

# SHRI RAM COLLEGE OF COMMERCE



## Global Business Operations Programme

Admissions 2015-2017



FOUNDER OF THE COLLEGE  
SIR SHRI RAM  
1884-1963

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

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

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# Chairman's Message

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

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

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



# Principal's Message

The emergence of a globalised world order has offered new challenges that require new responses to business practices and operations. The Global Business Operations (GBO) Programme offers a course keeping in mind the global perspective of business where a multi-dimensional approach is a necessity. The GBO Programme is meant to enhance the potentialities of management professionals to work both within and across national boundaries, cultures, organisational structures and legal systems.

Shri Ram College of Commerce is a pioneer institute for the study of business and economics in India. Rated as topmost business college, it attracts some of the best students from across the country. The GBO Programme was introduced as a post-graduate course in the University of Delhi, exclusively at SRCC, in 1999. It is a specialised course designed for professionals involved in the administration of international business operations. Theory sessions in the classroom are appropriately complemented by actual industry exposure. Interaction with industry is an important part of this programme and the college organises several events including the National Colloquium, an academia-industry interface, every year at Vigyan Bhawan. Seminars, special lectures, talks and other events are also organised to maximise the students' exposure to the global business scenario and the changes that constantly come about across the world.

The SRCC Alumni are important contributors to industry and are an inseparable part of the SRCC legacy. Quite a few of our students occupy prominent positions in business, academics, and industry. The inputs received from them provide enormous advantage to our students. Needless to say, placements offered to our students are some of the best in the country.

It is a pleasure to present to you this Admission Prospectus for the GBO Programme 2015-17. It is a brief account of the course, its objectives, academic requirements and the admission process. Let me also thank you for your interest in this programme and hope that you will feel motivated to take up the challenges of this course.





# Coordinators' Message

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

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

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

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



*Shri Ram  
College of  
Commerce*





# The College

Shri Ram College of Commerce, a premier and prestigious institution in the field of commerce and economics education in the country, was founded in 1926 by Sir Shri Ram, a leading educationist, philanthropist and industrialist, to prepare young men and women for careers in business. The College celebrated its Platinum Jubilee in 2000-2001.

A constituent college of the University of Delhi, the Shri Ram College of Commerce is located on its main Campus. It imparts instruction in Commerce and Economics, both at the Undergraduate and Postgraduate levels, leading to the B.Com. (Hons), B.A. (Hons), Economics, M.Com and M.A. (Economics) Degrees of the University of Delhi. In addition, the College offers a two-year, full-time, post-graduate Diploma in Global Business Operations for bright and ambitious students who wish to take up a career in the field of international business.

SRCC attracts some of the most talented young people every year, not only from India but from across the world because of its reputation for excellent academic performance, infrastructure, and dedicated faculty. Many amongst its faculty are renowned authors and are read with considerable interest by scholars and researchers.

Over the years, students graduating from SRCC have performed well in the University of Delhi, securing the topmost positions. Quite a few students have been

readily admitted in renowned universities on prestigious scholarships. Even in matters of employment, students enjoy a distinct advantage. Some are offered positions through campus recruitment even before the University results are declared.

The College has come to be known for its achievements in extracurricular activities alongside its academic performance. A range of cultural and sports activities throughout the year add a dimension of team effort and collective enterprise in the all round development of the personalities of SRCC students.

## National Centre for Corporate Governance

The college has been accorded the status of National Centre of Corporate Governance by the National Foundation for Corporate Governance, New Delhi. SRCC is the only College of Delhi University which has been conferred with the status. The Centre conducts research, workshops and conferences to build and disseminate knowledge of corporate governance.

The College organised three International Conferences in September-October, 2014 in collaboration with University of Cardiff, UK, Saginaw Valley State University, Michigan, USA and University of Namibia, Windhoek, Namibia.



# Global Business Operations Programme



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

The Global Business Operations (GBO) Programme is designed to provide a thorough knowledge of global business with emphasis on the implications of international business and the specialisation required in carrying out business activities across national frontiers.

