

GLOBAL BUSINESS OPERATIONS

GBO HANDBOOK
2025-2026



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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INTRODUCTION

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 Resources Management, Accounting and Finance, Trade, Transnational Marketing and Information Technology. The GBO Programme endeavors to combine insights from a number of different academic disciplines and functional areas.

The course adopts a multi-organisational 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 emphasize this perspective. The course has a contemporary 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 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 assured students and promises to reward as well as add value to their potentials.



SHRI RAM COLLEGE OF COMMERCE



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 90th 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 six 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, Justice Arjan Sikri, Justice of the Supreme Court, Mr. Analjit 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

Course Description

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 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 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 restructured course will further strengthen with the 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.

PROGRAMME STRUCTURE

SEMESTER I

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 II

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 III

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 IV

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

Select Add-on Courses are offered by the College keeping in view the requirements of the students.

- Managerial Communication
- Macro Economic Analysis in the Global Context
- Derivatives & Risk Management
- Foreign Language
- Financial Analysis through Excel & SPSS
- Financial Statement Analysis
- R- Language
- Brand Management
- Data Analytics
- SQL

SEMESTER - I



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 environmental forces and in government policy in India, and their impact on business activity in the country.

1. Business Environment in India; The International Economic Environment; The Domestic Economic Environment; The Legal Environment; Ecological concerns.
2. Government and Business in India; Structural features of the Indian economy.
3. Monetary and Fiscal system in India. The Banking and Credit Structure; Financial Institutions; The Fiscal System.
4. Inward-looking vs. Outward-looking strategy of industrialization; Economic Planning in India (with special reference to resource mobilization).
5. Economic Reforms: Fiscal Reforms; Industrial Policy and Labour Policy Reforms; Trade Policy Reforms; Financial Sector Reforms.
6. Infrastructure: Energy, Transport and Telecommunications.
7. The Indian Macroeconomic Scene: Assessment and outlook.

Suggested Readings

a) Panagariya, Arvind (2010) India: The Emerging Giant, Oxford University Press.

b) Acharaya, Shankar and Rakesh Mohan (2010) India's Economy: Performance and Challenges Oxford University Press.

c) Eichengreen, Barry and Poonam Gupta (2011), "The service sector as India's road to economic growth", National Bureau of Economic Research, Massachusetts Avenue, Cambridge.

d) India Infrastructure Report (2011), Policy and Performance for Sustainable Development, OUP

e) Government of India, Economic Survey, Ministry of Finance, Delhi. (Latest)

f) Mehta, Pratap Bhanu and Devesh Kapur (2009) Public Institutions in India, OUP

g) Wild, John J. and Kenneth L. Wild (2011) International Business: The Challenges of Globalization, Prentice Hall.

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.

1. Demand, Supply and Price: Law of demand and supply, shortages and surpluses; interfering with law of supply and demand, shifts in 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.

2. Cost: Short-run vs long-run cost and average cost curves; total, average and marginal cost functions, cost minimisation, marginal costs and sales tax, reduction and cost recovery, importance of labour costs, least cost combination of inputs, marginal cost pricing and social welfare.

3. 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 maximisation and revenue maximisation, accounting profit and economic profit, sunk costs, entry and competition.

4. 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.

5. Monopoly: Monopoly profits, price discrimination, natural monopolies, monopolistic competition, number of firms in the industry, product





differentiation, barriers to entry, government policies.

6. Oligopoly: problem of self enforcement, problem of coordination, problem of entry, price fixing, price and output competition, Cournot competition, Bertrand competition, kinked demand curves.

7. 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.

8. Advertising: Advertising cost, theory of advertising, persuasive advertising, information advertising, targeted advertising, comparison advertising, advertising regulations, advertising and competition.

9. 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.

10. Non co-operative Game Theory: Normal form games, Nash equilibrium, iterated elimination of strictly dominated strategies, mixed strategies, extensive form games, repeated games, and games with imperfect competition, games theory and collusion, quality signaling games.

Suggested Readings

a) Hubbard, R. Glenn and Anthony P. O'Brien (2012) Microeconomics, Prentice Hall.

b) Varian, Hal (2010) Intermediate Microeconomics: A Modern Approach, W.W. Norton & Co.

c) Pindyck, Robert S., Daniel L Rubinfeld, and Prem.L. Mehta (2009) Microeconomics (7th Edition), Pearson Education,

d) Salvatore, Dominick (2011) Managerial Economics in a Global Economy Oxford University Press.

e) Shy Oz (1995) Industrial Organisation: Theory and Applications, MIT.

f) Gerlowski, A.C.S. (1996) Managerial Economics and Organisation, Prentice Hall.

1.3 FINANCIAL MANAGEMENT

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

1. Introduction: Meaning, scope and objectives. Liquidity and profitability. Time value. Financial Planning.
2. Financial forecasting: Techniques- FF analysis, Cash Flow Analysis, Ratio Analysis and projected Profit and loss statement.
3. Capital Budgeting: Concepts, types, importance. Cash Flows. Investment evaluation methods. Decision-criterion. Cost of capital-specific and weighted. Risk analysis in capital budgeting.
4. Financial Decisions. Concept of valuation, financial leverage, theories of capital structure. Optimal capital structure. Determinants of capital structure in practice.
5. Dividend and Retention Policies: Importance and relevance of dividend policy. Theories of dividend decision. Determinants of dividend policy in practice.
6. Working Capital Management: Concept and importance. Operating cycle. Working capital needs and their determinants. Management of cash, receivables and inventory.
7. Sources of Finance: Sources of long-term finance, new-issue markets, regulatory framework, venture capital. Sources of short term finance - bank credit, trade credit, bill of exchange.





8. Financial services and Capital of long term finance, new-issue markets, regulatory framework, venture capital. Sources of short-term finance-bank credit, trade credit, bill of exchange.

9. Mergers, take-overs and acquisitions strategies. Share valuation, Regulatory framework - take-over code, financial restructuring, BIFR.

Suggested Readings

a) Damodaram, Aswath, Corporate Finance, John Wiley, New York. (Latest Edition)

b) Hampton, J.J. Financial Decision-Making-Concepts and Problem. PHI. (Latest Edition)

c) Khan, M. Y. and Jain, P. K. (2010) Financial Management, TMH, New Delhi.

d) Pandey, I.M. (2011) Financial Management, Vikas, New Delhi. (Latest Edition)

e) Rustogi, R.P. (2011) Financial Management: Theory, Concepts and Problems, Taxmann, New Delhi.

f) Van Horne, J.C, Financial Management and Policy, PHI, New Delhi. (Latest Edition)

g) Petit, J. (2007), Strategic Corporate Finance, Wiley.

h) Gitman, Lawrence J. (2009) Principles of Managerial Finance, Pearson, ND.


GBO
INTERNATIONAL PROGRAMMES

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.

1. Introduction to marketing function: Evolution of the Marketing Concept. Nature and scope of marketing. The management processing marketing. Importance of marketing.

2. 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.

3. Pricing: Objectives and factors affecting Price determination. Methods of setting prices and pricing strategies. Price discrimination.

4. Distribution: Importance. Channel functions. Channel selection. Physical distribution, Wholeselling and retailing. Nature and importance. Classification.

5. 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.





6. 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).

Suggested Readings

a) Kotler, P., G. Armstrong, Y.P. Agnihotri, and U. Ehsan Haque, (2010). Principles of Marketing: A South Asian Perspective, 13th ed., Pearson Education.

b) Aaker, David A. and John G. Myers, (2006), Advertising Management, Pearson Education.Arens. W. F. (2008). Contemporary Advertising. Prentice Hall.

c) Etzel, M. J., B. J Walker., W. J. Stantonand and Ajay Pandit (2010), Marketing. Tata McGraw Hill.

d) Kevin, Lane Keller (2008). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 3rd ed., Prentice Hall, NJ

e) Leslie de Chernatony, Malcolm McDonald, and Elaine Wallace (2011), Creating Powerful Brands, 4th ed., Butterworth-Heinemann

f) Cio Chetto, Lynne (2011) Globalisation and Advertising in Emerging Economies, Routlede, London.

1.5 QUANTITATIVE TECHNIQUES I

The paper aims at acquainting the participants with the scientific methodology of solving complex managerial decision-making problems through statistical techniques.

1. 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.
2. Statistical Data Presentation. Statistical Measures: Measures of Average, Dispersion and skewness.
3. Correlation and Regression: Correlation, Product-Moments Coefficient of correlation. Regression. Bivariate Frequency Distributions. Rank Correlation.
4. Index Numbers: Price and Quantity Relative. Methods of construction. Weighted Index Numbers. Chain Index.
5. Time Series: Components of Time series. Moving Averages. Linear and Quadratic Trend. Seasonal Adjustment. Forecasting.
6. Probability: Set Theory and Enumeration. Introduction to Probability Permulation and computation. Conditional Probability. Inverse Probability.
7. Distributions: Binomial, Poisson and Normal.
8. Decision Theory: Decision Trees
9. Sampling and Significance Tests: Types of Sampling. Sampling distribution and Standard Error. Significance tests based on Mean and Proportion. Chi-square Test. F-test, Non-parametric Tests



Suggested Readings

a) Francis, A. Business Mathematics & Statistics. 3rd ed. Np: ELBS Publications. New Delhi.

b) Render and Stair. (Allyn and Bacon). Quantitative Analysis for Management. Np: NP: New Delhi.

c) Thukral, J.K. Mathematics for Business Studies. Np: Mayoor Paperbacks. New Delhi.

d) Levin, Richard I, and David S. Rubin, Statistics for Management, Pearson Education, New Delhi. (Latest Edition)

e) Render, Stair, Allyn and Bacon, Quantitative Analysis for Management. (Latest Edition)



1.6 ORGANISATIONAL PSYCHOLOGY

The objective of this paper is to provide broad understanding about basic concepts and techniques related to the study of human behaviour in work environment so as to equip the participants to manage behavioural aspects of international business.

1. Concept and Nature of Psychology in behaviour in Organisations. Psychological Foundations of Organisational Behavior, Perceptual processes, Learning, Values and Attitudes. Work Motivation, Stress, Leadership and Influence process.
2. Systems Approach to understanding organisations.
3. Organisations Culture & Climate
4. Group Dynamics. Organisational Change. Organisational Development. Conflict Management. Team Building, Stress Management.
5. Organisational Creativity and Innovations.
6. Power and Politics in Global Corporations. Behavioural issues in managing across cultures and countries.

Suggested Readings

a) Luthans, F. (2004) Organisational Behaviour, McGraw Hil.

b) Dan S. Cohen (2009) Make It Stick: Embedding Change in Organizational Culture, Harvard Business School Publication.

c) Sandra J. Sucher (2010) Note on Human Behavior: Differences at work: The Leadership Challenge, Harvard Business School Publication.

d) Michael, Beer (2009) Leading Change, Harvard Business Publishing.

e) Pareek, U. (2011) Understanding Organizational Behavior, Oxford University Press, New Delhi.



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 organisations using latest software.

1. 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, On-line and real-time processing. Electronic Data Processing Environment: Hardware, Software (system software, operating system, application software) peopleware, firmware.
2. Computer languages: Assembly Language, High Level Languages, 4GLs.
3. Software Packages for Data analysis: Investment Analysis Packages. Accounting Packages, Statistical Analysis Packages. Mindware Packages.
4. Word Processing, Data-base Management Systems and Spreadsheet, using latest industry-used packages.
5. Computer Communications. Communication Channel. Data transmission techniques. Network Topologies. LAN, WAN, TCP/IP; Internet, E-mail, Internet Web, Web Browser etc. Acquiring hardware and software.

Additional Topics:

I. E-commerce: Concept and scope; Business applications; Architectural framework; Business models: B2B, B2C, B2G and other models.



