regulatory framework-take-over code, financial restructuring, BIFR.



### 1.4 Principles of Marketing

The objective of the paper is to acquaint the students with the modern concepts and principles of marketing management and to develop their conceptual and analytical skills in this area.

- Introduction to marketing function : Evolution of the marketing Concept. Nature and scope of marketing. The management process in marketing. Importance of marketing. Marketing mix.
- Marketing Environment. Marketing research. Marketing information system. Market segmentation. Consumer Behaviour : Organisational buyer behaviour. Product policy: Meaning, Classification. Product Mix. Product life cycle. Product Planning and development. Adoption and diffusion process. Branding, Packaging and labelling.
- Pricing: Objectives and factors affecting Price-determination. Methods of setting prices and pricing strategies. Price discrimination.
- Distribution : Importance. Channel functions. Channel selection. " Physical distribution. Wholesale and retailing Nature and importance. Classification.
- Promotion : Meaning and Importance. Communication Process. Promotion-mix and its determinants. Personal selling-nature, process and management. Advertising-nature and objectives. Sales promotion. Public relations. Marketing of services and marketing in non-profit organisations: Institutional marketing.
- Higher marketing : Morph marketing. Pace marketing. Evert marketing. Multi-level marketing. Role of electronic media in marketing (including internet). Marketing set-up in prominent business houses (including MNC's)





### 1.5 Quantitative Techniques: I

- The paper aims at acquainting the participants with the scientific methodology of solving complex managerial decisions-making problems through statistical techniques.
- Calculus: Functional Relationships, Differentiation, Integration, Partial differentiation. Applications to Business.
- Time Discounting : Interest and Depreciation. Present value and Investment Appraisal. Annuities. Cash Flows.
- Matrices : Definition of a matrix. Types of matrices. Operations on matrices. The Inverse Matrix. Matrix Equations. Input-Output Analysis.
- Statistical Data Presentation.
- Statistical Measures : Measures of Average, Dispersion and skewness.
- Correlation and Regression : Correlation, Product-Moments Coefficient of correlation. Regression. Bivariate Frequency Distributions. Rank Correlation.
- Index Numbers : Price and Quantity Relatives. Methods of construction. Weighted Index Numbers. Chain Index.
- Time Series : Components of Time series. Moving Averages, Linear and Quadratic Trend. Seasonal Adjustment. Forecasting.

- Linear Programming Techniques : Allocation. Linear Inequalities. Formulation of LP Problems. Graphical Solution. Simplex Method. Transportation Problems. Assignment Problems. Game Theory.

### 1.6 Organizational Psychology

- The objective of this paper is to provide broad understanding about basic concepts and techniques related to the study of human behavior in work-environment so as to equip the participants to manage behavioral aspects of international business.
- Concept and Nature of Psychology in behavior in Organizations. Psychological Foundations of Organizational Behavior. Personality, Perceptual processes, Learning Values and Attitudes. Work Motivation, Stress, Leadership and Influence Process.
- Systems Approach to understanding organizations.
- Organizational Culture & Climate
- Group Dynamics. Organizational Change. Organizational Development Conflict Management. Team Building. Stress Management.
- Organizational Creativity and Innovations.
- Power and Politics in Global Corporations. Behavioral issues in managing across cultures and countries.





### 1.7 Computer Applications in Business: I

- The objective of this paper is to develop a basic understanding of computers and their use in the business organizations using latest software.
- Introduction to Computers : Components of computer-system, mass storage devices, input-output devices, Data Processing Cycle.
- Modes of Processing : Batch Processing, Multiprogramming, multiprocessing, Time Sharing, Online and real-time processing.
- Electronic Data Processing Environment : Hardware, Software (system software, operating system, application software) peopleware, firmware.
- Computer languages : Assembly Language, High Level Languages, 4GLs.
- Software Packages for Data Analysis : Investment Analysis Packages. Accounting Packages, Statistical Analysis Packages, Mindware Packages.
- Word Processing, Data-base Management Systems and Spreadsheet, using latest industry-used packages.
- Computer Communications. Communication Channel.
- Network Topologies.
- LAN, WAN, TCP/IP, Internet, Email, Internet Web, Web Browser etc.
- Acquiring hardware and software.





## 2.1 Global Business Environment

- This paper aims at familiarizing the participants with business environment at the international level including institutions and agreements.
- The Phenomenon of Globalization : Forces of globalization; Trade investment and enterprises linkages in the global economy; internationalization trends; The evolution of international business enterprise; The Multinational Corporations (MNCs); Competitive strategy and international businesses.
- Theories of International Trade: Microeconomic theory of gains from trade; Open economy macroeconomics; Alternative approaches to the explanation of international production; International trade and competition; Tariffs and commercial policy in international trade; Balance of payments policy in international trade; Balance of payments policy and exchange rates systems.
- The Environment of Global Business : The economic, technological, legal, political and cultural environment of international business; The ethical and social responsibility of international business.
- Financial Environment of Global Business : Foreign exchange market mechanism; Euro-currency market; International banks; Non-bank financial service firms; stock markets; Financial derivatives.
- Policy Regimes for Global Business: Global regimes : The UN system; Regional and associative regimes: The European Union, NAFTA, APEC, CMEA, Latin American and the Caribbean, Africa and the Middle

East, ASEAN; Trade Regimes : GATT and WTO; Monetary Regimes: The gold standard, The Bretton Woods Institutions: IMF and the World Bank; Proposals for an international investment regime; Policy regimes for monitoring and regulating international services; Environmental regimes.

## 2.2 Quantitative Techniques: II

- The paper aims at acquainting the participants with the scientific methodology of solving complex managerial decision-making problems through the techniques of Operations Research.
- Probability : Set Theory and Enumeration. Introduction to Conditional
- Probability Permutation and Combination.
- Probability: Binomial, Poisson and Normal.
- Decision Theory. Decision Trees.
- Sampling and Significance Tests: Types of sampling. Sampling distribution and Standard Error . Significance tests based on Mean and Proportion. Chi-square Test. Non-parametric Tests.
- Network Analysis : Networks - PERT & CPM. critical path analysis. PERT Cost. Resource Allocation.
- Inventory Control : Economic Order Quantity. Quantity Discount Models. Use of safety stock. ABC Analysis Safety Stock.
- O.R. Techniques : Introduction to Integer Programming, Dynamic Programming, Goal Programming, Queuing Theory, Simulation and Replacement Decisions.



### 2.3 Accounting for Business: I

- The objective of this paper is to acquaint the participants with the basics of financial and cost accounting.
- Definition and scope of accounting. Objectives of accounting. Users accounting information. Limitations of accounting
- Generally accepted accounting principles. Accounting equation.
- Preparation of journal, cash book and other subsidiary books.
- Preparation of ledger accounts from subsidiary books.
- Trial balance.
- Bank reconciliation statement.
- Rectification of errors.
- Fiscal accounts.
- Accounting policy regarding depreciation and inventory valuation.
- Partnership accounts : Profit and loss appropriation account, past adjustments of divisible profits, guarantee of profits to a partner,

change in profit sharing ratio, treatment of goodwill on reconstruction of firm, concept of revaluation account.

- Company accounts : Types of share capital. Recording for issue of shares, redemption of preference shares, and issue and redemption of debentures. Underwriting. Familiarity with company final accounts.
- Insurance claims.
- General principles of cost accounting: Concept of cost, elements of cost, classification of costs, cost sheet.
- Overheads: Allocation and apportionment of overheads, absorption of manufacturing overheads.

### 2.4 Legal Environment for Global Business

- This paper seeks to acquaint the participants with the legal environment specially relevant for international business operations.
- Legal and policy environment for India's international trade. Trade and payment agreements.
- Making international business contracts - types, formation, elements. Procedures for international payments and credits. Regulatory aspects of foreign exchange transactions.
- Legal provisions regarding patents and trade mark rights, licensing and technology transfers.
- Procedures for settlement of international disputes.
- International commercial arbitration and reconciliation.
- Regulatory aspects of international trade institutions.





## 2.5 Computer Applications in Business: II (Management Information Systems)

- The objective of this paper is to develop an in-depth understanding of high-end jobs of computer-systems in business organisations, such as Management Information Systems which require complex data manipulations, and data communication, particularly, over large networks.
- Concept of Information System and information flow. Role and importance of information systems in management process.
- Strategic role of information technology in management information systems.
- Components of Management Information System.

Design and Maintenance of Management Information Systems and Decision Support systems. Development and implementation of management information systems.