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



## SEMESTER I

July, 2015 – December, 2015

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

## SEMESTER III

July, 2016 – December, 2016

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

## SEMESTER II

January, 2016 – May, 2016

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

## SEMESTER IV

January, 2017 – May, 2017

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

## ADDITIONAL COURSES

- Foreign Language – French & German
- Contemporary Issues in Global Business
- Negotiation Analysis
- Macro Economic Analysis in the Global Context
- Equity Investment
- Global Supply Chain Management
- Business Forecasting
- Communication Skills
- Personality Development
- Financial & Statistical Analysis using Excel & SPSS

### 1.1 Indian Business Environment

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

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

### 1.2 Economics for Managers

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

- Demand, Supply and Price : Law of demand and supply, strategies and surpluses, interfering with law of supply and demand and supply curves, sensitivity to price changes - price elasticity and revenues, consensus on determination of prices, tax policy and law of demand and supply, demand forecasting.
- Cost : Short-run vs long-run cost and average cost curves total, average and marginal cost functions, cost minimization, marginal costs and sales tax, sunk costs, productive reorganization for cost reduction and cost recovery, importance of labour costs, least cost combination of inputs, marginal cost pricing and social welfare.
- Production : Production function, theory of production, isoquant maps, law of diminishing, marginal returns, increasing returns to scale. Basic conditions of competitive supply, entry, exit and market supply. Objective of profit maximization and revenue maximization, accounting profit and economic profit, sunk costs, entry and competition.
- Price Output Relations under Different Market Structures : Theory of competitive firm, basic model and looking beyond the basic model of competition, market failures and role of government.
- Monopoly: Monopoly profits, price discrimination, natural monopolies, monopolistic competition, number of firms in the industry, product



differentiation, barriers to entry, government policies.

- Oligopoly, problem of self enforcement, problem of coordination, problem of entry, price fixing, price and output competition, cournot competition, Bertrand competition, kinked demand curves.
- Market Power and Domination: A cartel model and its pricing strategy. Why do most cartels fail?
- Dominating firm - a model of passive reaction. Dominating firm - a model of active reaction. Large firms vs potential new competitors, entry deterrence, pricing to deter entry, concentration measures, mergers, entry barriers.
- Advertising : Advertising cost, theory of advertising, persuasive advertising, information advertising,



targeted advertising, comparison advertising, advertising regulations, advertising and competition.

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

### 1.3 Financial Management

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

- Introduction : Meaning, scope and objectives. Liquidity and profitability. Time value. Financial Planning.
- Financial forecasting : Techniques - FF analysis, Cash Flow Analysis, Ratio Analysis and projected Profit and loss statement.
- Capital Budgeting : Concepts, types, importance. Cash Flows. Investment evaluation methods. Decision-criterion. Cost of capital-specific and

weighted. Risk analysis in capital budgeting.

- Financial Decisions. Concept of valuation, financial leverage, theories of capital structure. Optimal capital structure. Determinants of capital structure in practice.
- Dividend and Retention Policies : Importance and relevance of dividend policy. Theories of dividend decision. Determinants of dividend policy in practice.
- Working Capital Management : Concept and importance. Operating cycle, Working capital needs and their determinants. Management of cash, receivables and inventory.





- Sources of Finance : Sources of long term finance, new-issue markets, regularity framework, revenue capital. Sources of short term finance-bank credit, trade credit, bill of exchange.
- Financial Services and Capital Market : Stock-exchange and scripless trading, SEBI, Depositories, merchant banking, mutual funds, credit rating, leasing.
- Mergers, Take-overs and acquisitions-strategies. Share valuation, Regulatory framework-take-over code, financial restructuring, BIFR.

#### 1.4 Principles of Marketing

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

- Introduction to marketing function : Evolution of the marketing Concept. Nature and scope of marketing. The management process in marketing . Importance of marketing. Marketing mix.
- Marketing Environment. Marketing research. Marketing information system. Market

segmentation. Consumer Behaviour : Organisational buyer behaviour. Product policy: Meaning, Classification. Product Mix . Product life cycle. Product Planning and development. Adoption and diffusion process. Branding, Packaging and labelling.