II. Electronic Payment System: Types of payment systems; Operational, credit and legal risk of e-payments, managing e-payment systems.

III. Security Issues in E-Commerce: Types and sources of security threats; firewall; client-server network security; Data and message security; Digital identity and electronic signature; Data encryption.

Suggested Readings

a) O'Brien, James A. (2010) Management Information System, Tata McGraw-Hill.

b) Laudon, K. C. and Jame P. Laudon (2010) Management Information System, Pearson.

c) Elmasari, Ranez and Shamkant B. Navathe (2011) Fundamentals of Database Systems, Pearson Education

d) Joseph, P.T. (2012) E-Commerce: An Indian Perspective, Prentice Hall.

e) Turban, E. (2008) Electronic Commerce: a Managerial Perspective, Pearson Education

f) Brayan, Bergeron (2004) Essentials of XBRL: Financial Reporting In 21st Century, John Wiley and Sons.



SEMESTER - II



2.1 GLOBAL BUSINESS ENVIRONMENT



This paper aims at familiarsing the participants with business environment at the international level including institutions and agreements.

1. The Phenomenon of Globalisation: Forces of globalisation; Trade investment and enterprise linkages in the global economy; internationalisation trends; The evolution of international business enterprise; The Multinational Corporations (MNCs); Competitive Strategy and International Business.

2. 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 payment policy and exchange rate system.

3. The Environment of Global Business: The economic, technological, legal, political and cultural environment of international business; The ethical and social responsibility of international business.

4. Financial Environment of Global Business: Foreign exchange market mechanism; Eurocurrency market; International banks; Non-bank financial service firms; Stock markets; Financial derivatives.

5. 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. Regime: 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.

Suggested Readings

a) Wilel J. and Wilel Kenneth, (2012) International Business, Pearson

b) Salvatura Dominick, (2008) International Economics, Wiley India Edition

c) Shankar Oded and LUO Yadong, International Business, SAGE Publication

d) Hibbert, E.P. International Business : Strategy and Operations. Np: MacMillan Business.

e) Preston, L.E. and D. Windsor. The Rules of the Game in the Global Economy : Policy Regimes for International Business, 2nd ed. Np: Kluwer Academic Publishers.

f) Robin, John, Grazialetto-Gillies, Howard Cox and Nigel Grimwade. Global Business Strategy. Np: International Thomson Business Press.

g) Sundaram. A.K. and. J.W. Black. The International Business Environment: Text and Cases. Np: Prentice Hall of India.



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.

1. Linear Programming Techniques: Allocation, Linear Inequalities. Formulation of LP Problems. Graphical Solution. Simplex method.
2. Transportation Problems. Assignment Problems. Game Theory.
3. Network Analysis: Networks- PERT & CPM. Critical Path Analysis. PERT Cost. Resource Allocation.
4. Inventory Control: Economic Order Quantity. Quantity Discount Models. Use of safety stock. ABC Analysis Safety Stock.
5. O.R. Techniques: Introduction to Integer Programming, Dynamic Programming, Goal Programming, Queuing Theory, Simulation-and Replacement Decisions.



6. Decision Analysis: Introduction, Types of Decision making Environment, Decision making under Uncertainty, Decision Making under Risk.

Suggested Readings

a) Hillier, Frederich S., Introduction to Operations Research, McGraw Hill (Latest Edition)

b) Taha, Hamdy A., Operations Research: An Introduction, Prentice Hall (Latest Edition)

c) Render, Stair, Allyn and Bacon, Quantitative Analysis for Management (Latest edition)

d) Vohra, N.D. (2011), Quantitative Techniques in Management, Tata McGraw-Hill, New Delhi.



2.3 ACCOUNTING FOR BUSINESS I

The objective of this paper is to acquaint the participants with the concepts and techniques in financial accounting for business concerns.

1. Fundamentals of Financial Accounting: Definition and scope. Generally accepted accounting Principles, Accounting equation. Accounting process leading to the preparation of Final Accounts. Accounting policy regarding depreciation and inventory valuation. Partnership accounts. Company accounts: Issue of shares and debentures, redemption, of preference shares and debentures. Underwriting. Final Accounts Amalcamation and reconstruction. Insurance claims. Inflation Accounting.

Additional Topics:

I. Financial Statements: Income Statement, Position Statement and Cash flow statement. Preparation; Reporting of financial statements- interim report, segment report and group report; Analysis of financial statements- ratios; Forecasting financial statement information for project planning and decision making. Financial Databases

Suggested Readings

a) Anthony, Roberts and David Hawkins, Accounting for Management, McGraw Hill. (Latest Edition)

b) Bhattacharya, S.K. and John Dearden, Accounting for Management, Vikas Publishing House. (Latest Edition)

c) Narayanswami, R., Financial Accounting- A Managerial Perspective, Prentice Hall of India, New Delhi. (Latest Edition)

d) Sehgal, Ashok (2012), Financial Accounting for Managers LexisNexis Butterworths Wadhwa, Nagpur.

e) Powers, M. and B.E Needler, Financial Accounting, Wiley India, New Delhi. (Latest Edition)



2.4 LEGAL ENVIRONMENT FOR GLOBAL BUSINESS

This paper seeks to acquaint the participants with the legal environment especially relevant for international business operations.

1. Legal and policy environment for India's international trade. Trade and payment agreements.
2. Making international business contracts - types, formation, elements. Procedures for international payments and credits. Regulatory aspects of foreign exchange transactions.
3. Legal provisions regarding patents and trade mark rights, licensing and technology transfers.
4. Procedures for settlement of international disputes. International commercial arbitration and reconciliation.
5. Regulatory aspects of international trade institutions.

Additional Topics

I. Contemporary Issues: Standardization of international commercial practices and procedures; Harmonization of conflicting national laws; Implication of WTO regime; Avoidance of double taxation; Tax heavens

Suggested Readings

a) Kumar, R. (2009) Legal Aspects of Business, Cangage Learning, New Delhi.

b) Bansal, A.K. Law of Commercial Arbitration, Universal Law House, Delhi. (Latest Edition).

c) Jain, R. (2000) Foreign Exchange Management Law and Practice, Vidhi, New Delhi.

d) Trebilcock, M. and Robert Hawse, Regulation of International Trade. Routledge, London. (Latest Edition)

e) Schaffer, R., F. Agusti and B. Earle (2009) International Business Law and its Environment, South Western Cengage Learning, USA.

f) ICA, Standard Contract Forms and General Condition for use in International Trade Contracts, New Delhi. (Latest Edition)

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.

1. Concept of Information System and information flow. Role and importance of information systems in management process.
2. Strategic role of information technology in management information systems.
3. Components of Management Information Systems. Design and Maintenance of Management Information Systems and Decision Support Systems. Development and Implementation of management information systems.
4. Role of users in the design, use and implementation of management information systems

Additional Topics

I. Managing Data Resources for Information System: Concept of Database Management System, data fields, records and files; Sorting and indexing data, designing queries generation of reports and linking data files (Using MS Access 2010 or later or Oracle); Concept and application of Data Warehousing and Data Mining.

Suggested Readings

a) O'Brien, James A. (2010) Management Information System, Tata McGraw-Hill.

b) Laudon, K. C. and Jame P. Laudon (2010) Management Information System, Pearson.

c) Elmasari, Ranez and Shamkant B. Navathe (2011) Fundamentals of Database Systems, Pearson Education

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.

1. 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.

2. The Balance of Payments Crisis 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.

3. Exchange Rate Policy: Fixed and flexible exchange rates; Devaluation and its effects; Managing the exchange rate; Convertibility of Rupee - Current and Capital account convertibility.

4. 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.

5. The New Trade Policy (i.e., the trade policy after 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 2009-2014.



6. Government Policy Towards Foreign Capital: Policies for Direct Foreign Investment (DFI) and Foreign Institutional Investors (FII); Foreign collaboration and multinational corporations (MNCs).

Additional Topics

I. Theories of International Trade: Absolute and Comparative Advantage Theories; Modern Trade Theories; Gains from Trade; Terms of Trade.

II. Trade Policy Instruments: Tariffs and Quotas; Dumping and subsidies; Trade regulations and WTO.

III. Policy Regimes for Global Business: The UN system; Regional and Associative Regimes: European Union, NAFTA, APEC, ASEAN, SAARC, BRICS; Trade Regimes: GATT and WTO

IV. India's Foreign Trade and Investments: Pattern and structure of India's trade; foreign investments flows; foreign debts and ratings.

V. Policy Framework: India's policy on foreign trade and investment; Institutions and mechanism; Promotion schemes and incentives. Export and Trading Houses; Special Economic Zones and 100% EOUs.

VI. Trade and Development

Suggested Readings

a) Krugman, Paul R. and Maurice Obstfeld (2010) International Economics: Theory and Policy, Pearson Education.

b) Marrewijk, Charles Van (2012) International Economics: Theory, Application and Policy, OUP, ND.

c) Salvatore, D. (2008) International Economics John Wiley & Sons

d) Letiche, John M. (2012) International Economics: Policies and Their Theoretical Foundations, Academic Press, New York.

e) Economic Survey, Government of India. (Latest)

f) World Trade Report (Latest)

g) Srinivasan, TN. "Foreign Trade Policies and India's Development". Reprinted in Uma Kapila. Ed. (1995)

2.7 CROSS-CULTURAL BUYING BEHAVIOUR

The objective of this paper is to provide deep insight into behavioural patterns among buyers, including a broad understanding of the impact of the cultural variations among different nations.

1. Consumer behaviour and marketing strategy.
2. Cross-cultural variation in consumer behaviour. The intermediate influences on consumer decision making- culture, sub-culture, values, demographies, social status, learning, perception, motives, personality, emotions, households, reference groups
3. Models of consumer behavior
4. Consumerism and regulatory issues, and cause marketing
5. Diffusion of innovation across nations
6. Customer satisfaction, brand-loyalty and brand switching in international markets.

Additional Topics

I. International Management and Culture: Concept, dimensions and approaches; Significance of culture for International Management, Factors influencing decision-making. Significance of culture in strategic decision-making, Comparing cross- cultural and international management, implications for international management practice.

II. Comparing Cultures: Group as a basic unit for comparative cultural analysis; Identifying and responding to differences in Culture, identifying differences in culture-specific perception, Hall's Model of high and low context cultures; Comparing attitudes towards managers; Comparing National Cultures: the Hofstede Model.

III. Culture and Organisations: Defining and comparing organisational cultures; Controlling organizational cultures; Influence of national cultures on organisational cultures.

Suggested Readings

a) Assael, Henry. Consumer Behaviour. Np

b) Phiffman and Kanuk. Consumer Behaviour. Np

c) Wilkie, William. Consumer Behaviour. Np

d) Deresky, Helen (2011), International Management: Managing Across Borders and Cultures: Text and Cases, Prentice Hall, Delhi.

e) Adler, Nancy J (2001) International Dimensions of Organizational Behavior, South Western College Publishing Company, Singapore.

SEMESTER - III



3.1 SUMMER TRAINING AND PROJECT

The participants are required to submit the Internship report for the work done by them during the summer Internship. In additional a group research project is to be undertaken in the third semester under the supervision of a teacher.

3.2 INTERNATIONAL FINANCIAL SYSTEM

The paper aims at familiarising the students with the existing international financial institutions and the capital markets in major developed countries.

1. Scope, changing scenario, MNC's
2. Fundamentals of foreign exchange, organisation of foreign exchange market, exchange market, exchange-rate, and interest rate parity. Currency future and option market
3. Financing of international trader: Special financial arrangements, import-export draft, foreign exchange, risk and credit risk and trade-off
4. 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
5. 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
6. International Financial Institutions: IBRD, IMF, IFC, Regional Development Banks.
7. International Capital Market and Instruments: Euro-currency market, international debt and bond market, euro-bonds.
8. International Banking: Trends and strategies, value creation. International debt crises. Country risk analysis.