- Role of users in the design, use and implementation of management information systems.

## 2.6 India's Foreign Trade and Policy

- This paper seeks to familiarise the students with India's position as a partner in world-trade and the problems and policies related thereto.
- The Trends in India's Foreign Trade : Overall trends; Commodity composition of India's exports; commodity composition of India's imports;





Destination of India's exports; sources of India's imports; Flows of invisibles.

- The Balance of Payments Crises and its Solutions: Trends in the trade and current account deficits; Trends in the capital-flows and the foreign exchange reserves; India's external debt.
- Exchange Rate Policy : Fixed and flexible exchange rates; Devaluation and its effects; Managing the exchange rate; Convertibility of Rupee - Current and Capital account convertibility.
- Trade Policy : The import control regime of the sixties and seventies; import liberalisation in the eighties; The organisational structure for promotion of exports; Export promotion policies; The abandonment of the protectionist trade policy after the eighties.
- The New Trade Policy (i.e., the trade policy after the year 1990-91) : Decanalisation; Rationalisation of the tariff structure; Export oriented units (EOUs); Export processing zone (EPZs); Duty exemption scheme for exports; Rupee depreciation and convertibility; EXIM policy 1997-2002.
- Government Policy Towards Foreign Capital : Policies for Direct Foreign Investment (DFI) and

Foreign Institutional Investors (FII); Foreign collaboration and Multinational corporations (MNCs).

## 2.7 Cross-Cultural Buying Behaviour

- The objective of this paper is to provide a deep insight into behavioural patterns among buyers, including a broad understanding of the impact of the cultural variations among different nations.
- Consumer behaviour and marketing strategy.
- Cross-Cultural variation in consumer behaviour. The intermediate influences on consumer decision making-culture, sub-culture, values, demographics, social status, learning, perception, motives, personality, emotions, households, references groups.
- Models of consumer behaviour.
- Consumerism and regulatory issues, and cause marketing
- Diffusion of innovation across nations.
- Consumer satisfaction, brand-loyalty and brand-switching in international markets.





### 3.1 Summer Training and Project

The participants will be expected to complete a project the work on which shall begin during the summer vacations after the second semester.

### 3.2 International Financial System

- The paper aims at familiarizing the students with the existing international financial institutions and the capital markets in major developed countries.
- Scope, changing scenario, MNC's
- Fundamentals of foreign exchange, organisation of foreign exchange market, exchange-rate, interest rate parity. Currency future and option market.
- Financing of international trade: Special financial arrangements, import-export draft, foreign exchange, risk and credit risk and trade-off.
- International Monetary System: Fixed and fluctuating exchange rate, equilibrium spot rate, American exchange rate system, European exchange rate system, Central bank intervention. Exchange-rate arrangement and convertibility in India.

- Balance of payment: Principles, surplus and deficit. International flow of goods and services, capital flows-long-term and short-term, correction to balance of payment problems.
- International Financial Institutions: IBRD, IMF, IFC, Regional Development Banks.
- International Capital Market and Instruments: Euro-currency market, international debt and bond market, euro-bonds.
- International Banking: Trends and strategies, value creation. International debt crises. Country risk analysis.

### 3.3 Transnational Marketing

- This paper seeks to impart to the participants necessary knowledge of different issues related to international marketing, and develop their decisional skills required in marketing at the international level.
- Aspects of transnational marketing: Framework and entry strategies. Marketing planning and strategy for international business. Environmental factors influencing transnational marketing (Economic environment, e/cultural environment,

political environment, legal environment).

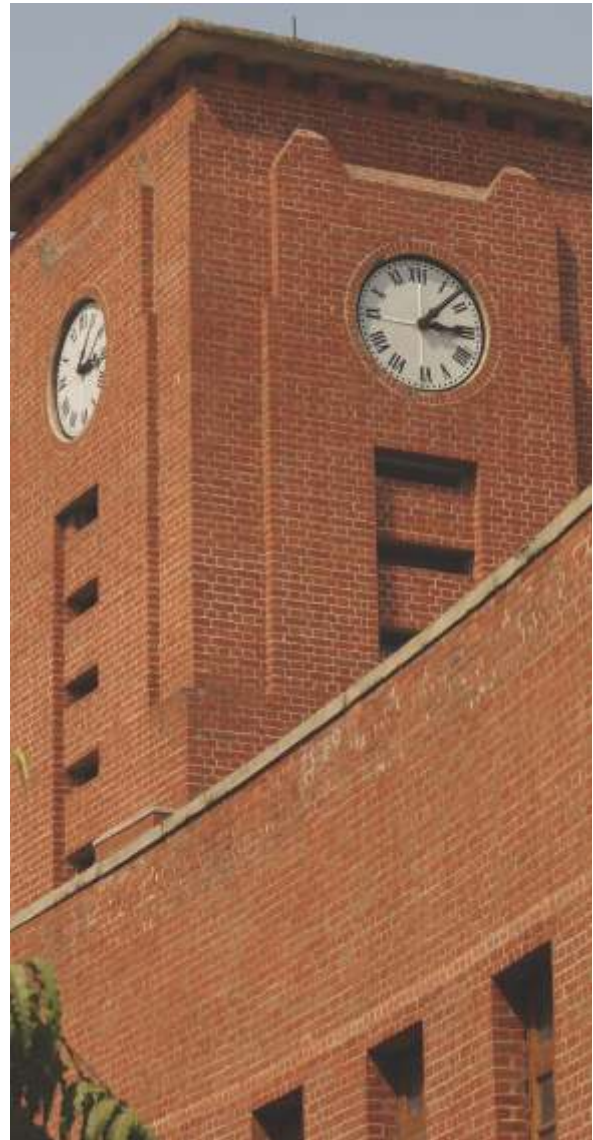
- Perspectives of international markets. International marketing research. Segmenting the international markets.
- International marketing decisions: International product policy and planning. International pricing strategy. Multinational sales management and foreign sales promotion, International advertising.
- Organization and control in international markets.

### 3.4 Documentation for Global Trade

- This paper aims to acquaint the students with the important import-export procedures and the systems involved in actual carrying out of international trade transactions.
- Export-import documentation requirements. Registration of exports. Export quotations.
- Payment Terms-Instruments and methods of financing including documentary credits and collection-Uniform Customs and Practices (UCP)
- Export Finance-Facilities, Incentives and Procedures for pre and post shipment finance.
- Procedures and documentation for custom clearance by sea, air, road, rail and post parcel for exports and imports.
- Negotiation of Documents with Banks.
- Procedures and documentation for availing Export Incentives. Duty drawbacks, Import Licensing and other incentives.
- Foreign Exchange Regulations and Formalities

### 3.5 Human Resource Management

- This paper aims at providing a broad understanding of the concepts and techniques used in management of human resources with special reference to international business operations.
- Basic perspectives on HRM: Concept and nature, Trends in thinking on HRM, Role and responsibilities of HRM.
- Manpower Planning for Global business: Approaches to planning for human resources. Job analysis and position specifications. Manpower inventory. Long term growth plan. Promotion policy.
- Selection process: Methods of selection. Induction



and placement procedures. Productivity, morale and commitment. Job satisfaction and job enrichment.

- Training and Development: The concept of training and development. Steps in training and development. Identification of training needs. Methods and techniques of training. Evaluation of training and development.
- Performance Appraisal: Objectives and importance of performance and potential appraisal system. Mechanism of performance appraisal. Problems in implementing appraisal system. MBO as a technique of appraisal.
- Compensation and Rewards: Concept of wage and salary administration. Factors influencing wages/salaries. Types of wage payment systems. Managerial remuneration. Incentive schemes. Promotion and transfers across cultures and countries.

- Recent Trends in HRM: TQM, Kaizen Quality Circles.
- Trade Union Dynamics. Trends in trade unions movement. Industrial relations in India. Problems of discipline in industry. Grievance handling. Industrial conflicts. Approaches to conflict resolution. Participative management.
- Work environment : Occupational safety and health. Programmes to improve employee safety and welfare.

### 3.6 Accounting for Business: II

- This paper seeks to help the participants acquire knowledge for the analysis of financial statements and the use of accounting information for decision

making, and also the issues relevant to international accounting.