- Pricing: Objectives and factors affecting Price-determination. Methods of setting prices and pricing strategies. Price discrimination.
- Distribution : Importance. Channel functions. Channel selection. " Physical distribution. Whole saling and retailing Nature and importance. Classification .
- Promotion : Meaning and Importance. Communication Process. Promotion-mix and its determinants. Personal selling-nature, process and management. Advertising-nature and objectives. Sales promotion. Public relations. Marketing of services and marketing in non-profit organisations : Institutional marketing.
- Higher marketing : Morph marketing. Pace marketing. Evert marketing. Multi-level marketing. Role of electronic media in marketing (including intervet). Marketing set-up in prominent business houses (including MNC's)

### 1.5 Quantitative Techniques: I

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

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

### 1.6 Organizational Psychology

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





### 1.7 Computer Applications in Business: I

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





## 2.1 Global Business Environment

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

The European Union, NAFTA, APEC, CMEA, Latin American and the Caribbean, Africa and the Middle East, ASEAN; Trade Regimes : GATT and WTO; Monetary Regimes: The gold standard, The Bretton Woods Institutions: IMF and the World Bank; Proposals for an international investment regime; Policy regimes for monitoring and regulating international services; Environmental regimes.

## 2.2 Quantitative Techniques: II

- The paper aims at acquainting the participants with the scientific methodology of solving complex managerial decision-making problems through the techniques of Operations Research.
- Probability : Set Theory and Enumeration. Introduction to Conditional
- Probability Permutation and Combination.
- Probability : Binomial, Poisson and Normal.
- Decision Theory. Decision Trees.
- Sampling and Significance Tests: Types of sampling. Sampling distribution and Standard Error . Significance tests based on Mean and Proportion. Chi-square Test. Non-parametric Tests.
- Network Analysis : Networks - PERT & CPM. critical path analysis. PERT Cost. Resource Allocation.





- Inventory Control : Economic Order Quantity. Quantity Discount Models. Use of safety stock. ABC Analysis Safety Stock.
- O.R. Techniques : Introduction to Integer Programming, Dynamic Programming, Goal Programming, Queuing Theory, Simulation and Replacement Decisions.

### 2.3 Accounting for Business: I

- The objective of this paper is to acquaint the participants with the basics of financial and cost accounting.
- Definition and scope of accounting. Objectives of accounting. Users accounting information. Limitations of accounting
- Generally accepted accounting principles. Accounting equation.
- Preparation of journal, cash book and other subsidiary books.
- Preparation of ledger accounts from subsidiary books.
- Trial balance.
- Bank reconciliation statement.
- Rectification of errors.
- Fiscal accounts.
- Accounting policy regarding depreciation and inventory valuation.
- Partnership accounts : Profit and loss appropriation account, past adjustments of divisible profits, guarantee of profits to a partner, change in profit sharing ratio, treatment of goodwill on reconstruction of firm, concept of revaluation account.
- Company accounts : Types of share capital. Recording for issue of shares, redemption of preference shares, and issue and redemption of debentures. Underwriting. Familiarity with company final accounts.
- Insurance claims.
- General principles of cost accounting: Concept of cost, elements of cost, classification of costs, cost sheet.
- Overheads: Allocation and apportionment of overheads, absorption of manufacturing overheads.



## 2.4 Legal Environment for Global Business

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

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

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

## 2.6 India's Foreign Trade and Policy

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





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

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

## 2.7 Cross-cultural Buying Behaviour

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





### 3.1 Summer Training and Project

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

### 3.2 International Financial System

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

balance of payment problems.

- International Financial Institutions: IBRD, IMF, IFC, Regional Development Banks.
- International Capital Market and Instruments: Euro-currency market, international debt and bond market, euro-bonds.
- International Banking: Trends and strategies, value creation. International debt crises. Country risk analysis.