Suggested Readings

a) Avadheri, V.A. International Finance-Theory and Practice. Bombay: Himalaya. n.d.

b) Gay and Kohb. International Finance: Concept and Issues. Np: NP. n.d.

c) Levi, Maurice. International Finance. Np: McGraw Hill. n.d.

d) Walker, Ingo and Tracy Murray. Eds. Handbook of International Business. Np: John Willey. n.d.

3.3 TRANS-NATIONAL 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.

1. Aspects of trans-national marketing: Framework and entry strategies. Marketing planning and strategy for international business. Environmental factors influencing marketing (Economic environment, cultural environment, political environment, legal environment).

2. Perspectives of international markets. International marketing research. Segmenting the international markets.

3. International marketing decisions: International product policy and planning. International pricing strategy. Multi-national sales management and foreign sales promotion, International advertising.

4. Organisation and control in international markets.

Additional Topics

I. Global Product Planning: Product Differentiation, Branding, Labeling, Product Support Services in an International Context, Product Standardization vs. Adaptation, Managing Product Line, International Trade PLC, New Product Development.

II. Global Pricing Decisions: Factors, Process and Strategies, Delivery Terms and Currency for Export Price Quotations, Transfer Pricing.

III. Global Distribution Strategies: Channel Management; Selection and Management of Overseas Agents, Roles and Functions. Global Logistics: Concept, Functions and Integrated Logistics Management.

IV. Global Communication Mix: Cross-Cultural Communication-Importance and Challenges (Case Studies), Global Promotion Mix, Developing Global Promotion Campaign-Focusing in Sales Literature, Trade Exhibitions & Fairs.

V. Emerging Trends in Global Marketing: Recent Strategic Alliances, E-Business and its role in Global Marketing, Ecological Concerns and Global Ethics.

Suggested Readings

a) Cateora, Phillip R. and John L. Grahm, International Marketing, Irwin McGraw-Hill, Boston. (Latest Edition)

b) Keegan, W., Global Marketing Management, Prentice-Hall, Englewood Cliffs. (Latest Edition)

c) Trepestra. V. and R. Sarathy (2005), International Marketing, Harcourt Asia PTE Ltd., Singapore. (Latest Edition)

d) Onkvist, S. and J. J. Shah, International Marketing: Analysis and Strategy, Prentice Hall, New Delhi. (Latest Edition)

e) Kotabe, Massaki and Kristian Helsen, Global Marketing Management, John Wiley & Sons. (Latest Edition)

f) Brady, Donald L. (2011) Essentials of International Marketing M.E. Sharpe, New York.

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.

1. Export - import documentation requirements. Registration of exports. Export quotations.
2. Payment Terms - Instruments and methods of financing including documentary credits and collection - Uniform Customs and Practices' (UCP).
3. Export Finance - Facilities, Incentives and Procedures for pre and post shipments finance
4. Procedures and documentation for custom clearance by sea, air, road, rail and port parcel for exports and imports
5. Negotiation of Documents with Banks
6. Procedures and Documentation for availing Export Incentives. Duty drawbacks, Import Licensing and other incentives
7. Foreign Exchange Regulations and Formalities

Suggested Readings

a) Government of India. Handbook of Import-Export Procedures. (latest)

b) International Chamber of Commerce. Uniform Customs & Practice for Documentary Credits. Paris: International Chamber of Commerce n.d.

c) Ramagopal, C. (2006), Export Import Procedures, Documentations and Logistics, New Age International.



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.

1. Basic perspectives on HRM : Concept and nature. Trends in thinking on HRM, Role and responsibilities of HRM.
2. Manpower Planning for Global Business: Approaches to planning for human resources. Job analysis and position specifications. Manpower inventory; Long term growth plan. Promotion policy.
3. Selection process: Methods of selection. Induction and placement procedures. Productivity morale and commitment. Job Satisfaction and job enrichment.
4. 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.
5. 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.
6. 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.
7. Recent Trends in HRM: TQM, Kaizen Quality Circles.
8. Trade Union Dynamics. Trends in trade unions movement. Industrial relations in India. Problems of discipline in industry. Grievance handling. Industrial conflicts. Approaches to conflict resolutions. Participative management.
9. Work environment: Occupational safety and health. Programmes to improve employee safety and welfare.

Suggested Readings

a) Snell and Bohlander (2007) Human Resource Management, Thomson South Western.

b) Wilkinson, Adrian (2010) ed; Sage Handbook Of Human Resource Management, Sage. N.D.

c) Cascio W.F. and H. Aguinis (2008), Applied Psychology in Human Resource Management, 6th Edition. Prentice-Hall, USA.

d) Agarwala, T. (2007) Strategic Human Resource Management Oxford University Press, New Delhi.

e) Dowling, P. J., M. Festing, and A. D. Engle (2008), International Human Resource Management, 5th Edition., Thomson Learning.

f) Briscoe, Dennis (2012) International Human Resource Management: Policy and Practice for the Global Enterprise, Routledge, London.

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.

1. General Principles of Cost Accounting: Concept of Cost, elements of Cost, Classification of Costs, Cost sheet.
2. Overheads: Allocation and apportionment of overheads, absorbtion of overheads.
3. Analysis of Financial Statements: Ratio analysis, Statement of change in financial position - working capital basis and cash basis. Projected Balance-sheet.
4. Marginal costing and Cost-Volume-Profit Analysis for decision making.
5. Standard Costing and Variance Analysis.
6. Budgetary Control.
7. Responsibility Accounting.
8. Introduction to International Accounting.

Additional Topics

I. Accounting for Foreign Currency Transactions and Translation, Indian Accounting standard relating to the effects of changes in Foreign Exchange Rates.

II. International Business Combinations and Consolidation.

III. International Financial Reporting and Disclosure.

IV. Multinational Transfer Pricing



Suggested Readings

a) Anthony and Welsh. Fundamentals of Managerial Accounting. Np: NP. n.d.

b) Hingorani, Ramanathan and Grewal. Management Accounting. Np: NP. n.d.

c) Horngreen, Charles T. and Gary L. Sundem. Introduction to Management Accounting. Np: NP. n.d.

d) Khan, M.Y. and P.K. Jain. Management Accounting. Np: NP. n.d.

e) Choi, F. and G. Meek, International Accounting, Pearson, New Delhi, (Latest Edition).

f) Epstein, B.J and A. A. Murza, Interpretation and Application of International Accounting Standards, John Wiley, New York. (Latest Edition)

g) Weetman, Roberts, C., and P. Gorden, International Financial Reporting: A Comparative Approach, Pearson. (Latest Edition)

h) Rathore, Shirin (2009), International Accounting, PHI learning Private Limited, New Delhi.

i) Sandagaran, S.M. International Accounting: A User Perspective, Thomson South-Western. (Latest Edition)



SEMESTER - IV




GLOBAL BUSINESS OPERATIONS
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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.

1. An Overview of Business Policy Formulation : Nature and significance of strategic decisions, levels, of strategic decision, organisational framework for strategic management.

2. Strategic Management Process: Components of a strategic decision. Corporate vision, internal and external analysis.

3. Strategic Considerations for Global Operations: Complexity of global environment, planning for global operations, control problems in global operations.

4. Strategy implementation: Organisational aspects, resource management, monitoring mechanism, managing change in strategy.

Additional Topics

I. Corporate Diversification Strategies: Multinational diversification strategies; techniques for analyzing diversified companies; Building shareholder value; Roles of cost sharing and skills transfer in creating competitive advantage via diversification; Competitive advantages to diversified multinational corporations in a globally competitive business world.



II. Situation Specific Strategies: Strategies for situations like competing in emerging industries, maturing or declining industries, fragmented industries, hyper –competitive industries and turbulent industries; Strategies for industry leaders, runner -up firms and weak businesses.

III. Strategy Implementation and Administration: Issues in global strategy implementation, strategy evaluation and control; Building resource strengths and organizational capabilities; Managing internal operations; Corporate culture and leadership.

IV. Strategic Issues: Managing Technology and Innovation; Social responsibility and Ethics Management.

Suggested Readings

a) Rothaemer, Frank (2013) Strategic Management: Concepts and Cases, McGraw Hill, New York.

b) Bateman and Snell (2013) Management: Leading and Collaborating in a Competitive World, McGraw Hill, New York.



c) Brooke, M.Z. and M. L. Remmers, International Management and Business Policy, Houghton Miffin, Boston. (Latest Edition)

d) Davidson, W.H., Global Strategic Management, John Wiley, New York. (Latest Edition)

e) Verbeke, Alain (2009), International Business Strategy, Cambridge University Press, U.K.

4.2 INTERNATIONAL FINANCIAL MANAGEMENT

This paper seeks to familiarise 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.

1. Concept, Importance, Finance Function in MNCs.Exchange risk & MNCs.
2. Exchange risk management. Direct & Indirect quotation, Cross rate, Arbitrage, Spot contract, Forward contract, Hedging technique swaps, options.
3. International working Capital Management – Short term forecasting, financing options, Current Asset Management, Financial Mechanism
4. Foreign Direct Investment: Evaluation of foreign project, global expansion. Appropriate Cash Flows and Discount rate. Portfolio Investment. International Capital Asset Pricing, Bond Investment.
5. Growth & Special problems of MNCs – Transfer pricing, country risk, political risk, Benefits from growth of MNC.
6. International Tax Management - Framework & Objective. Tax Havens & MNC.

Additional Topics

I. International Capital Budgeting: Evaluation of Foreign Projects, Cash Flows and Political Risk, Adjusted NPV, Appropriate Discount Rate. Exchange rate and market segmentation; Real options in capital budgeting

II. Transfer Pricing: Foreign Projects, Country Risk.

Suggested Readings

a) Chance, D.M, Derivatives and Risk Management Cenage Learning, New Delhi. (Latest Edition)

b) Levi, Maurice D. International Finance McGraw Hill New Delhi. (Latest Edition).

c) Rodrigues, R.M. and E. E. Carter, International Financial Management, Prentice Hall of India New Delhi (Latest Edition).

d) Rustogi, R.P. Strategic Financial Management Sultan Chand, New Delhi. (Latest Edition).

e) Shapiro, Alan C. Multinational Financial Management. PHI, New Delhi. (Latest Edition).

f) Sercu, P. and R. Uppal, International Financial Markets and the Firm, South Western College Publishing. OH, USA (Latest Edition)

g) Cuthberston and Nitzsche, Financial Engineering, John Wiley, UK (Latest Edition)

h) Hull, J. C., Options, Futures and Other Derivatives, PHI, New Delhi (Latest Edition)

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 organisational framework for such trade to be carried out.

1. The Global Market place. Composition of worldtrade. Patterns of world-trade. International-trade theory. Production-sharing. The Geo-business Model. Trade barriers and trade liberalisation.

2. Institutions in the World Economy: WTO, UNCTAD, East-West Trade, Regional Economic Integration. (ANCOM, ASEAN, CACM, CMFA, ECOWAS, EE, EFTA, SAPTA, CAIA)

3. Effects of Regional Market Agreements. Types of Market Agreements.

Suggested Readings

a) Lundert, Peter. International Economics. Np: NP. n.d.

b) Robock, Alephen and Kenneth Aimmonds. International Business and Multi-national Enterprises. Np: NP. n.d.

c) Root, Franklin R. International Trade and Investment. Np: NP. n.d.

4.4 PROCEDURES AND LOGISTICS FOR GLOBAL TRADE

This paper aims to acquaint the students with the import-export procedures and the systems involved in actual carrying out of international trade transactions.