- Analysis of Financial Statements: Ratio analysis, Statement of changes in financial position-working capital basis and cash basis. Projected Balance-sheet.
- Marginal costing and Cost-volume-Profit Analysis for decision-making
- Standard Costing and Variance Analysis
- Budgetary Control
- Responsibility Accounting
- Introduction to International Accounting



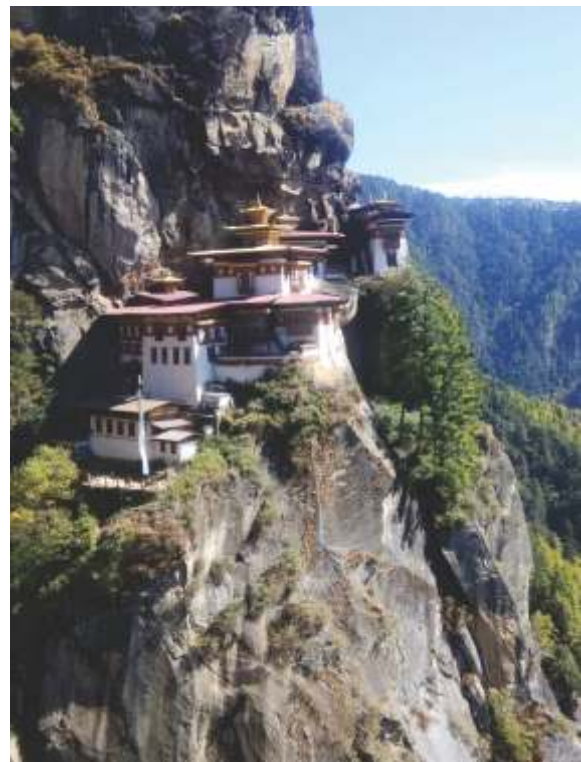


#### 4.1 Business Policy and Strategic Management

- The opening-up of economies and the increasingly integrated business world due to growing information technology, make the global business extremely competitive, thus, requiring a fresh approach to strategy formulation. The objective of this paper is to expose the participants to the major dimensions of business strategy formulation. The objective of this paper is to expose the participants to the major dimensions of business strategy formulation.
- An Overview of Business Policy Formulation: Nature and significance of strategic decisions, levels of strategic decisions organizational framework for strategic management.
- Strategic Management Process: Components of a strategic decision. Corporate vision, internal and external analysis.
- Strategic Considerations for Global Operations: Complexity of global environment, planning for global operations, control problems in global operations.
- Strategy implementation: Organizational aspects, resource management, monitoring mechanism, managing change in strategy.

#### 4.2 International Financial Management

- This paper seeks to familiarize the participants with the problems of international finance such as foreign exchange markets, foreign-exchange exposure management; project financing (including international debt instruments), international capital budgeting, working capital management, transfer pricing etc.
- Concept, Importance, Finance Function in MNCs. Exchange risk & MNCs.
- Exchange risk management. Direct & Indirect quotation, Cross rate, Arbitrage, Spot contract Forward contract. Hedging technique-swaps options.
- International Working Capital Management-Short term forecasting, financing options, Current Asset Management, Financial Mechanism.
- Foreign Direct Investment: Evaluation of foreign project, global expansion. Appropriate Cash Flows and Discount rate. Portfolio Investment. International Capital Asset Pricing, Bond Investment.
- Growth & special problems of MNCs-Transfer pricing, country risk. political risk, Benefits from growth of MNC
- International Tax Management-Framework & objective Tax Havens & MNC.





### 4.3 International Trade-blocks and Agreements

- The objective of this paper is to impart to the students the basic understanding of the theoretical framework for international trade and also of the international organizational framework for such trade to be carried out.
- The Global Market Place. Composition of world-trade. Patterns of world-trade. International-trade Theory. Production-sharing. The Geo-business Model. Trade barriers and trade liberalization.
- Institutions in the World Economy: WTO, UNCTAD, East-West Trade, Regional Economic Integration. (ANCOM, ASEAN, CACM, CMFA, ECOWAS, Ee, EFTA, SAPTA, CAIA)
- Effects of Regional Market Agreements. Types of Market Agreements.

### 4.4 Procedures & Logistics for Global Trade

- This paper aims to acquaint the students with the important import-export procedures and the systems involved in actual carrying out of international trade transactions.
- Processing of an Export Order
- Role of Clearing and forwarding Agents
- Excise clearance of export Cargo
- Shipment of Export Cargo Movements of Goods by road and rail to port of shipment, overseas by road, rail, air and sea.

- Business Risk Coverage-Cargo, credit and foreign exchange risk coverage. Cargo insurance. Role and schemes of ECGS and commercial banks.
- Quality Control and Pre-shipment Inspection - Concept, scheme and procedures.
- World Shipping : Structure, Liners and Tramps, Conference system. Freight and structure. Containerisation and other developments. International Agreement and Conferences on Sea Transport.
- Indian Shipping : Trends, structure, concept of dry port, containerisation, International machinery for consultation.
- Air transport : International set-up, freight rate structure.

### 4.5 International Investment Management

- This paper aims to expose the participants to the diversities of opportunities, problems and policy implications of investment at the global level.
- Basics of Investment Management : Risk and Return analysis. Investment alternatives. Valuation Theories of fixed and variable income securities. Term Structure. Options and Future Markets.
- An Overview of investment in foreign securities.
- Legal aspects of investments in foreign securities.
- Risk factor in foreign investments.
- Financial product-development and risk management.



- Theoretical and practical aspects of foreign investment decisions.
- International Financial market. Capital flows and financial systems.
- International investment and Indian financial sector reforms.

#### 4.6 Social and Ethical Issues in Business

Objective of this course is to present the theories that serve as the background to ethical behaviour in business and provide opportunities for practical applications of those theories to current business situations.

The focus is on learning to identify and act on ethical problems in the work organizations.

- Introduction to Business Ethics. Analysis of the contemporary economic, political, social and business environment.
- Theories of moral reasoning, specially, teleological, deontological and justice approach.
- Corporate social responsibility.
- The ethical organization and corporate codes of ethics.
- Ethics and Management : Ethical Issues and Strategic Management, Operations Management, Marketing Management, Financial Management and Human Resource Management.
- Ethical dilemmas at work.



#### Medals & Prizes

**Punj Lloyd Gold Medal** is awarded to a student for overall academic merit for the entire course.

Other academic prizes are awarded to two toppers from each of the years of the programme.

**Prem Pandhi Gold Medal** is awarded to a best student on the basis of his/her performance in academics, attendance, conduct, participation and credits/awards in extra curricular and sports activities in first two semesters.



# Facilities



## Library

The College has a state of the art library with a focused collection of books in management, economics, business and fiction. The physical collection of over 70000 books is supplemented by online access to specialised journals and international databases through subscription. The library has been automated to increase efficiency. The Library has an Audio-Visual Resource Centre. It also houses the SRCC Archives that is being developed as an initiative in the college's 90<sup>th</sup> year.

## Centre for Visually Challenged

This Centre is in the Library and specialised hardware and software have been installed to ensure that the visually challenged can have access to learning resources in the Library.

## Computer Center

The Computer Centre has two labs and provides crucial IT support to college logistics. It manages the colleges digital data, creates and upgrades databases, plans and maintains the digital infrastructure and networking requirements and takes care of the college website.



## Seminar Room

A state-of-the-art Platinum Jubilee Seminar Room is an addition to existing infrastructure, constructed on the occasion of the College's Platinum Jubilee in 2000-2001.





## Sports

SRCC boasts of one of the best sports facilities in the University. It has a sprawling indoor stadium, two gyms, physiotherapy centre and medical unit, swimming pool and huge play-field. Students actively participate in the sports events availing the facilities that the college provides.

## Accommodation

The College provides limited accommodation to GBO students in the Boys' and Girls' Hostels in the College campus. Separate application for the Hostels have to be made on the prescribed form available at the Hostel counter of the College Office. Hostel accommodation is based on the availability of seats and admission to the College does not imply admission to the hostels. A few seats are also available in some of the University Hostels. Separate applications have to be filled in at the respective hostels. Hostel seats are few and applicants should be prepared for making their own arrangements.



## Others

The College Cooperative Store provides on-campus facility for books and stationery. The Canteen is a popular meeting place for students. Photocopying facility is also available on campus. A branch of the State Bank of India also operates from the College.

# Events and Activities



## Industry Academic Interaction

Shri Ram College of Commerce has always encouraged close interaction between what is taught in class and how that knowledge applies in real-life situations in trade, industry and professions. This meeting-ground of theory and practice is made possible by our students being exposed to industry personalities with whom they can interact and understand for themselves the application of theoretical knowledge.