### 3.3 Transnational Marketing

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

product policy and planning. International pricing strategy. Multinational sales management and foreign sales promotion, International advertising.

- Organization and control in international markets.

### 3.4 Documentation for Global Trade

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

### 3.5 Human Resource Management

- This paper aims at providing a broad understanding of the concepts and techniques used in management of human resources with special reference to international business operations.
- Basic perspectives on HRM: Concept and nature, Trends in thinking on HRM, Role and responsibilities of HRM.



- Manpower Planning for Global business: Approaches to planning for human resources. Job analysis and position specifications. Manpower inventory. Long term growth plan. Promotion policy.
- Selection process: Methods of selection. Induction and placement procedures. Productivity, morale and commitment. Job satisfaction and job enrichment.
- Training and Development: The concept of training and development. Steps in training and development. Identification of training needs. Methods and techniques of training. Evaluation of training and development.
- Performance Appraisal: Objectives and importance of performance and potential appraisal system. Mechanism of performance appraisal. Problems in implementing appraisal system. MBO as a technique of appraisal.
- Compensation and Rewards: Concept of wage and salary administration. Factors influencing wages/salaries. Types of wage payment systems. Managerial remuneration. Incentive schemes. Promotion and transfers across cultures and countries.
- Recent Trends in HRM: TQM, Kaizen Quality Circles.
- Trade Union Dynamics. Trends in trade unions movement. Industrial relations in India. Problems of





discipline in industry. Grievance handling. Industrial conflicts. Approaches to conflict resolution. Participative management.

- Work environment : Occupational safety and health. Programmes to improve employee safety and welfare.

### 3.6 Accounting for Business: II

- This paper seeks to help the participants acquire knowledge for the analysis of financial statements and the use of accounting information for decision making, and also the issues relevant to international accounting.
- Analysis of Financial Statements: Ratio analysis, Statement of changes in financial position-working capital basis and cash basis. Projected Balance-sheet.
- Marginal costing and Cost-volume-Profit Analysis for decision-making
- Standard Costing and Variance Analysis
- Budgetary Control
- Responsibility Accounting
- Introduction to International Accounting





#### 4.1 Business Policy and Strategic Management

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

#### 4.2 International Financial Management

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

### 4.3 International Trade-blocks and Agreements

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

### 4.4 Procedures & Logistics for Global Trade

- This paper aims to acquaint the students with the important import-export procedures and the systems involved in actual carrying out of international trade transactions.
- Processing of an Export Order
- Role of Clearing and forwarding Agents
- Excise clearance of export Cargo

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

### 4.5 International Investment Management

- This paper aims to expose the participants to the diversities of opportunities, problems and policy implications of investment at the global level.
- Basics of Investment Management : Risk and Return analysis. Investment alternatives. Valuation Theories of fixed and variable income securities. Term Structure. Options and Future Markets.







- An Overview of investment in foreign securities.
- Legal aspects of investments in foreign securities.
- Risk factor in foreign investments.
- Financial product-development and risk management.
- Theoretical and practical aspects of foreign investment decisions.
- International Financial market. Capital flows and financial systems.
- International investment and Indian financial sector reforms.

applications of those theories to current business situations.

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

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

#### 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



#### Medals & Prizes

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

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

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



# Facilities

## Library

The air-conditioned library is well-stocked and presently has a collection of nearly 70 thousand volumes. 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..



## Computer Center

The College has a well-equipped Computer Centre with the latest updates in software and hardware. Fresh set of Dell Computers have been acquired in the recent past. The new set of Dell PCs is equipped with latest configuration, 17" LCD monitors to enhance ergonomics and multimedia to listen/view educational material. The Computer Centre now with its 160 terminals complements class room study. Two new Computer Lab has been set up with 80 terminals, provided by the University of Delhi. The University's optical

fiber lease line is also available in all labs and connects the college to the University's main campus. Wi-fi facility is available for the whole college campus including hostel. The SRCC Computer Centre is among the best in the University and caters to both students and faculty members.