1. Processing of an Export Order
2. Role of Clearing and Forwarding Agents
3. Excise clearances of export Cargo.
4. Shipment of Export Cargo-Movement of Goods by road and rail to port of shipment, overseas shipment by road, rail, air and sea.
5. Business Risk Coverage - Cargo, credit and foreign exchange risk coverage. Cargo insurance. Role and schemes of ECGS and commerical banks.
6. Quality control and pre-shipment Inspection - Concept, Scheme and procedures.
7. World Shipping : Structure, Linners and Tramps, Conference system. Freight and structure. Containerisation and other developments. International Agreement and Conference on Sea Transport.
8. Indian Shipping: Trends, structure, concept of dry port, containerisation, International machinery for consultation.
9. Air transport: International set-up, freight rate structure.

Suggested Readings

a) Desai, H.B. Indian Shipping Perspectives. Delhi: Anupam Publications. (Latest edition)

b) Government of India. Handbook of Import-Export Procedures.

c) Ram, Paras. Export: What, Where and How. Delhi: Anupam Publishers. (Latest edition)




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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.

1. Basics of Investment Management: Risk and Return analysis. Investment alternatives. Valuation Theories of fixed and variable income securities. Term structure. Options and Future Markets.
2. An overview of investment in foreign securities
3. Legal aspects of investment in foreign securities.
4. Risk factor in foreign investments.
5. Financial product - development and risk management.
6. Theoretical and practical aspects of foreign investment decisions.
7. International Financial market. Capital flows and financial systems.
8. International investment and Indian financial sector reforms.
9. Portfolio Management: Risk and Return of Portfolio, Harry Markowitz Theory, Single Index and Arbitrage Pricing Theory; Capital Assets Pricing Model; Portfolio Constructional and Performance Evaluation.
10. Structured Debts: Financial Engineering and Structured Debts, Assets Backed Securities and Collateralized Debt Obligations.

Suggested Readings

a) Elton, Gruber, Brown, and Goetzmann, Modern Portfolio Theory and Investment Anlysis, Wiley India. (Latest Edition)

b) Reilly, Frank K. and Keith C. Brown, Investment Analysis and Portfolio Management, South Western College Pub. (Latest Edition)

c) Bodie, Kane and Marcus (2009), Investments, TMH, New Delhi.

d) Hirt and Block (2006), Fundamental of Investment Management, McGraw Hill, New York.

e) Rustagi, R.P (2011), Investment Analysis and Portfolio Management, Sultan Chand, New Delhi.

f) Sharpe, Alexander and Bailey, Investment, PHI, New Delhi. (Latest Edition)

g) Strong, RA, Portfolio Construction Management and Protection, Thompson, New York. (Latest Edition)

h) Sercu, P. and R. Uppal, International Financial Markets and the Firm, South Western College Publishing. OH, USA (Latest Edition).

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 learning to identify and act on ethical problems in the work organisation.

1. Introduction to Business Ethics, Analysis of the contemporary economic, political, social and business environment. Theories of moral reasoning, specially teleological etymological and justice approach.

2. Corporate social responsibility. The ethical organisation and corporate codes of ethics.

3. Ethics and Management: Ethical issues and Strategic Management, Operations Management Marketing Management, Financial Management and Human Resource Management. Ethical dilemmas at work.

Additional Topics

I. Board Dynamics: Board of Directors- functions, role and responsibilities; Chairman; CEO; Executive and Independent Directors; Board Meetings and decision-making; Directors' evaluation, development and training; Board Committees and their role; Legal framework and practices around the world.

II. Corporate Governance and Corporate Operations: Impact on shareholders' value; Common failures in the governance; Studies in flawed governance- Enron, Worldcom, Tyco International, Parmalat, Maxwell Communication, Royal Ahold, Lehman Brothers, Satyam Computers.

III. Multinational Corporations, Ethics and Corporate Social Responsibility: Business ethics- issues and guidelines; International obligations; Corporate social responsibility- models, drivers, challenges and realities; Corporate sustainability.





IV. Issues in Corporate Governance: Insider trading; Board diversity; Whistle blowing, Environmental issues; Corporate Governance in Family Firms, Corporate Governance in small and medium enterprises, Code of Conduct, Disclosure practices, Corporate Governance rating.

Suggested Readings

a) Daniel, Albuquerque (2012), Business Ethics: Principles and Practices, Oxford University Press, New Delhi

b) Kumar, Anil (2012), Corporate Governance: Theory and Practice, International Book House, New Delhi.

c) A.C, Fernando (ed) (2009), Corporate Ethics, Governance and Social Responsibility, Pearson.

d) Monks, R.A.G., and N. Minnow (2011), Corporate Governance, John Wiley & Sons, UK.

e) Naciri, A. (ed.) (2008), Corporate Governance around the World, Routledge, New York.

f) Tricker, Bob. (2009), Corporate Governance: Principles, Policies and Practice, Oxford University Press New York.

g) Vallabhaneni, S.R. (2008), Corporate Management, Governance and Ethics Best Practices, John Wiley & Sons, New Jersey.

FACULTY

Principal	
Prof. Simrit Kaur	M.A. (Economics), Ph.D. (FMS)
Vice Principal	
Prof. Aruna Jha	M.Com, M.Phil., Ph.D.
Course Coordinator	
Dr. Misha Govil	M. Sc. (Maths), M.Phil., Ph.D.
Programme Associates	
Dr. Anuj Jatav	M. Com, Ph. D
Mr. Anuj Bhatia	M. Com, NET – JRF
Faculty	
Dr. Amit Sachdeva	M.Com, M. Phil, (Delhi), MBA (IIT, Delhi), Ph.D. (Delhi)
Dr. Mohit Anand	MBA (Reims Management School) (Neoma), France, Ph.D. (Emlyon Business School) France
Prof. Mohan Krishnan	B. Tech (Delhi), MBA (D.U).
Dr. Manmohan Bhutani	B.E (Hons) Pilani, M.B.A (IIM-Lucknow), Ph. D. Kalinga University (Raipur)
Mr. Manish Goyal	B. Com (Hons), FCA, IFRS (ICAI)
Ms. Mithu Ghoshal	PG (German) Rajasthan Uni., Diploma from DU, M1 Level Max Mueller Bhavan
Dr. Monika Bansal	MBA, Ph.D
Mr. Rishi Mehra	CSA (ICFAI), MBA (IBS), CTM (ACTM), LIFA (U.K.)
Mr. Sidharth Balakrishna	MBA (IIM) Calcutta, Mphil
Mr. Sanjeev Govil	B.E. (Mechanical) Delhi College of Engineering (D.U), M.B.A (PGDM) Indian Institute of Management (Lucknow)
Mr. S. Ramasamy	B. Tech, M.B.A; AMP (IIM Calcutta); Global CIO Certification (ISB, Hyderabad)
Mr. Shounak R. Choudhary	Industrial Engineering (IIT-Kharagpur), Fellow in Management, Business Policy (IIM- Ahemdabad)
Mr. Tarun Kehair	ACA, ACS, CFA, FRM
Dr. Nitin Dewan	MBA(DU) , PG in Business Management, M.Com, LLB, Ph.D.
Mr. Havish Madhvapaty	MBA Gold Medalist, UGC NET, Microsoft Certified Trainer
Dr. Abhay Jain	M.Com, LLB, Ph.D.
Dr. Amarjeet	M. Com, NET-JRF, Ph. D (FMS)
Ms. Ruchika Choudhary	B. Com (H), M. Com, NET-JRF
Dr. Shikha Gupta	Phd in Economics from DTU
Dr. Monika Gaur	Ph.D in Management, MA Economics, BA (HONs) Business Economics
Dr. Dipika Bansal	Phd from Delhi University, Mphil, M.Com, B.Com(Hons.)
Dr. Alok Kumar	Phd, Ranchi University, M.Com, PGDFM, MBA
Dr. Vandana Jain	Phd, M.Com, Doctorate in International Business from Depatment of Commerce, DSE, MBA
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Mr. Sanjay Dobhal	A.O Accounts
Mr. Shiv Nandan	P.A to Principal
Ms. Juleta Khan	S. O. Admin
Ms. Neha Sharma	Sr. Technical Assistant
Mr. Kunti Sharma	Librarian Mr. Prakash
Prakash	Office Assistant
Mr. Vinay Tiwari	Office Assistant
Mr. Sahil Malik	Attendant

COURSE
REQUIREMENTS



The following are course guidelines and requirements which are integral part of the course.

1. Post Graduate Diploma in Global Business Operations is a two-year full time professional course, taught in four semesters, viz., Semester I, II, III and IV. There are 26 compulsory papers in all taught over the four semesters. Elective papers and courses are offered in different semesters depending on the academic requirements of students. The academic year is divided into two broad segments:

   a. Semester I & Semester III: July – December

   b. Semster II & Semester IV: January – June

2. The medium of instruction across all semesters is English.

3. For all the compulsory papers, two lectures are held per week of 110 minutes each. In case faculty members feel the need for extra classes, students are informed in advance about the revised schedule.

4. It is mandatory for all the students to prepare in advance for the classes by referring to relevant reading material, case studies, books and other resources mentioned by the faculty members.

5. At the end of Semester II, all students are required to undertake summer training for duration of 6 – 8 weeks during summer vacations. In addition, students are expected to complete an empirical/research project by the end of Semester IV in any area of their interest under the supervision of a faculty member.

6. At the completion of summer internship, students are expected to submit a report duly signed by the external supervisor from the industry as well as internal academic supervisor from the college certifying the authenticity of their internship training & experience. Students are expected to visit the organisation on regular basis unless specified by the representatives of the organisation to do otherwise. Internal faculty member should be aware of the progress made by





students during the summer internships and students should make active efforts to provide updates to their academic supervisor. Any report, which is not, validated either by the internal or external supervisor would not be accepted for the final evaluation. Marks for the summer internship will be awarded only after submission of project report and successful completion the viva-voice examination.

7. For the above mentioned empirical/research project, students must adhere to the formal guidelines of research design and methods. Further, ethics in scientific research and writing are to be observed at all stages of the research project. The format for writing research project should be as follows:

   a. Initial Pages

      i. Cover Page
      ii. Index
      iii. Certificate (in case of summer internship)
      iv. Acknowledgement

   b. Title of the study

      i. Abstract – 250 -300 words

   c. Introduction

      i. Background of the study
      ii. Basic Concepts & theoretical context
      iii. Review of Literature
      iv. Rationale for the present research

   d. Objectives of the Research

      i. Specific, concise and clear problem statements
      ii. Research Hypothesis (if any)

e. Method

   i. What was the general research design of the study (e.g. survey, experimental, observational, exploratory, quantitative, qualitative etc)?
   ii. Sample characteristics, sampling procedure, sample size etc.
   iii. Techniques and tools used for data collection
   iv. Describing the process of data collection

f. Results

   i. What were the principle findings?
   ii. How were the results analyzed?

g. Discussion

   i. Were the hypothesis supported? (If study was hypothesis driven)
   ii. How do the results relate to what was already known, or what are the implications of these findings?
   iii. Implications and limitations of the present study

h. References

   i. Follow APA code for referencing
   ii. All references sources (Books, Journals, Magazines, Internet Data Bases etc.) to be quoted

i. Appendix

   i. Questionnaire
   ii. Interview Schedule
   iii. Other related documents

8. For the research project, students are advised to enroll in special courses organized by college in the field of research methods and statistical tools, techniques & software. These special courses would be accorded credit points as research course work towards final evaluation of the research project.

9. At SRCC, the teaching pedagogy includes participative methods such as Lectures, Case Studies, Business Simulations, Seminars, Workshops, Special Lectures and other audio-visual modalities. One of the prerequisites of the course is to actively participate in business case discussions facilitated by the faculty members.

10. Centre for Professional Development, SRCC regularly organizes special short-term courses during summer and winter vacations. GBO students are encouraged to participate in these workshops and work towards their continuous personal & professional development.