## National Colloquium

The College has been organising the annual National Colloquium for the past several years at the Vigyan Bhawan/India Habitat Centre, New Delhi, where top industrialists and academicians, economists and representatives of the government have delivered lectures on a range of aspects about business, economics and industry. Speakers in the past included Mr. Kumar Mangalam Birla, Chairman, Aditya Birla Group; Mr. N. R. Narayana Murthy, then Chairman, Infosys; Mr. Mukesh Ambani, CMD, Reliance Industries Limited; Mr. Y. C. Deveswar, CMD, ITC; Mr. Sunil Bharti Mittal, CMD, Bharti Airtel Ltd.; Mr. Rahul Bajaj, CMD, Bajaj Auto; Mr. K. V. Kamath, then Managing Director and CEO, ICICI Bank; Mr. Anshu Jain, Head of Global Markets, Deutsche Bank, Mr. Hari S. Bhartia, President, CII, Mr. Deepak Parekh, Chairman, HDFC Ltd. And Ms. Chanda Kochhar, CEO & MD, ICICI Bank among others.



# Keynote Speakers at the Colloquium over the years



Mr. Kumar Mangalam Birla



Mr. N. R. Narayana Murthi



Mr. Mukesh Ambani



Mr. Y. C. Deveswar



Mr. Sunil Bharti Mittal



Mr. Rahul Bajaj



Mr. K. V. Kamath



Mr. Anshu Jain



Mr. Hari S. Bharatia



Mr. Deepak Parekh



Mr. Uday S. Kotak

# 90<sup>th</sup> Year Celebration-Inaugural Ceremony (February 20, 2017)



The Hon'ble President of India, Mr. Pranab Mukherjee inaugurated the Ninety Years Celebration of the founding of Shri Ram College of Commerce at Vigyan Bhawan, New Delhi on February 20, 2017.

The distinguished guests at the ceremony included Mr. Arun Jaitley, Union Minister for Finance & Corporate Affairs, Eminent Alumnus and Member, SRCC Governing Body; Mr. Vijay Goel, MOS for Youth Affairs & Sports and Eminent Alumnus; Justice Arjan K. Sikri, Supreme Court of India and Member, SRCC Governing Body; Prof. Yogesh K. Tyagi, Vice Chancellor, University of Delhi as also the host, Mr. Ajay S. Shriram, Chairman, SRCC Governing Body and Dr. R.P. Rustagi, Principal of the College.





## GLOBAL BUSINESS SUMMIT 2018

In the year 2018, GBO organized its second flagship programme. Global Business Summit 2018 on February 24, 2018 at Gulmohar Hall, India Habitat Centre, Lodhi Road, New Delhi. The theme of the Summit was “India: The Emerging Global Leader“. Mr. Sanjeev Sanyal, Principal Economic Advisor, Government of India, Mr. Rakesh Sharma, Former Chief Secretary, Government of Uttarakhand and Mr. K. C. Singh, Former Indian Ambassador were the Key note speakers of the Summit.

Other distinguished speakers were as follows:

1. Dr. Dinesh Arora, Director, Niti Ayog
2. Mr. Abhishek Sharma, COO, Dineout
3. Ms. Neeleshwani Basak, CMO, The Body Care
4. Mr. Deepender Singh Hooda, MP
5. Major General Neeraj Bali, CEO, Rodiac Consultants Private Limited
6. Mr. Firoze Zia Hussain, Vice President, Delhivery
7. Mr. Raja Singh Khurana, Invest India



# Educational Visits



## **Kandla Port Trust, Gujarat**

A visit to Kandla Port Trust was organized where students were introduced to logistics both from the perspective of conceptual understanding and choosing it as a career option, through an interactive session.

## **Daimler India Commercial Vehicles Pvt. Ltd., Chennai**

GBO Students visited Daimler India Commercial Vehicles Pvt. Ltd., Chennai which is a leading commercial heavy vehicles manufacturing company. The Daimler plant visit covered three important sections of the plant- Vehicle assembly, Engine and Transmission. The students interacted with various operations managers and discussed topics such as shop floor management and future trends in the automotive industry.



## **Integral Coach Factory, Chennai**

The Coach factory in Chennai is a colourful set- up of workshops bustling with incessant activity. Workshops range from 'Assembly Shop' and 'Paint Shop' to 'Shell Shop' and 'Testing Shop'. Students walked through all the workshops in full operation and learnt about how coaches are built right from the stage of welding to readying them for tracks. The adjacent 'Railway gallery' and 'Hydari Museum' also gave a peek into Indian railways' history.

## **Madras Atomic Power Station, Kancheepuram, Tamil Nadu**

The tour to Madras Atomic Nuclear power station commenced with an insightful lecture on power generation from atomic energy and India's capacity to do so from other sources. The students were then guided by officials inside the plant and the workings of the reactor, control room operations and management of the station were explained in detail through models and actual working parts of the station.



# Educational Visits

Mother Dairy Plant



Rural Marketing



Maruti Suzuki Ltd., Gurugram



India Trade Promotion Organisation



Inland Container Depot, Dadri





# Industry-Academia Interaction Guest Lecture Series



The perfect blend of theory and practice is executed through a series of lectures and discussions where professional from corporate world visit our campus and share their experience.

Some of the prominent interactive visits on campus were:

- Mr. Karan Sharma, Cluster Manager, Hero Motorcorp Ltd.
- Ms. Harini Sreenivasana, HR Head, Worley Parsons Ltd.
- Mr. Kshitiz Mahajan, Co Founder, Complete Circle Cosnultants Pvt. Ltd.
- Mr. Avijit Chakraborty, Gandhi Fellowship
- Mr. Vipul Kumar, COO, Aspire Now
- Mr. Nakul Bharadwaj, Founder, Decode Research and Analytics
- Mr. Havish Madhvapaty, Founder, Decode Research and Analytics
- Mr. Surender Ahlawat, Taj Group
- Mr. Amit Ranjan Prasad, Vice President, Orient Trimax Ltd.
- Mr. Arunabh Varma, Founder and CEO, Intercell
- Ms. Runa Maitra, Founder and Director, People Talent International
- Mr. D.K. Jain, GST Expert
- Dr. Sujata Naidu, Head Operations, NIINE
- Mr. Surinder Kohli, Head HR, Jaipur Rugs
- Mr. Akash Bhatia, Sr. Manager (HR), Jaipur Rugs
- Mr. Yashpal Sharma, Managing Director, Skyways Group

# Eminent Alumni

SRCC Alumni have gained eminence across the world and occupy important positions in business, industry, media and governance. They are the ambassadors of SRCC's excellence even as they carry with them the experience of their alma mater.

## Eminent SRCC alumni include:

Abhishek Dalmia, Renaissance; Akhil Gupta, Joint Managing Director, Bharti Airtel Ltd.; Amithabh Jhunjhunwala, Group Managing Director, Reliance ADAG; Anajit Singh, Chairman, Max India Ltd.; Anshu Jain, former Head, Global Markets, Deutsche Bank; Justice Arjan Sikri, Supreme Court; Arun Jaitley, Union Minister for Finance and Corporate Affairs; Atul Punj, Chairman, Punj Lloyd Ltd.; C.K. Jaipuria, CMD, Pearl Drinks Ltd.; Gulshan Grover, actor; Jitin Prasada, Union Minister of State for Steel; K.K. Kumar, Shakti Bhog Foods Ltd.; Lokesh Sharma, MD, 21st Century Media Ltd.; Manoj Kohli, former President & CEO, Bharti Airtel; Navtej Singh Sarna, Diplomat & Novelist; Pramod Bhasin, CEO, Genpact; Rajan Karanjawala, Managing Partner, Karanjawala & Co.; Rajat Sharma, India TV; Sunil Sethi and Rajesh Pratap Singh, fashion designers; Rajiv Memani, Ernst & Young; Rakeysh Omprakash Mehra, film director; S.N.P. Punj, Chairman Emeritus, Punj Lloyd Ltd.; Vijay Goel, Union Cabinet Minister; Vikas Nath, Director (CSR) Benetton & Column; Yadu Hari Dalmia, CMD, Dalmia Cement (Bharat) Ltd.

College alumni have been a great motivational strength for the college with their participation in college activities, their suggestions and concern to see their college retain its pre-eminence. In the recent past, several amongst them have contributed generously towards the development of college infrastructure and more and more are joining in this noble venture.



# Eminent SRCC Alumni



Arun Jaitley



Abhishek Dalmia



Akhil Gupta



Amitabh Jhunjunwala



Anshu Jain



Analjit Singh



Atul Punj



C. K. Jaipuria



Lalit Suri



Manoj Kohli



Pramod Bhasin



Raian Karnjawala



Rajiv Memani



Rajat Sharma



Ravi Singhania



Rohinton F. Nariman



Sminu Jindal



S. N. P. Punj



Vijay Goel



Vijender Gupta



Yadu Hari Dalmia



Justice A. K. Sikri



Rakeysh Om  
Prakash Mehra



Gulshan Grover



Nimrat Kaur

# Publications



## Global Edge

The GBO Students' Journal showcase the potential of the young scholars and future business leaders from SRCC-GBO. It is conceived as a platform to articulate creative ideas and innovations that can “make a difference”!

## Business Analyst

Business Analyst is the College's bi-annual research journal circulated widely within academia and industry, seeking to promote research in the fields of business and economics and encourage empirical and inductive writings.

## Yamuna

The College magazine Yamuna is brought out annually. With an inheritance of 84 years, it continues to provide students with an excellent platform for the expression of their creativity both in Hindi and English.

## Students' Festival

### Winter Festival

“Crossroads,” the spring festival, is one of the most popular students' festivals in the University. Spread over a few days in February-March, enthusiastic



students come from all over and participate in a variety of events. The festival not only provides a sense of togetherness but also tests organizing skills of the students.

## EUTOPIA (MARKETING FEST)

Eutopia is the Annual Marketing Fest of SRCC, GBO encompassing many competitions - A case study, online quiz, and article writing, etc.

## SRCC Business Conclave

The Business Conclave: The National Management Festival was organized by the GBO students on February 4<sup>th</sup> 2016. They hosted their flagship event “Strategia II” for the management students across the country. The registrations saw an overwhelming response more than 40 B-Schools across India with participation from institutions like IIM-A, IIM-B, IIT-B, XLRI, MICA, SP JAIN, IIT-D, NMIMS—Mumbai, We School, FMS, DSE, IMT-G, XIMB. The event saw a good industry-academia interaction which was a good experience for the participants.



# Collaborative Programmes

## SRCC-RUB Indo-Bhutan Programme

October 25-28, 2018

International business Literary Festival "G-Fest" was organized at Gaeddu College of Business Studies, Gedu, Bhutan & Royal University of Bhutan where SRCC students participated in the competitions like Sell and buy Business Ideas.

## SRCC - Melbourne Business School Indo Australian Initiative

September 4, 2017

Theme: India and Australia -Need for New generation of Entrepreneurs

Starting with a welcome by Prof. Simrit Kaur Principal, SRCC, the programme featured a special lecture on "Characteristics of Successful Entrepreneur in India" by Prof Colin McLeod, Professor of Management & Marketing at University of Melbourne. The other speakers were Mr. Stephen Clowry, Global Engagement Coordinator, Faculty of Business & Economics (FBE), University of Melbourne, Mr. Chris Parker, Director (FBE), Ms. Tessa Shaw, Coordinator, Marketing & Communications FBE.

## SRCC-University of Wolverhampton Indo UK Collaborative Programme

September 8-10, 2017

Theme: Empowerment through Education

A three-day exchange programme was organised in SRCC on the theme 'Empowerment through Education'. The participants included 12 female students from University of Wolverhampton, accompanied by Dr. Ranjit Khutan, Head of Public Health, and 24 students from SRCC.

## SRCC-Australian National University (ANU) Indo Australian Initiative

September 4, 2017

Theme: International Business: Issues in Global Economy

Prof. Simrit Kaur, Principal, SRCC welcomed the faculty members from ANU and addressed the participants on the aspects & challenges of International Business in the

contemporary world. The aim of this initiative was to prepare students to become the next generation of global business leaders, embracing the opportunities and challenges of international business.

## SRCC-Penn State Indo-US Collaborative Programme, 2017

July 7-17, 2017

The first day of the programme began with an inauguration where the incoming delegates were welcomed and oriented, followed by formation of buddy groups and a university tour in the evening. Some of the notable events of the other days were:

a) visit to Rashtrapati Bhawan, India Gate, Gandhi Bhawan, and Akshardham temple, b) Industrial and Business visit. c) Village survey, d) pottery workshop, panel discussion, quiz, sports etc. On the last day of the programme i.e 17th July, the students presented their respective projects and in the evening, the programme concluded with a cultural event.

## SRCC-MH-UBS Indo-Dutch Collaborative Programme, 2017

26th June-1st July, 2017

Theme: International Strategic Management and Cultural Context

The Indo-Dutch collaborative program took place between Shri Ram College of Commerce and Utrecht Business School in Netherlands from June 26 to June 30, 2017. A team of 17 students under the coordination of Mr. Vikas Madan, Assistant Professor, SRCC took part in the exchange program. The students were introduced to a program called "LIINKS", a high-tech software to train students in strategic management. A virtual company was run for 8 quarters by taking key managerial decisions. Each team had five members out of which two were of European students. Analysis of previous quarter reports and market research was conducted to take decisions regarding, Product development, forecasting, production, promotion and customer services that required the students to think rationally and analytically. The team with the maximum rate of return, market share and best forecast were declared the winners on the last day.



# Committees & Clubs

## Corporate Relation Cell

Corporate Relation Cell at GBO is managed jointly by the Course Coordinators, Academic Associates and the Students. Placement Committee is a student body which is responsible for arranging corporate interactions: Guest Lectures and Corporate Meets. All the arrangements and activities are managed and monitored by the placement committee to ensure the smooth execution of Pre-Placement talks, Group Discussions and Interview processes.

## Alumni Society

The Alum Society is one such chord that connects the past with the present to lay seed for a fruitful future. We maintain, develop and rebuild relations with the alumni and initiate a dialogue which helps them to connect with their alma mater while helping us in building a strong and beneficial relationship.

## Finantix

“Finantix”, The Finance society, SRCC GBO, holds a myriad of events throughout the year which supplement and accentuate the student life experience. It organizes a plethora of events like guest lectures, debates, case study sessions, and movie screenings. The most important event on Finantix's calendar is The Annual Finance Summit. The event brings top financial speakers from the industry, giving students and opportunity to listen to, engage with, and challenge some of the most prominent movers and shakers.

## Agrata

“Agrata” – The HR Society is responsible for arranging various guest lectures by eminent personalities of this

filed, as well as designing and developing the HR summit – annual flagship event of Agrata. HR summit which aims at providing a platform to share insights from corporate world for advancement of student knowledge and learning.

## Helios

The main mission of “Helios”- Marketing Society is to provide understanding of the latest marketing trends and potential career opportunities by delivering guest lectures, educational trips, industrial exposure via summits, company presentations, organizing various interactive events and activities throughout the year and much more.

## Freshmen

“Freshmen” - The Media and Communication Cell of Global Business Operations, Shri Ram College of Commerce aims to develop world leaders; enhance holistic business virtues, inculcate inimitable management attitude and competencies as are required to make the leaders of tomorrow. Here at the freshmen society we seek to lay a strong foundation to achieve the above mentioned objectives meanwhile capturing and illustration the entire journey undertaken to reach the pinnacle of success.

## Internacia Society

The IB society of SRCC - GBO was founded in 2017 with an objective of bringing a fresh vibe of various aspects of international business into the course. Despite being the youngest society, Internacia has successfully organised various guest lectures, management fest and many other competitions.



## Competitions organized by Committees

### Debate Competition organized by Internacia, International Business Society, GBO



### Sell it your Way, Annual Marketing Competition, organized by Helios, Marketing Society, GBO



### Thrive, Annual HR Competition, organized by Agrata, HR Society, GBO



# Career Resource Centre



Career management at SRCC is a vital component of the GBO programme. It is designed to provide a smooth transition from a student's life to a full-fledged career in entrepreneurship or in the corporate world.

The unique pedagogy of Global Business Operations Programme (GBO) rests in making transfer of knowledge a two way process, where students are encouraged to actively participate in their learning rather than being passive recipients of course content. Our teaching philosophy is committed to preparing students to face real world challenges and we aspire to achieve this by through our participatory learning exercises and group activities. Not only these exercises mirror the complex decisions that managers have to make and strive to provide them with the required skill set to survive in the extremely competitive business environment of the modern world. What is more, these activities are as much fun as they are educational in nature.