CODE OF CONDUCT



The following code of conduct has been formulated to provide a clear statement of Shri Ram College of Commerce's expectations of students with respect to academic matters and personal conduct. Through this code of conduct, college reaffirms its commitment to inculcating high academic standards, intellectual rigour, ethical behaviour and high quality of overall development of its students and it must be read in conjunction with the statues, rules and ordinances of University of Delhi. All students are required to comply with the requirements laid out in this code of conduct.

PERSONAL CONDUCT

1. During this course, you are to remember that for the next two years you are representing Shri Ram College of Commerce, University of Delhi and are expected to act accordingly.

2. You are expected to value diversity of students and treat everyone with respect irrespective of their caste, religion or socio-economic background. College observes zero tolerance towards any incident of discrimination or harassment against others.

3. You should maintain harmonious relationships with your peers without posing any threat to their dignity or self –esteem.



4. Any act of physical or verbal violence with other students, teaching or non-teaching staff of the college will lead to strict disciplinary action.

5. At no point, should you damage college property, equipment, library books or other audio-visual devices that belong to college.

6. While dealing with exchange students from other universities, you should respect their concern for privacy and other cultural norms at all times. We expect our students to be sensitive towards the needs of students visiting SRCC as part of exchange programs.

7. Though we encourage open door policy for students to approach course coordinators and faculty members, a prior notification or appointment would help us cater to your requirements in a better way.

8. Students found in possession of any of the prohibited substance such as drugs, alcohol or weapons in college or when representing college as part of educational excursions, field trips or industrial visits would be suspended with immediate effect. Smoking is strictly prohibited within the college premises.

9. Please keep the College Identity Card with you at all times. It must be produced each time any member of the faculty or office staff asks for it. In case you lose or damage your identity Card, a duplicate is issued on payment of ₹ 200/-. In case of loss, the duplicate is issued only on submission of a copy of F.I.R. lodged with the police.

10. Please pay your fees by the due date. A fine is charged for non-payment for each day after the due date. If fees are not paid by a month after the due date, your name will be struck off the College rolls.

ACADEMIC CONDUCT

Plagiarism

College requires that all writings, assignments, projects, reports and ideas submitted by students should be presented in their own words, with appropriate credit given to ideas from other sources or people. Essentially, the college charges students with the responsibility of writing or reporting information and data that have been legitimately obtained Attempting to pass someone else's work as your own is called Plagiarism. It is equivalent to an act of academic theft towards which college observes zero tolerance.

Classrooms

1. All students are responsible for maintaining proper decorum in the classroom. Any activity that has potential to impede class proceedings or ongoing lectures will be liable for strict action.
2. Students are expected to be present in class before the lecture begins. Students who arrive late will not be allowed to enter the class.
3. During the class, students are prohibited to use mobile phones, laptops, tabloid, ipad or any device that can disturb exchange of information by the faculty.
4. Other than class representative or designated student responsible for handling smart podium, all other students should not tamper with teaching devices used in the class.



5. Eatables are not allowed in the classroom. Students should take extra precaution to ensure cleanliness of their classroom and refrain from littering in the GBO corridors.

Attendance

1. Students are required to be regular and punctual in attending their classes throughout their academic years at SRCC.

2. Students will be suspended from the class if he/she does not maintain 75% attendance on monthly basis. In addition, it is mandatory for students to attend events organised under the rubric of Global Business Operations such as HR Summit, Marketing Summit, Finance Summit, National Colloquium, Guest Lectures, and Special Seminars/Workshops as well.

3. At the end of every month, attendance records of students are displayed on the GBO notice board. Students who may fall of attendance in any subject should take advance measures to make up for their attendance by the end of semester.

4. Students with genuine medical reasons for absence from the college are required to take prior permission from the course coordinators for availing attendance benefits. The permission will be granted only after due submission of medical record and medical certificate from the doctor.

5. With respect to attendance benefits related to extra-curricular activities, it should be noted that benefits could be provided only for official activities organised and recognised by GBO, SRCC such as HR, Marketing, Finance Summits and National Colloquium. In such cases prior permission has to be sought from faculty-in-charge followed by course coordinators. No case of attendance benefits will be entertained without authentication of participation by the faculty-in-charge.

6. If for any unforeseen reason, you have to miss your classes, advance notification of your absence has to be given to all the concerned faculty members either through a written application or an email.



7. Participating in competitions, preparing for other competitive examinations, placement/summer internship appointments, field study, marriage in the family etc. are not considered valid reasons for any exemption from attending regular classes.

8. Any student who tampers with official attendance records of respective faculty members will be suspended.

Examinations

1. Students should report to the examination room at least 10 minutes prior to commencement of the paper.

2. No student will be allowed to enter examination hall half an hour after the official time for starting the paper.

3. Cell phones, blue tooth devices, earphones, tablets, i-pads, laptops are strictly prohibited in the examination hall. Anyone found in possession of cell phone would be asked immediately to leave examination hall without much deliberation.

4. Usage of unfair means of any kind will result in immediate cancellation of student's paper along with rustication from the college.

5. Any incident of misbehavior with the invigilators or non-teaching staff members on duty will lead to disciplinary action.

Educational Visits

Students for educational visit will be selected on certain criteria.

1. Students are required to get consent from their parents specifying that they are fully aware of the trip and have no objections to their travelling.

2. You are expected to travel by train/bus in which college has made reservations. No one would be allowed to travel individually or upgrade his or her reservation class.

3. For the entire duration of the trip, students will stay in the hotel accommodation arranged by the trip organisers. You will not be allowed to stay at any other location or with a family member/friend.

4. Students are expected to attend all visits to the port, industry or local sigh seeing trips and any other scheduled program. Failure to attend events and being punctual may result in strict disciplinary action.

5. Students must dress appropriately and interact professionally while representing GBO, SRCC at various formal platforms.

6. Students should not indulge in any anti-social activities such as using offensive language, fighting or destroying property during the trip. Any unwarranted

behaviour to another person or property during the trip will lead to strict disciplinary action.

7. Students will not be allowed to venture out in the city without permission from the accompanying faculty member.
8. Possession of illegal drugs and alcoholic beverages are prohibited during educational tours.
9. Students must bear full responsibility of their personal belongings.
10. In case of any injury, accidents or illness, students are required to report the same to the faculty member without any delay.

Industry Interaction & Placements

1. Students must follow the guidelines specified in the placement policy of Global Business Operations Programme.
2. Students must attend all the guest lectures, seminars, talks by industry experts, pre-placement talks organized by college and GBO placement cell. No student would be exempted from attending these interactions with the industry personnel without a valid reason.
3. GBO students are expected to extend basic courtesy towards people visiting college from industry. Any act of unacceptable conduct during placement visits will result in permanent debarring from the placement process.
4. Students who do not seek either summer internship or final placement through college should inform GBO placement cell in advance.



SCHEME OF EXAMINATION & EVALUATION

- As per the examination scheme, each paper in every semester is of 100 marks. Division of marks is as follows:
  - » Final Written Examination (3 hours) = 70 marks
  - » Internal Assessment (finalized by faculty) = 30 marks

* There shall be 5 marks for regularity in attending lectures and the credit for regularity in each paper, based on attendance, shall be as follows:

67% or more but less than 70 %	- 1 mark
70 % or more but less than 75 %	- 2 marks
75% or more but less than 80 %	- 3 marks
80 % or more but less than 85 %	- 4 marks
85% and above	- 5 marks

** Class Participation refers to active involvement & engagement of students in classroom activities and discussions. The ideal class participation is one in which all students participate, learn, and listen to others' ideas, comments, and questions. Students' involvement can be construed in 2 ways: an active intervention by providing either spontaneous or unsolicited contributions, such as giving opinions, answering questions, making comments, talking about a topic, participating in group discussions, reading, and asking questions; and a second type of involvement consisting in showing interest, following classes with attention, and listening to others.

Note: The above-mentioned scheme for internal assessment evaluation is subject to revision as per faculty requirements.



- For the summer internship project in Semester IV, the written internship report and presentation will account for 50 marks. Group Research Project and Presentation under the guidance of a faculty member will carry 50 marks.
- The students shall be deemed to have cleared first year of the course after obtaining minimum 40% marks in at least ten papers out of total combined papers of Semester I & Semester II.

- The students shall be deemed to have cleared second year of the course after obtaining minimum 40% marks in at least nine papers out of total combined papers of Semester III & Semester IV.
- If a student fails to clear a year, he/she shall be permitted to reappear in the concerned subject examination in the subsequent year as an ex-student or on joining the course as a regular student.
- On failing to pass in some of the papers of a semester even if a student clears an year, he/she would have to clear all the failed papers within a maximum period of two years.
- A student failing to obtain 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.
- Students, who obtain at least 40% marks in all papers in every semester, and 50% marks in the aggregate of the two semesters of each year, shall be eligible for the award of Post Graduate Diploma in Global Business Operations.



LIBRARY

The College has a well-stocked up-to-date library containing nearly seventy six thousand books and subscribing to eighty international and national journals. The reading room can accommodate three hundred students. The Library follows the Dewey Decimal System of classification. There is a computerized catalogue, an E-mail facility and an online search service. The Library is fully-automated. All documents are bar-coded for its smooth operation. The library is open on all working days. To become a borrowing member of the library, you must show your fee slip, bring two passport-size photographs and fill in the prescribed form obtainable from the lending counter.

Follow instructions and rules so that you get the best out of this Library.

1. The arrangement of the books (whether in the stack rooms, reserved sections or the book banks) should never be disturbed. Once a book has been removed from the shelves, it should be left lying on the nearby tables. The library staff will put the book in its proper place. Please remember that a misplaced book in the library is as good as lost.

2. If you are not able to find/trace what you are looking for, the library staff will help you.

3. Books issued should never be marked, torn or tampered with - they still have to be read by many people.

Beside this, certain Do's and Don'ts will have to be observed:



Do's :

1. Always consult the Catalogue first, since this tells your where to locate what you want. Even if you know only the author or the title of the book, the Catalogue wil help you. Note down the Call No. on a slip of paper and then you may search for the book on the shelves.

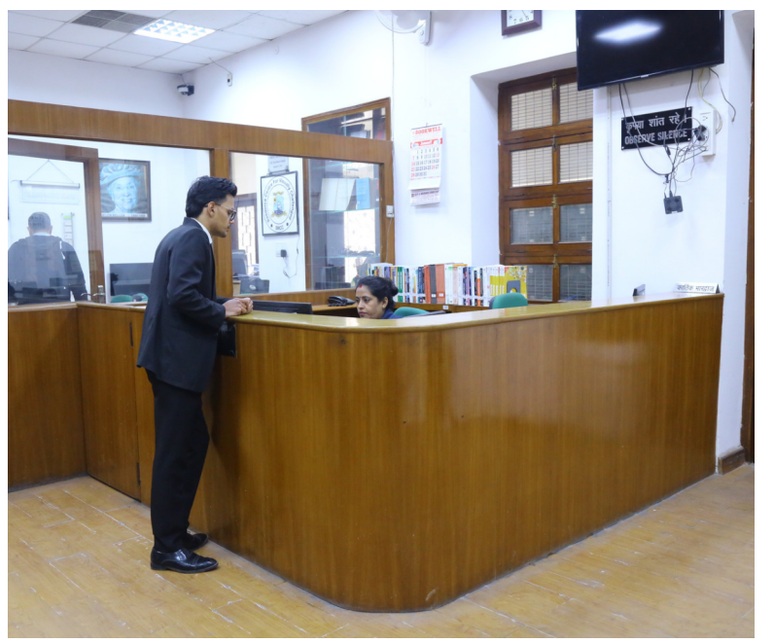
2. If you find the book torn or certain pages missing, please bring this to the notice of the issuing assistant before you get the books issued in your own name.

3. Kindly stand in a queue while getting books issued or returning them.

4. Please observe absolute SILENCE in the Library.
5. For getting photocopies done, prior permission of Librarian must be sought.
6. Please return all books on time. If you need a book urgently, do reserve it in your name. You shall get the book as soon as it is returned to the Library.
7. If you lose your Library card or a book, report this at once to the Librarian, giving all details, so that he may do the needful.

Dont's :

1. Don't spit, smoke or sleep in the Library.
2. Don't tear, fold or cut pages from the books. Whenever this is discovered you shall be penalised.
3. You are not allowed to bring personal books, books issued on the earlier days & bags inside the Library. All this must be deposited at the Entrance (Property Counter) and collected on your return.
4. You cannot use one another's Library Cards, as these are Non Transferable.
5. You are not permitted to take any book out of the Library without getting it issued.
6. Do not pull any card out of the Catalogue Cabinet. This spoils the Library records.
7. Acquaint yourself with the Library Gate, Property Counter, Identity Card, Catalogue, Open-Access and arrangement of books, etc.



Property Counter

As members are not allowed to bring any book, magazine etc. inside the library premises there is a Property Counter to keep these. Before entering the Library, members should deposit their belongings at the Property Counter at their own risk.

Identity Card

All the students admitted to the College are issued identity cards at the time of their admission. These Cards entitle them to avail of all the library facilities.

Instruction about Identity Card

1. Full care for the safety of the Identity Card should be taken. If it is lost, a duplicate card is issued, at the discretion of the college authorities after establishing the complete identification and genuineness of the student.

2. It should not be handed over to anybody lest it be misused. The owner is responsible for the consequences thereupon.

Library Catalogue (Manual)

The Catalogue is a key to all the books shelved in the Library. It is placed on the ground floor and comprises of the cards imparting information regarding the author, title, subject, format and location of books on the shelves.

The Catalogue has been divided into three parts:

(i) Author
(ii) Title Part
(iii) Classified Part

In the author part, the drawers are marked 'A', 'B', 'C', 'D', and so on. Each letter indicates that in that particular drawer those cards of the books are filed whose authors' names begin with the particular letter marked thereon. For example, the card of a book written by Aristotle will be found in the drawer bearing letter 'A', on it, and so forth. The same arrangement follows in the Title Part.



In the classified part of the catalogue, the drawers are marked as 320-329, Economics and so on. The cards of the subject mentioned on the drawer are filed in that particular drawer. For example, the drawer bearing Economics will contain cards on Economics only.

At the top left corner of each card is written Call No. which indicates the definite location of the book on a specific shelf. If a particular book has been placed elsewhere it will be indicated by Rubber Stamp at the top of the Card. For example, if a particular book, say Gita has been placed in the special corner of India Philosophy and Cultural Heritage, the card will carry the stamp of Indian Philosophy and Cultural Heritage.

On-Line Public Access Catalogue (OPAC)

The library is fully automated with latest state of the art technology. Two computer terminals are placed in the library on the ground floor near the issue counter. Users can search their documents in Library database on these computers.

How to use OPAC :

1. You can select the books from the main menu (i.e. the very first screen itself).
2. Books can be searched by using any of the following:

CATALOGUE SEARCH

Author	Words in Title
Title	
Classified	
Subject	
Place	Combination search
Publisher	(Boolean Search)

On line facility is on the screen. The staff on duty will also be able to help you in using the OPAC. Your suggestions and feedback to improve the system are welcome.

Open Access

Open access provides free access to the world of books. Users are allowed browsing through shelves without any hindrance. All the readers have the freedom to consult books and thus, they can select their choicest reading material. In order to help the readers, section-guides and plank-guides have been provided.

Arrangement of Books

To ensure the proper use of books, these have been arranged in a logical order according to the Dewey Decimal Classification Scheme. The classified arrangement of the books is in the following order:

000, 100, 200, 300, 400, 500, 600, 700, 800, 900.

Books are placed on the shelves from left to right across a shelf, then down to the next shelf and across left to right and so on.

Broken Order

The books which are in constant demand such as Text Books, Reference Books etc., are placed separately, to facilitate easy access to these books.

Dictionaries

Dictionaries concerning the respective subject are placed in the reference section so that the reader may consult them whenever required.

E-mail Facility

The library has an E-mail facility and an online search service. We are in the process of acquiring a software package, which will completely revolutionise the way we access the books from the catalogue. Your library is an active member of Delhi Library Network (DELNET).

List of Newspapers

1. Business Line
2. Business Standard
3. Economic Times
4. Financial Times
5. Hindu
6. The Hindustan Times
7. Indian Express
8. Mint
9. Nav Bharat Times (Hindi)
10. Organiser
11. Pioneer
12. The Statesman
13. The Times of India
14. Tribune
15. Panchjanya (Hindi)

List of Journals, Periodicals and Magazines

1. A&M
2. Aajkal (Hindi)
3. Abhigyan
4. Accountacy
5. Accountant
6. Accountants Digest
7. The Accounting Review
8. The American Economic Review
9. Basic Economic Problems
10. Business Analyst
11. Business India
12. Business Today
13. Business World

14. Capital Market
15. The Chartered Accountant
16. Chartered Secretary
17. The Competititon Master
18. Competition Success Review
19. Cost Accountant
20. Dalal Street
21. Decision
22. Economic and Political Weekly
23. Economic Intelligence Service
24. The Economist
25. Finance India
26. Foreign Trade Review
27. Frontline
28. Harvard Business Review
29. ICRA Bulletin Money & Finance
30. India Today
31. Indian Economic Review
32. Indian Economics Journal
33. Indian Journal of Applied Economics
34. Indian Journal of Industrial Relations
35. Journal of Accountancy
36. Journal of Accounting & Finance
37. The Journal of Business
38. Journal of Economic Literature
39. The Journal of Economic Perspectives
40. The Journal of Finance
41. Kadambani (Hindi)
42. Kurukshetra
43. Mainstream
44. Management & Change
45. Newsweek
46. Organizational Dynamics
47. Outlook
48. PC Quest
49. Rastrdharam
50. Reader's Digest
51. Reserve Bank of India Bulletin
52. Stock Exchange Official Directory
53. Time
54. Vedanta Kesari
55. Vikalpa
56. Yojana

Rules & Regulations of the Library

1. The College Library remains open on all working days. Students may draw books as mentioned under Rule 3, on the card issued to them by the College. Loss of Library Card should be immediately reported to the Librarian. A duplicate card may be obtained on payment of ₹ 50/-. Application for issue of duplicate card is made to the Librarian on prescribed form available from the issue counter, on payment of ₹ 10/-.
2. Books from the stack room may be retained for a period of one week. Borrowers must see that the books drawn by them are not spoiled, dog-eared, marked or otherwise mutilated. Reference books shall not be issued to students.
3. To become a borrowing member of the College Library, every student has to apply on a prescribed form. The application form can be had from the issue counter. Please bring your fee receipt and two photographs.
4. A student will get a Reader's Card for issue of four books. The books from the stack room are issued for 7 days only. The rate of overdue charges will be ₹ 1/-per day per volume.
5. The overdue charges for textbooks issued for over-night use will be ₹ 1/- per volume. Books from the Book Bank are issued for 7 days only, the rate of overdue charges are ₹ 1/- per day per volume.
6. For the issue of books, Reader's Card is to be handed over at the Issue Counter and the Identity Card shown.
7. Books lost or damaged shall have to be replaced or its double price shall be charged from the borrower.
8. Readers and borrowers shall not write or put any mark upon a book, periodical, map or any other material belonging to the library. Infringement of this rule may invite severe penalty including replacement of the book.
9. Students should get their bags etc. checked at the gate and deposit their gate pass to the person incharge before they leave the library.

Periodical Section

10. Back issues of current magazines may be issued to the faculty members only. These are issued by the Periodical incharge or the Reading Room incharge for a period of not more than seven days.
11. The latest issues of magazines etc., will not be allowed to be taken out.

Clearance Certificate

Library cards are the property of the College Library and these are to be surrendered; dues, if any, paid, and a clearance certificate obtained before a member discontinues his/her membership or applies for character certificate/marks sheet/Degree or terminates connection with the College.

COMPUTER CENTRE

The College has a well-equipped Computer Centre with the latest updates in software and hardware. The University's optical fibre lease line is also available and connects the College round the clock to the University's main campus. The SRCC Computer Centre is among the best in the University and caters to both undergraduate and postgraduate students.

Rules for the use of Computer Center

Please observe the following rules while using College Computer Center and its facilities.

General Guidelines

1. Remove your shoes and put them in the rack before entering the computer lab.
2. Food and drinks are not allowed inside the labs.
3. Do not stay in the lab if you have no work.
4. Do not make noise in the computer center.
5. Please help maintaining the lab clean. If you find that your desk requires a bit of cleaning, please get a towel from the lab attendent and clean that place.
6. Please switch off the monitor if you are not using the machine.

Use of Machine

1. Playing games on Computers is not permitted.
2. Do not disturb the system settings of a given machine.
3. Shut down the machine if you think no one is expected to use the machine after you for that day.



4. Do not touch or mishandle any object e.g. computer hardware, AC's etc.
5. Users are not allowed to download and install any arbitrary software. Permission should be sought before downloading and installing any software (executable programs).

Computer Center Classes

1. Do not enter a lab while a computer class is going on inside the lab.
2. Please make the lab available immediately as soon as you are told that a class is to take place
3. In spite of terminals being available, do not enter a lab while a class is going on.

Use of Internet

1. Please make a judicious use of Internet for academic purposes.
2. Allow other users to use computing facilities in case of overload of users.
3. Chatting is not allowed.
4. Checking your mails all day is not encouraged.

Use of Mobile Phones

1. Users are not allowed to use their mobile phones inside the Computer Center.
2. Users should keep their mobile phones on vibration mode.

Paper Waste

1. Please throw your waste paper obtained after printing in a paper bin. Do not leave paper around in the lab.
2. If you find that a paper can be used later as it has one side available, please put that in tray for one sided papers.
3. Please cross mark the side of the paper that is not to be used in future.

Use of Printer

1. Students are required to bring their own paper. College will provide the availability of the printer.
2. Bulk printing from the lab printers is not allowed.
3. Do not take print outs for the pages that may need a lot of ink.
4. Do not insert a crumpled paper in the printer.

Virus-Scan

Please scan your pen drives, floppies, CDs or any other memory device for viruses.

PRIVILEGES

HEALTH CARE

You are eligible to avail of medical facilities provided at the World University Service (WUS) Health Centre situated next to the Patel Chest Institute. Details about the nominal charges for resident and non-resident students are available at the WUS Centre.

RAILWAYS & AIRLINES CONCESSION

You are allowed railway fare concession during vacations only for travelling to your hometown. You may obtain railway concession forms from the College Office. You must inform the office about any change in hometown address by an application countersigned by your parents.

MEDICAL SUPPORT UNIT

The college has started a medical support unit in the college campus to provide immediate medical assistance to all the college students, faculty and staff members. The facilities include a visiting doctor, a full-time nurse and twenty-four hour medical assistance in case of emergency in the designated hospital.



COUNSELLING FACILITY

Taking into cognizance the importance and psychological well-being of its wards in their holistic development, the College has a full-time professional counsellor on the campus. The counsellor is available five days a week to aid students in their personal problems.

RESOURCE CENTRE FOR VISUALLY IMPAIRED STUDENTS

The college has a unique Resource Center for Visually Impaired Students (RCVC) developed under the SRCC Enabling Unit. The resources center has a variety of assistive technology (both hardware equipment and software) like JAWS and Supernova, the screen-reading software; Kurzweil, the OCR; Clear Reader, the instant-reading hardware equipment; Clear-View the magnifier attached with LCD; DUXBURY Braille Translator; scanning and embossed printing devices; etc. to facilitate students with different degrees of visual impairment.