Some such teaching methods central to our programme include:

- Case Studies
- Simulation Games
- Collective Group Exercises
- Experiential Exercises

Another highlight of the programme is inclusion of psychometric profiling in the curriculum. Needless to say, no two individuals are alike—we take varied approaches to work, have different responses to

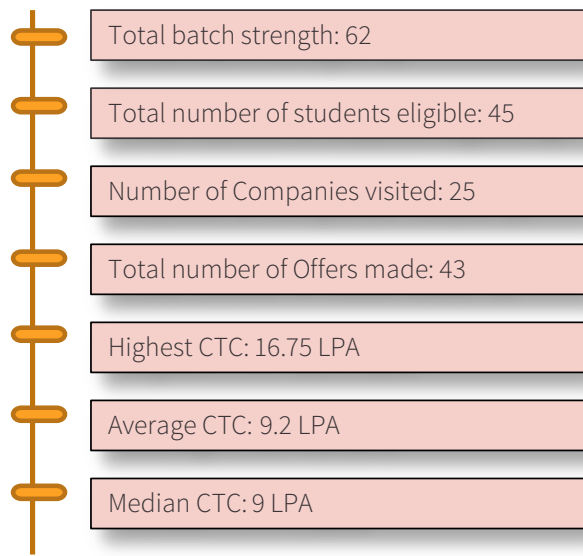
stressful conditions etc. A key path to knowing one's points of strengths and spaces for improvement comes through an awareness of oneself. At GBO, we believe that the business leaders of tomorrow would tremendously benefit from knowing their personality dispositions, preferences and skill sets. We conduct several psychometric assessment, feedback and counseling sessions that cater to developmental needs of the students. Students are encouraged to make full use of these sessions. The course further strengthens development of the students by establishment of Global Business Lab, introduction of pre and post-semester proficiency courses, global professional development seminars, study abroad opportunities (global exchange programmes, global business cooperative programmes, SRCC volunteer abroad programmes and global community outreach programmes), foreign language proficiency, industry linkages (reciprocal visits, research projects, consultancy and knowledge transfer, design and development of new programs and work-based learning) and global accreditation.

Special workshops are conducted which are relevant to developing overall social effectiveness in the business world. These include topics such as self-assessment, interviewing skills, project management, building corporate and interpersonal relations, vital for both entrepreneurs and executives.

The Placement Cell ensures an efficient and effective means to arrange for interactions on campus with potential employers.

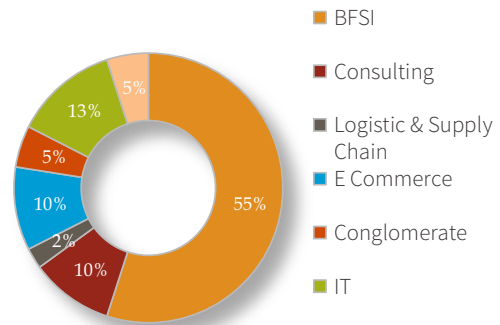


# Placement Statistics 2017-18

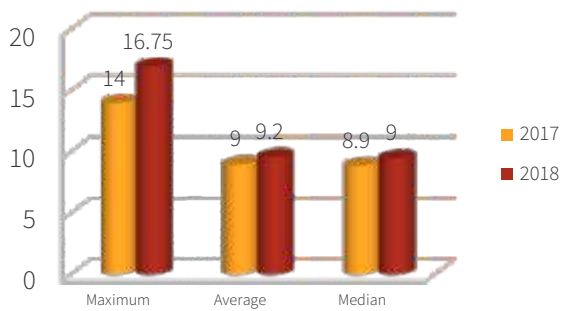


A few students opted out, in order to explore entrepreneurial Ventures/family business.

Sector wise split

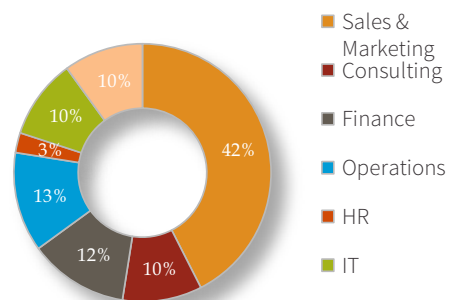


Compensation Summary



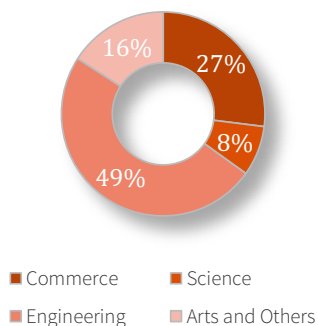
\* Compensation indicated in lakhs per annum

Function wise split

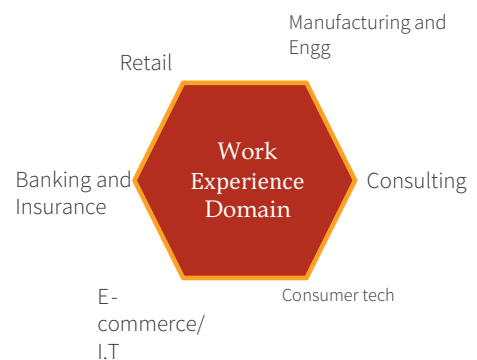
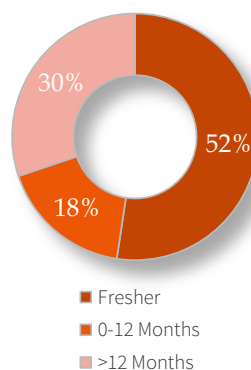


## BATCH PROFILE

Education Background



Work Experience



# Profiles on Offer

## Sales and Marketing

- Retail and Corporate Sales
- Business Development
- Business Consultancy
- Client Relationship Management
- Digital Marketing
- Management Trainee
- Relationship Manager
- Territory Manager
- Area Sales Manager
- Brand Manager
- Client Servicing

## Finance

- Market Analyst-Stock Trader /Broker
- Management Trainee (Investment Management - Retirement Benefits)
- Underwriter (Commercial line Insurance)
- Research Consultant
- Associate Consultant -M&A Advisory
- Associate Consultant -Bench marking
- Management Trainee - Audit & Vigilance
- Financial Analysis & Planning
- BD/Revenue Assurance
- Risk Services Management

## Human Resource

- Management Trainee
- Learning and Development Associate
- HR Analytics

## Operations

- Business Expansion
- Operations Trainee
- Functional Manager
- Business Analyst
- Operational Buyer
- Regional Operations Manager
- Supply Chain Specialist



# Summer Internship 2017 - 18



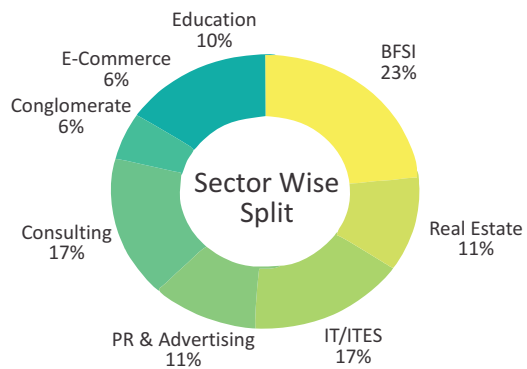
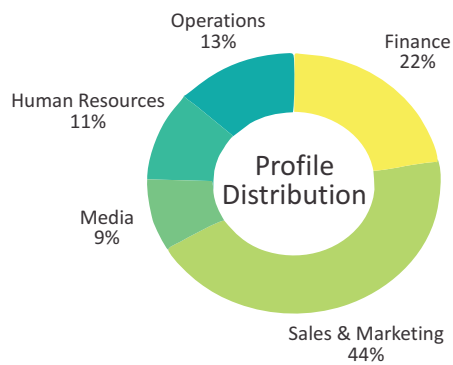
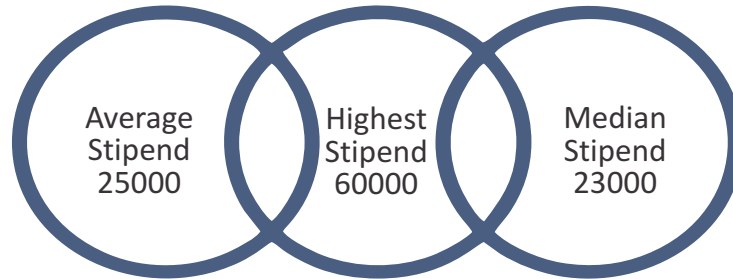
Total number of Students Eligible  
45



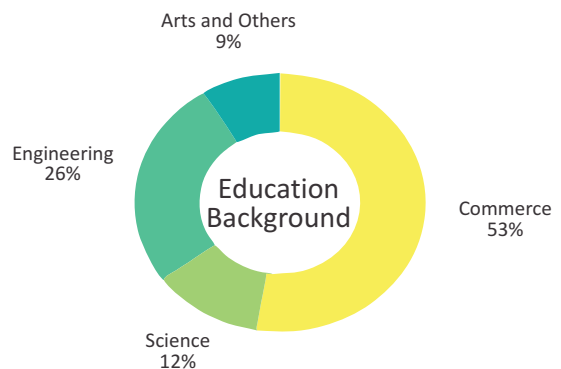
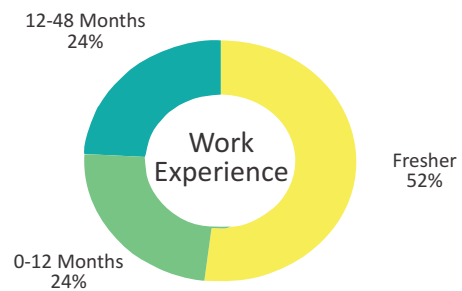
Total number of Offers made  
40



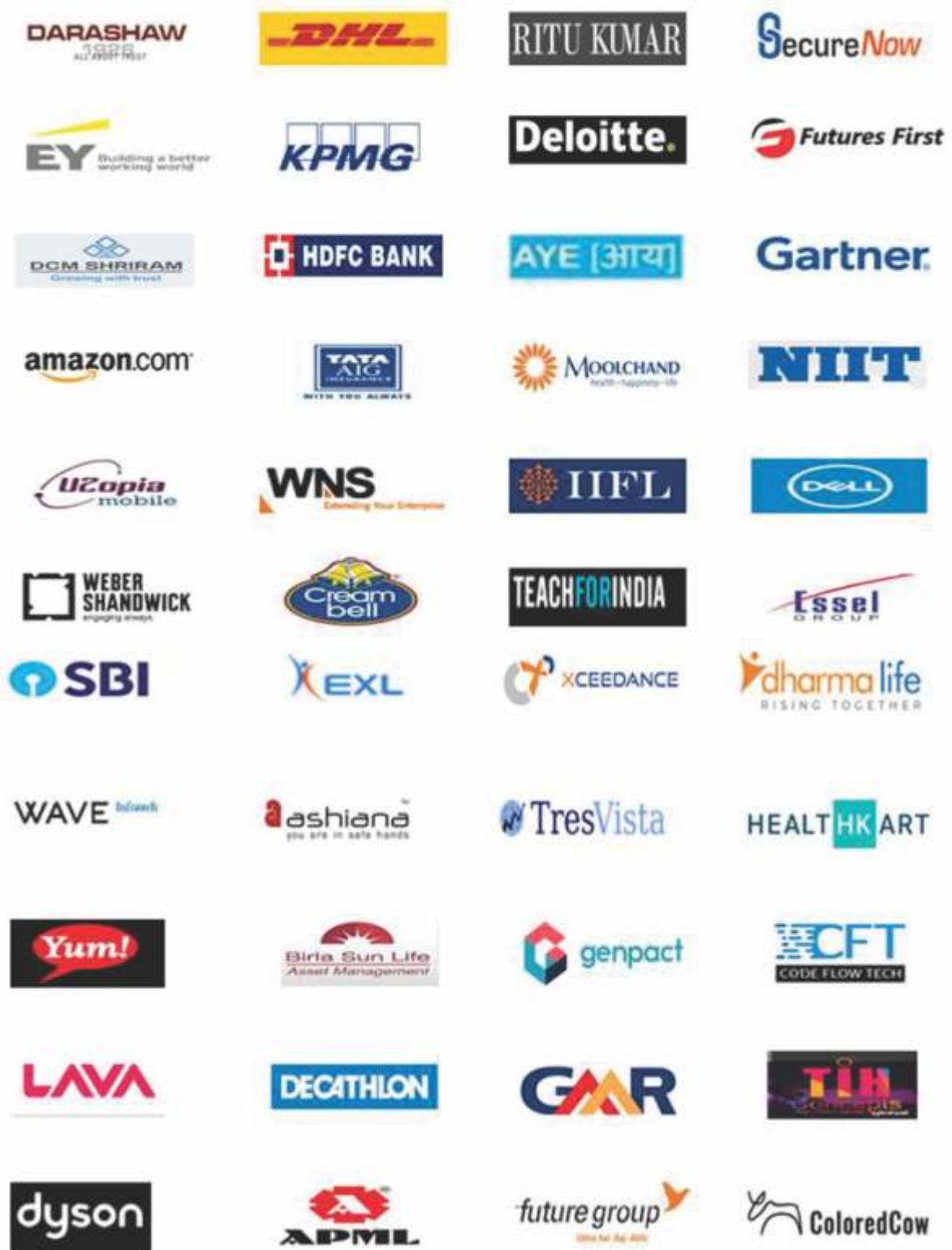
Number of Companies visited  
25



## Batch Profile



# Corporate Partners



# Faculty

## Principal

Prof Simrit Kaur M.A. (Economics), Ph.D. (FMS)

## Course Coordinators

Dr. Anil Kumar M.Com, Ph.D. (Delhi), GloCol (Harvard)

Dr. (Ms.) Suman Bhakri M.B.E., M. Phil., Ph. D. (Delhi)

## Faculty

Mr. Amit Sachdeva M.Com. M. Phil. (Delhi), MBA (IIT, Delhi)

Mr. Ashwani Kumar M.A. (Economics)

Mr. Ashutosh Bharadwaj B.E., PGDGB0 (SRCC)

Ms. Asha Rani M.Com., M. Phil

Dr. Astha Dewan M.Com, M.Phil (Delhi). Ph.D. (Delhi)

Mr. Avinash Gupta B.Com (Hons.) CA, LLM (Vienna)

Ms. Chitvan Sharma M.A. (English), Diploma in German Language

Dr. Deepashree M.B.E., M.Phil., Ph.D. (Delhi)

Mr. Deepesh Rathore PGDGB0, M.A. (Psychology)

Mr. H. N. Tiwari M.Com (Delhi)

Dr. M.P. Singh M.Sc., LLB, CAIIB, MBA, CIM, Doctorate in Administration (Ph.D.)

Dr. Monika Bansal M.B.A. (I.P.U. Delhi), Ph.D. (Delhi)

Dr. N.D. Vohra M.Com, Ph.D. (Delhi University)

Prof. N. K. Chadha M.A. (Psy.), Ph.D.

Lt Col (Retd.) N. R. Vaid B.Com, M.Sc. Defence studies (University of Madras)

Mr. Nitin Thakur M.B.A. (I.I.P.M.), M.Sc, Ex. M.B.A. (Harvard)

Dr. R.P. Rustagi M.Com, M. Phil. (Delhi), F.C.S, Ph.D. (Gwalior)

Dr. Rakesh Sharma M.A. (Eco) DSE, Ph.D. (FRI), IAS (Retd.)

Ms. Renu Bansal M.A. (Eco), M.Phil.

Mr. Rishi Mehra CSA (ICFAI), MBA (IBS), CTM (ACTM), LIFA (U.K.)

Ms. Ruchi Kaushik M.A., M.Phil (Delhi)

Dr. Swati Dhawan M.Com (DSE), Ph.D. (FMS)

Mr. S. C. Malhotra M.Com, L.L.B (Delhi)

Mr. S.K. Choudhury M.A. (JNU), M.Phil. (Delhi)

Mr. S.K. Chawla M.A., M. Phil. (Delhi)

Dr. Santosh Kumar M.A. (Eco), M.Phil., Ph.D.

Dr. Simarpreet Kaur M.Com, Ph.D. (Patiala)

Prof. Suman Sarkar B.A. (H) Eco, PGDBM, Kolkata, EMIT, IIFT

## Administrative Staff

Mr. P.K. Jain Administrative Officer (Accounts)

Mr. Jatin Lamba Administrative Office (Admin)

Mr. Shiv Nandan Sr. P.A. to Principal



### Attendance Requirements

Candidates admitted to the GBO Programme will have to attend at least 75% of the classes, to be eligible for appearing in each of the University Semester examinations.

### Examination Scheme

The examination in each paper in every semester carries 100 marks divided as follows:

Written examination (3 hours) : 70 marks

Internal Assessment : 30 marks

- » The students who obtain in each of the papers of the four semesters at least 40% marks, and in the aggregate of the two semesters of each of the years, at least 50% marks, shall be eligible for the award of the Diploma.
- » The students shall be deemed to have cleared year one of the course on obtaining a minimum of 40% marks each in at least ten of the papers in the examinations comprising Semesters One and Two.