LIBRARY RESOURCE CENTRE

The air-conditioned library is well-stocked and presently has a collection of nearly 79 thousand books. Latest publications in the fields of business studies, economics, humanities and social sciences are continuously added to the collection to equip students with a wide range of resources. The library subscribes to 80 international and national journals. It also provides Internet and E-mail facilities for intensive online search. The college introduced system for modernization and enhancement of library services with RFID system for document identification and security along with automated circulation.

CENTRE FOR ACADEMIC EXCELLENCE

The college has setup a centre for academic excellence to provide financial support for presenting papers in seminars/conferences of national or international repute, attending training programmes, etc to teaching staff and financial support for similar nature of efforts to the non-teaching staff and the students. College also reward for publishing articles and research papers in Journal of national or international repute.

REFUND OF FEES

A student is required to apply in writing for cancellation of admission. In case a student gets his / her admission cancelled on or before the start of the session, only ₹1,000/- towards processing charges will be deducted. After start of the session, the first term fee will be deducted on proportionate basis till 31.08.2024 in addition to processing charges; thereafter only the library security will be refunded from the first term fees.

ARUN JAITLEY STADIUM

The College has extensive playing grounds, a swimming pool, gym, indoor badminton court, basketball court with all modern facilities of international quality. The College has been excelling in sports for over two decades.



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.

MEDALS & PRIZES



Punj Lloyd Gold Medal is awarded to the topper of the Global Business Operation Programme across all years taken together.

Prem Pandhi Gold Medal is awarded to best post graduate student to be judged on the basis of overall performance of student in academics, attendance, conduct, participation and credits/awards in extra-curricular activities and sports activities in the first two semester of post graduate diploma in Global Business Operations (GBO).

Academic Prizes

There are three prizes in I & II Year classes of Global Business Operations.




GLOBAL BUSINESS OPERATIONS
SHRI RAM COLLEGE OF COMMERCE
ALMA FIESTA '25
ALMA FIESTA





Yugantar 3.0 – The Management Conclave | PGD-GBO

SRCC's Global Business Operations (GBO), hosted Yugantar 2025 from February 27 to March 1 at the Auditorium. The event focused on Global Vision, Local Impact Redesigning Business for Tomorrow and featured discussions, competitions, and networking opportunities.







Day 1: Inauguration and Competitions - The conclave began with an inaugural ceremony led by the Principal, Vice Principal, and Course Coordinator. IAS Ms. Sonal Goel, the Chief Guest, delivered the keynote address. Competitions such as Internacia, Finantix, and Data Factory were held. An exhibition showcased brand initiatives, followed by a Standup by Aashish Solanki.

Day 2: Industry Panels and Expert Talks - The day featured a panel on Indian Startups on the Global Stage, followed by a session by Aman Garg from the Ministry of Finance. Discussions on Private Equity and Venture Capital. Reskilling for the Global

Gig Economy, and Future of Consumer Engagement included experts from Google, Northern Arc, Jindal India, and Hero Enterprise. Mr. Rohit Kashyap, Founder & CEO of Maytree School, addressed entrepreneurship.

Day 3: Business, Technology, and Culture - The final day covered Future of Workwith speakers from Hitachi Astemo, Amazon, and S&P Global. Mr. Ajai Chowdhry, co-founder of HCL, shared insights on the tech industry. Discussions on Global Sourcing & Procurement and India's Al Ecosystem featured experts from Accenture, PWC, and Gartner. The event concluded with cultural performances by AAHRMB and Karwaan, along with a stand-up act by Shubham Rajoria. Yugantar 25 connected students with industry leaders, combining academic insights with practical discussions. The event reinforced the importance of balancing global strategies with local impact.
















Management


YU

FICCI

The *Global Business Operations* program (SRCC), in collaboration with FICCI, proudly presented the *Global Business*, *Sustainability*, and *Digital Economy Colloquium*. This premier event was crafted for aspiring business leaders, offering an extraordinary opportunity to engage with industry experts, policymakers, and innovators who are at the forefront of shaping the global business landscape.

Through thought-provoking discussions, the colloquium fostered a deep understanding of how sustainability and digital innovation are redefining business. It encouraged students to integrate these insights into their professional journeys, equipping them to drive meaningful change in the corporate world.

The event spotlighted key areas, including:

• Policy & Regulation: Crafting a forward-looking regulatory framework to support sustainable global business practices.

• Sustainable Business Models in the Digital Age: Revealing how digital transformation is advancing sustainable and competitive business models.

• Sustainability Reporting: Developing tools and standards to measure success in a digitally connected, sustainability-focused economy.

• The Future of Work and Sustainability: Exploring how sustainability is reshaping the modern workplace and transforming workforce expectations.

This colloquium attracted prominent figures from various industries, offering an unparalleled platform for students to broaden their perspectives and acquire real-world knowledge. By facilitating this exchange, the event prepared future business leaders to adeptly navigate the complexities and opportunities within today's rapidly evolving corporate landscape.

We were honoured to welcome Ms. Neelima Khetan, an esteemed CSR and Social Sector Adviser, as the keynote speaker for the SRCC GBO Colloquium. With an impressive career spanning roles such as Partner at Nous Consultants, Visiting Fellow at Brookings India, Group CSR Head at Vedanta, and Director at Coca-Cola India, Ms. Khetan brought invaluable expertise in corporate social responsibility and sustainability to the event.

Additional distinguished speakers included:

• Mr. Richard Bright – CEO of Carbon Registry India (CRI) and Partner at ESG Advisory Services

• Mr. Priyank Kuchhal – Director of Global Banking at HSBC Asia Pacific and Sector Lead for Energy Transition

• Ms. Rita Roy Chaudhary – Managing Partner and Chief Executive of Climate Change & Sustainability Services at ECube Investment Advisors

• Mr. Anuj Duggal – Sustainability and business transformation leader at Nasscom

• **Mr. Prashant Singh** – India Head of Solutions Architecture at Amazon Web Services (AWS)

• **Ms. Shweta Basu** – Manager of Corporate Engagements & Partnerships at CDP

• **Mr. Ankit Gupta** – General Manager-Sustainability at ITC Limited

• **Ms. Gagandeep Bhullar** – Founder and CEO of SuperHumanRace

• **Mr. Rahul Lakhmani** – Founder and CEO of Skiify Solutions Pvt Ltd

• **Mr. Shivam Agrawal** – Visionary leader at 1M1B

• **Mr. Kalyan Verma** – Senior Expert in Corporate Stewardship (Sustainable Business) at WWF-India

Each of these speakers contributed invaluable insights, making the colloquium a transformative experience for students and attendees interested in driving sustainable change in the global business landscape.






(FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY)
SUSTAINABILITY REPORTING
ANKIT GUPTA
VEDANTA AGARWAL
SHWETA BASU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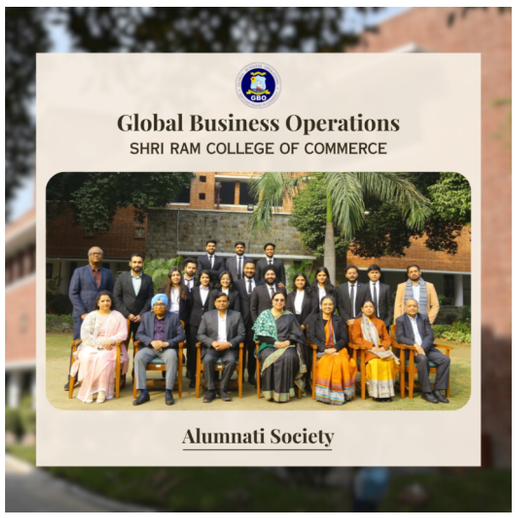
ANUJ DUGGAL
SUSTAINABILITY & BUSINESS TRANSFORMATION LEADER, NASSCOM
SPEAKER
VEDANTA AGARWAL
ANCHOR AND CORRESPONDENT, NDTV
MODERATOR
SPEAKER

STUDENTS SOCIETIES AND CLUBS

Alumnati Society



Alumnati, the bridge between SRCC Global Business Operations (GBO) alumni and current students, fosters lasting relationships through knowledge exchange and mentorship initiatives. They organise various events like the Annual Alumni Dinner, Mentor Mentality Sessions, and the 'Know Your Domain' series to strengthen connections and provide valuable guidance.

These events promote meaningful interactions, deepen academic and professional understanding, and cultivate a vibrant community where both alumni and students contribute to mutual success. Encapsulated by the motto "Bridging Legacy, Fostering Futures," Alumnati's activities, including gala dinners and insightful workshops, significantly contribute to the holistic development and collective achievements of its members.

FINANTIX - THE FINANCE AND CONSULTING SOCIETY



FINANTIX, a student-led initiative at SRCC GBO, actively promotes careers in finance and consulting through a range of strategic activities. They curate educational content for social media channels and facilitate industry interactions with professionals from esteemed firms like KPMG, Accenture, and PwC. Peer-to-peer learning sessions cover pertinent topics like financial modelling and case analysis. The group organises competitive events such as the IPL Auction and has earned recognition through achievements in prestigious competitions like Finozine at SIBM Pune and Compendium at XLRI Jamshedpur.

Their overarching vision involves collaboration with other financial societies, facilitating insightful industry sessions, fostering peer-to-peer skill development, and offering support for case competitions and interview preparation. Anchored by their motto "Empowering Excellence: Bridging Academia and Industry in Business and Finance," they demonstrate unwavering commitment to cultivating a vibrant and inclusive community. This community effectively bridges the gap between theoretical concepts and practical application within the financial sector.

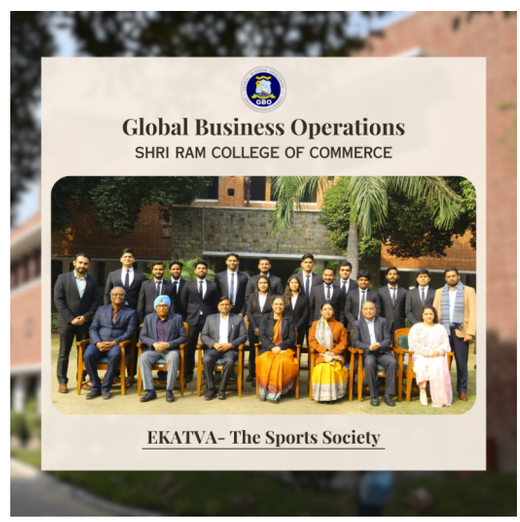
The Data Factory – Analytics Society of SRCC GBO



The Data Factory, the Analytics Society at SRCC GBO, is a dynamic club dedicated to providing a comprehensive learning experience in data analytics. Through interactive peer-to-peer sessions, workshops, and case study activities, they ensure students engage with the practical applications of various analytical tools, addressing their essential data analytics needs.

Participation in events like guest lectures and national-level analytics competitions equips students with valuable insights into emerging trends and the diverse range of industry sectors. Their unwavering commitment to holistic development and the practical application of artificial intelligence and data analytics prepares students for the evolving analytics landscape. This fosters a community that seamlessly integrates academic knowledge with real-world scenarios.

EKATVA – The Sports Society of SRCC GBO



Welcome to the dynamic sports realm of Global Business Operations at Shri Ram College of Commerce, University of Delhi, where the "Ekatva" Sports Society thrives on camaraderie, competition, and achievement. Ekatva plays a pivotal role in fostering leadership, teamwork, and resilience through sports, engaging in both inter-college and intra-college tournaments. Our athletes participate in national competitions across various sports, including cricket, football, basketball, and badminton, notably excelling in events like the prestigious inter-college tournaments at IIM Rohtak. On campus, Ekatva also organises intra-college tournaments that build community and offer all students, regardless of skill level, the chance to compete and grow. This inclusive environment not only cultivates skilled athletes but also shapes future leaders who learn valuable life lessons in perseverance and teamwork, thus leaving a lasting impact on our academic community and beyond.

HELIOS – The Marketing Society of SRCC GBO

Helios, the Marketing Society of SRCC GBO, embodies the spirit of "Passion meets Purpose" with its motto "illuminate, innovate, inspire." This motto drives their



dedication to enlightening minds, fostering innovation, and inspiring marketing excellence. As a leader in the field, Helios conducts comprehensive market research, currently focusing on the Indian Spectacles Industry. They share insights through LinkedIn articles on brand successes and failures, alongside educational modules on modern marketing technologies like SEO and Google Ads.

The society keeps pace with market trends through initiatives like Kotler Trivia and "Start-up of the Week" on social media. Their flagship event, Eunoia, themed around creativity for its 3.0 edition, drew over 300 participants and featured engaging activities like the UNSTOP quiz and Ad-Palooza, underscoring their commitment to marketing ingenuity. With a vision of "Empowering Minds, Illuminating Perspectives," Helios not only equips marketing enthusiasts with industry knowledge but also fosters interaction with industry leaders through its events. This enriches the educational journey and establishes them as a beacon of marketing innovation and excellence.

INTERNACIA – International Business Society of SRCC GBO



Internacia, the International Business Society at SRCC GBO, guides students through the intricacies of the global business landscape and cross-cultural interactions, emphasising personal and professional growth in international business. Through initiatives like Peer-to-Peer (P2P) Upskilling Sessions and the flagship Yugantar Business Conclave, which features discussions with leaders from firms like PwC and Deloitte on topics such as artificial intelligence in business, Internacia fosters deep industry engagement.

Members excel in prestigious case competitions at institutions like LBSIM and IIM, demonstrating their prowess. Additionally, Internacia enhances understanding of global markets through social media and connects students with industry leaders, enriching their educational experience and preparing them as future global business leaders.

KARWAAN – The Cultural Society of SRCC GBO

Karwaan, the Cultural Society of GBO, inspired by the verse "main akela hi chala tha jaanib-e-manzil magar, log saath aate gaye aur karwaan banta gaya," fosters a

vibrant community for artistic expression. It organises diverse events, such as the open mic night "Kuch Ishq Kiya, Kuch Kaam Kiya," the annual Jashn-e-Diwali celebration, the themed evening "Ek Shaam Mastani," and an innovative open mic at Sundar Nursery, extending cultural experiences beyond the campus.



Committed to breaking the monotony of life, Karwaan creates a nurturing space where creativity, diversity, and individual expression flourish, enhancing the cultural and social experience for all GBO students.

The Corporate Relations and Placement Cell



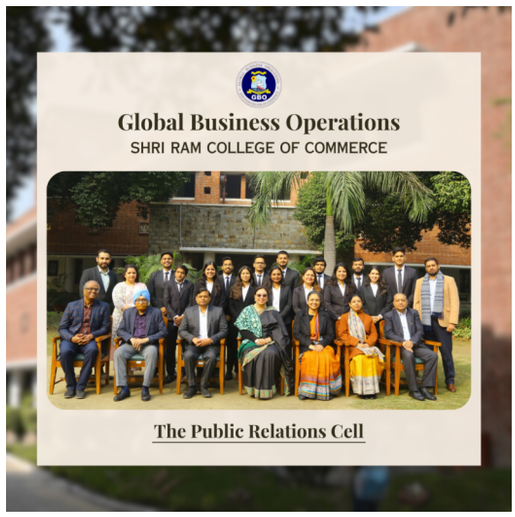
The SRCC GBO Corporate Relations and Placement Cell, a key student-led committee at Shri Ram College of Commerce, plays a crucial role in shaping the professional futures of its Global Business Operations (GBO) programme participants. This committee bridges the gap between academic achievements and corporate success, with a core mission to secure impactful internships and promising job placements for GBO students. By forging strategic partnerships with a variety of esteemed corporations, the Cell ensures access to exceptional professional opportunities.

Upholding the GBO programme's principles of professionalism and excellence, the Cell organises career fairs, provides personalised guidance, and prepares students for the corporate world. These efforts not only facilitate a smooth transition from academia to a professional setting but also equip students to excel as future global business leaders. The SRCC GBO Corporate Relations and Placement Cell goes beyond facilitating corporate connections; it acts as a dedicated support system that fosters comprehensive student development and prepares them to make significant contributions throughout their careers.

Public Relations Cell

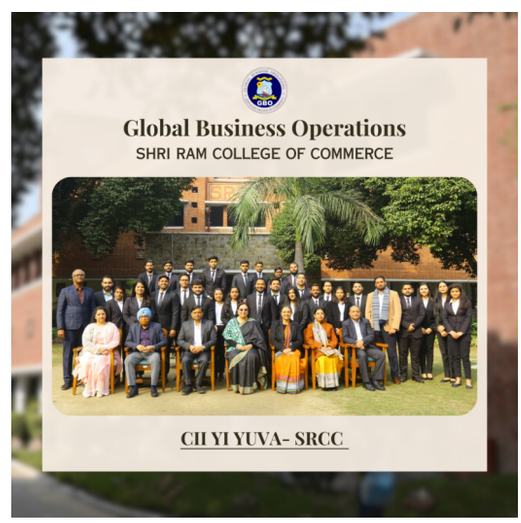
The Public Relations Cell at Shri Ram College of Commerce's Global Business Operations programme plays a crucial role in promoting

the institution's values, achievements, and opportunities. It goes beyond simply disseminating information, aiming to forge meaningful global connections. By



expertly managing social media platforms, the Cell ensures effective communication of the college's milestones, events, and updates to a global audience, fostering an engaged online community. Strategic interactions with industry leaders and professionals, curated by the Cell, offer students valuable real-world perspectives and networking opportunities. This enhances their academic experience with practical insights and prepares them for the dynamic business landscape. The Cell further enriches campus life by managing significant events like Yugantar, the annual management conclave, which serves as a platform for thought leaders and visionaries to share their experiences and insights. This exposure to industry trends significantly enhances the academic environment and prepares students for future challenges. Additionally, the Cell provides essential guidance to prospective students, facilitating a smooth entry into the prestigious GBO programme. The Cell's comprehensive activities contribute not only to the holistic development of students but also reinforce the college's commitment to excellence, shaping its legacy through engagement, education, and empowerment.

CII YI YUVA – SRCC



SRCC CII YUVA, a collaboration between Shri Ram College of Commerce and the Confederation of Indian Industry's Young Indians initiative, aims to empower young people through direct engagement with industry professionals, educational events, and industrial visits. This fosters a deeper understanding of the business world and develops leadership skills. This partnership focuses on youth leadership, nation-building, and thought leadership, striving to develop participants into well-informed leaders who contribute to India's progress.

SRCC CII YUVA hosts various events, such as the Model G20 summit and healthcare and technology conclaves, providing students with insights into critical issues and encouraging advocacy for policy change. With the vision of becoming a leading voice for young Indians, CII YI Yuva encourages active participation in shaping India's future. It emphasises the vital role of young people in the nation's development.

The TRAINING AND DEVELOPMENT CELL

The Training and Development Cell (T&D Cell) at Shri Ram College of Commerce is



dedicated to fostering comprehensive development in leadership, communication, teamwork, and business etiquette, preparing students for the global business landscape. Under the motto "Empowering Excellence, Shaping Futures," the Cell collaborates with industry experts and alumni to offer relevant and practical training. It serves as a dynamic hub for student expertise across business domains, providing customised programmes, informative sessions, and corporate opportunity assessments. By orchestrating holistic skill development events such as workshops, seminars, and industry engagements, the T&D Cell aims to cultivate well-rounded professionals and scholars, significantly enhancing their professional and academic careers within the corporate sphere.

AGRATA – The HR Society



Agrata, the Human Resources Society at Shri Ram College of Commerce, is dedicated to enriching the HR management learning experience for students by bridging the gap between academic theory and corporate practice. Through a variety of activities, including guest lectures, workshops, case studies, and national competitions, Agrata keeps students abreast of the latest industry trends and developments. Its flagship HR Summit allows for direct interaction with HR leaders, offering valuable insights into the corporate world. Additionally, Agrata leverages its social media platforms to provide valuable content on HR terminology, technological trends, and current HR news, fostering a community of knowledgeable and empowered future HR professionals. Agrata has a proven track record of hosting impactful events that enrich HR learning, such as Yugantar and DecipHR 23. Yugantar featured a panel discussion on "Reimagining Employee Experience through an EDB Lens," fostering insightful discussions, while DecipHR 23, a creative HR competition, promoted innovative problem-solving. These initiatives demonstrate Agrata's commitment to deepening students' understanding of HR and preparing future leaders for the dynamic HR landscape.

Ops Catalyst – The Operations Society of SRCC GBO

SRCC GBO is renowned for its excellence in developing business leaders with a global perspective. However, there is a need for a dedicated platform for students to further

enhance their skills and knowledge specifically in the Operations domain. To address this gap, we have established OpsCatalyst.

OpsCatalyst aims to be a catalyst for innovation, improvement, or transformation within operations management practices. The primary objective of the OpsCatalyst society is to create a supportive environment for students interested in the field of operations management. This society will facilitate learning, networking, skill development through courses and workshops, and placement opportunities specifically tailored to the operations domain. The establishment of the OpsCatalyst Society at SRCC GBO will fill a crucial gap in the college's ecosystem by providing a specialised platform for students interested in operations. The society aims to empower students to become proficient and future-proof professionals in the field of operations.



CENTRE FOR PROFESSIONAL DEVELOPMENT – Enable, Inspire, & Transform

Inception of Centre for Professional Development (CPD) was driven by growing realization that solutions to adaptive challenges lie in mobilizing individuals to continuously expand their repertoire of relevant skill set and knowledge base to remain productive in the present competitive world. At CPD, we focus on nurturing and developing human capital, which in turn is of paramount importance to any organisation. Centre for Professional Development (CPD), a dedicated platform for enhancing knowledge and skill set of students in variety of disciplines such as Finance, Marketing, Research Methods, Strategy, Self-Development, and Human Resource Management.

CPD's flagship programmes are certified courses designed for business executives and students respectively, which provides them a unique opportunity to become part of a learning community of highly experienced subject matter experts, academicians and corporate leaders and take their skill to the next level. It is particularly designed for budding leaders who wish to refine their business acumen and accelerate their professional development.

Some of the unique features of CPD courses include:

1. Lectures cum discussions designed to enable, inspire and transform participants by providing cutting edge management research in a variety of specializations
2. Interactive case studies based on real-life business challenges and dilemmas
3. Experiential & group oriented learning that gives participants to learn from experience and expertise of self & others.
4. Personalized career/professional counseling and personality assessment sessions
5. Simulation exercises & role plays to hone your skills in a non-threatening environment



GAZETTED HOLIDAYS 2025-2026

S.No.	Holiday	Date	Day
01	Independence Day	15 August	Friday
02	Janmashtami	16 August	Saturday
03	Milad un-Nabi/Id-e-Milad	05 September	Friday
04	Mahatma Gandhi Jayanti	02 October	Thursday
05	Dussehra	02 October	Thursday
06	Diwali	20 October	Monday
07	Guru Nanak Jayanti	05 November	Wednesday
08	Christmas	25 December	Thursday
09	Republic Day	26 January	Monday
10	Holi	04 March	Wednesday
11	Ramzan Eid/Eid-ul-Fitar	21 March	Saturday
12	Ram Navami	26 March	Thursday
13	Mahavir Jayanti	31 March	Tuesday
14	Good Friday	03 April	Friday
15	Buddha Purnima/Vesak	01 May	Friday
16	Bakrid/Eid ul-Adha	27 May	Wednesday
17	Muharram/Ashura	26 June	Friday

ELEVATION MAP OF SRCC

SRCC is situated in the North Delhi Campus of the University of Delhi. It is approximately 25 kms from the Airport, about 10 kms from the New Delhi Railway Station and 5 kms from Old Delhi Railway Station.