- » The students shall be deemed to have cleared year two of the course on obtaining a minimum of 40% marks each in at least nine of the papers in the examinations comprising Semesters Three and Four.
- » On not clearing a year, a student shall be permitted to reappear in the concerned examinations in the subsequent year as an ex-student or join the course as a regular student.
- » On not passing some of the papers of a cleared year, the student would have to pass such papers within a maximum period of two years. A student not obtaining 50% marks in the aggregate of the two semesters of a year would be permitted to reappear in any of the papers of his choice within a maximum period of two years.
- » A student would be required to complete the entire course in a maximum of four years from the year of admission to the course.

## Admission to Post Graduate Diploma in Global Business Operations (Batch 2019-2021)

Shri Ram College of Commerce offers admission to two-year full-time Post-Graduate Diploma in Global Business Operations programme of the University of Delhi for the academic batch of 2019-2021.

The brief details of the course and admission procedure is given under:

1.	Course	Post-Graduate Diploma in Global Business Operations		
2.	Duration	Two-year (Full-Time)		
3.	Medium of Instruction	English		
4.	Number of Seats	71		
5.	Seats	<b>Category</b>	<b>Percentage</b>	<b>No. of Seats</b>
		UR	50.5%	31
		SC	15%	9
		ST	7.5%	5
		OBC	27%	17
		PwD	5% (supernumerary seats)	3
		CW	5% (supernumerary seats)	3
		Foreign National	5% (supernumerary seats)	3
		<b>Total Seats</b>		<b>71</b>
		<b>Note:</b>		
		(i) <i>Only those OBC Category candidates will be considered whose caste is listed in the Central list for OBC and OBC certificate is made after 01.04.2018.</i>		
		(ii) <i>Please note that category will not be changed after submission of form.</i>		
6.	Minimum Eligibility for Admission	Bachelor's Degree from a recognised University with 50% marks. Candidates belonging to SC, ST, OBC, CW and PwD categories are eligible for 5% relaxation in minimum eligibility for admission.		
		<b>Note:</b> <i>Candidates who are appearing in final semester/year of their undergraduate degree programme are eligible to take the test. However, admission will be granted only to those eligible/shortlisted candidates who will produce the result of their qualifying degree at the time of grant of admission as per the admission schedule date. In case, a candidate secures less than minimum eligibility marks on declaration of result, his/her candidature would be cancelled.</i>		
7.	Course Fee	₹ 80,000/- per semester.  An additional fee of USD 250 per semester for students under the 'Foreign National' category.  (Fees subject to revision at any time during the course period)		

8. Selection Criteria

**Selection Criteria:** Admission to the course is based on objective type On-line Test and Group Discussion & Personal Interview.

**Test Component and Details:**

1. The on-line test shall comprise of the following components.

- (a) English Comprehension & Language Ability
- (b) Quantitative Ability
- (c) Logical Ability
- (d) Data Interpretation

2. The Group Discussion and Personal Interview (GDPI) shall have the following components:

- (a) **Group Discussion:** Candidates will participate in the group-discussion on an assigned topic.
- (b) **Personal Interview:** Candidates will be evaluated on the parameters like personality, communication skills and general subject knowledge in management and international business.

The on-line test will be held in English language. Each of the on-line test components will have 40 questions with four multiple-choice answers. Candidates will have to mark one answer. Each question will carry 4 marks. Full marks will be awarded for the correct answer and 1 mark will be deducted for the wrong answer. The duration of the Test will be for 2 hours.

The candidates have to appear in the On-line Test first. After declaration of On-line Test results, limited number of candidates will be invited for the GDPI in order of merit under each category. Candidates with aggregate negative marks in the On-line Test will not be eligible for the GDPI. Appearing in GDPI is a mandatory requirement for consideration of candidate in the Final merit list.

Final merit list will be drawn on the basis of aggregate marks secured by the candidate in the on-line test and GDPI. The on-line test will have 75% weightage and GDPI shall have 25% weightage, of which GD shall have a weightage of 10% and PI shall have a weightage of 15%.

**Admission under the 'Foreign National Category:**

**Additional Eligibility:** Candidate holding a valid **Passport** or **Citizenship Card** of any country, other than of India, will be considered under the 'Foreign National Category'. Candidates under the Foreign National Category are not required to appear for the test.

Admission under the foreign national category will be on the basis of the following:

- (a) High School marks 10% weightage
- (b) Senior Secondary marks 25% weightage
- (c) Graduation marks 60% weightage



- (d) (i) Statement of Purpose  
(about 500 characters)
- (ii) An essay on “Globalization in Business Context”  
(about 2000 characters) 05% weightage

Candidates under this category are **not required** to take the online entrance test exam & GDPI.

*Candidates under the foreign national category are required to upload the scanned copies of their document (mark-sheet) mentioned above in (a), (b) and (c), and submit their Statement and an Essay as mentioned above in (d) at the time of application/ Registration Process. Candidate in the final year of graduation should upload their previous year / semester mark-sheet **and must submit their qualifying degree mark-sheet after declaration of final result of their qualifying examination.***

9. Entrance Test Date **Sunday, February 24, 2019**  
**Timing: 10.00 a.m. to 12.00 noon.**
10. Entrance test & GDPI venues **Entrance Test Venue:**  
The on-line test is proposed to be held at designated Test centres in following cities:  
Ahmedabad, Bengaluru, Bhopal, Bhubaneswar, Chandigarh, Chennai, Coimbatore, Dehradun, Delhi, Guwahati, Hyderabad, Jaipur, Kochi, Kolkata, Lucknow, Mumbai, Nagpur, Ranchi, Shillong, and Varanasi.  
**Note:**  
*The college reserves right to withdraw one or more of the above mentioned test centers for the on-line test in case insufficient numbers of candidates apply for such center. Candidates of such center would be shifted to the center opted by them in order of preference given in the application.*  
**GDPI Venue:** Delhi
11. General  
Candidates have to download their admit card and instructions to candidates from the Admission Portal. Candidates should report at the Entrance Test venue as per schedule given in the admit card and must follow instructions for the test purpose. The registered candidates will be provisionally eligible to take the Test & GDPI subject to the verification of eligibility documents at the time of finalisation of admission of qualified candidates.
12. Mode of Application /  
Registration for admission  
All interested candidates should apply on-line for Admission / Registration at the college website [www.srccgbo.edu.in](http://www.srccgbo.edu.in) within the scheduled dates.
13. Date of the Opening & Closing  
of Application/ Registration
- |              |              |
|--------------|--------------|
| Opening Date | Closing Date |
| 24-12-2018   | 25-01-2019   |

14. Application/Registration Procedure and Fees
- Candidates should submit application on-line through college website [www.srccgbo.edu.in](http://www.srccgbo.edu.in) by clicking tab “**Admission to PG Diploma in GBO 2019-2021 Batch**” at the home page of the website. The registration fee can be paid by using all Master and VISA Credit or Debit Card/RupayCard/NetBanking.
- Candidates should carefully read Guidelines given in the Admission Portal before submitting on-line application. No changes will be permitted after submission of the application form.
- Candidates will be required to submit an admission fees of ₹ 2,500/- (for General, OBC & Foreign National Category) and ₹ 1,500/- for (SC, ST, CW and PwD Categories.)
15. Scribe for Candidates under PwD Category
- Candidates belonging to the category of Persons with Disability (PwD) and requiring a **scribe** for taking the on-line test must fill the column given for the purpose in the Application Form.
- Candidates who wish to bring scribe on their own must bring the disability certificate in original at the time of the test and the proof of identity (in original and a copy) of the scribe, viz. Voter Card or Aadhar Card.
16. Future communication & Updates
- No personal communication by post will be given to any candidate with respect to the admission test, result and selection. All information will be uploaded on the on-line Admission Portal accessible through the college website. On registration for applying for the Admission to P.G. Diploma in GBO, every candidate will be assigned unique user id and password which is to be used to access all details regarding admissions. All-important notices with respect to the test and admission can be accessed by clicking tab “Important Notices” given in the Portal.
17. Inquiry/Help Desk
- All queries with respect to the test, course or difficulty in registration, admit card etc. should be made at 011-27662319, Monday to Saturday, 09:00 a.m. to 05:00 p.m. OR at [admission@srccgbo.edu.in](mailto:admission@srccgbo.edu.in)

**Address for Communication:**

Executive Assistant  
 PG Diploma in Global Business Operations  
 Shri Ram College of Commerce  
 Maurice Nagar, Delhi – 110007  
 E mail: info@srccgbo.edu.in





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