## Seminar Room

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





### Sports

The College has extensive playing grounds, a swimming pool, tennis court, gym, indoor badminton court, basketball court etc with all modern facilities of international quality. The College has been excelling in sports for over two decades. A new sports complex was built in 2010 on the occasion of the Commonwealth Games.



### Accommodation

The College provides limited accommodation to GBO students in the Boys' and Girls' Hostels in the College campus. Separate application for the Hostels have to be

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



### Others

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



# Events and Activities

## Industry Academic Interaction

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

## National Colloquium

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

On April, 14, 2014, our national colloquium witnessed an astute gathering of professionals comprising leaders from business, education and the students of global business operations programme to discuss upon the institution of family businesses. Inaugural note was addressed by the principal of SRCC, Shri PC Jain giving an overview of the concept, its pros and cons, expanding upon the different facets around which the speakers to follow would build hence.

Following him was the presidential address by Mr. Ajay Sriram, Chairman CII, who after putting forth the expansionist vision for SRCC, furthering the importance of the institution of family business, included his own life experience of it and the credentials upon which SRCC and their group embarks, thus notifying the importance of it in the global arena.

The keynote address was made by Shri Uday S. Kotak, MD and Vice Chairman, Kotak Mahindra Bank. Emphasizing upon the value system, he proclaimed how these family values helped his institution sail through the tough times of securities scam of 1991 where they came clear of the litmus test and and the Asian crisis of 1997 when more than 95 percent of the NBFC's had to shut.

Mr. Uday S. Kotak ended his address with an insightful note for the students of GBO that it's the journey that is far more enjoyable than the destination. Do not chase the destination that is money, the more you do the harder it gets to earn it, rather focus on the means with which you are going to achieve it, he said.



## Keynote Speakers at the Colloquium over the years



Mr. Kumar Mangalam Birla



Mr. N. R. Narayana Murthi



Mr. Mukesh Ambani



Mr. Y. C. Deveswar



Mr. Sunil Bharti Mittal



Mr. Rahul Bajaj



Mr. K. V. Kamath



Mr. Anshu Jain



Mr. Hari S. Bharatia



Mr. Deepak Parekh



Ms. Chanda Kochhar



Mr. Uday S. Kotak

## Marketing Summit

Marketing is dynamic and innovation is indispensable. Marketing has evolved over ages and continues to do so to keep pace with the fast changing times. Be it 'Coke' branding itself as happiness and fun, personalizing the experience of customers by 'Burger King' to 'Have it their way', twitter presence of brands like 'McDonalds', 'Subway' or novel usage of Facebook tagging by 'Ikea' and making the users win prizes; innovation under the light of prudence always have an impact on the consumer behavior and that's a marketer's catch!

The thirteenth Annual Marketing Summit of Global Business Operations, "Navyam 2013", was organized by Helios, the Marketing Society of GBO on October 26, 2013. The topic of discussion was "Global Marketing: Opportunities & Challenges".

The summit was divided into three panel discussions with four panelists in each session. The panelists were eminent marketers and business personalities. They shared their experiences in the field of Marketing & Business and how it has evolved over decades to be highly effective and efficient. The discussion was not only intellectual but also enlightening, and the students absorbed every word of it. They discussed about the steps and strategies adopted by them in their respective firms to keep abreast with the changing times. From changing brand images to changing modes and mediums of marketing, no aspect was left untouched. Students got to ask questions and queries, and were satiated by detailed replies.

In all, it was an enriching experience, a day not spent but invested!



## HR Summit

HR Society "AGRATA" of SRCC-GBO organized HR Summit on the topic E-HRM: Boon or Bane? On 6th Sept, 2014.

The Principal Dr. PC. Jain addressed the inaugural session of the HR Summit on September 6, 2014. He highlighted HR as Human Response and only the material assets depreciate in organizations and not in humans beings. He spoke on how HR personnel play a pivotal role in creating and integrating the personal aspirations of individuals in a group helping them focus on the overall development.

The HR manager of Moser Baer, Mr. Rajiv Sahdev, was the moderator for the session. He drew comparisons with Human Resource Management from real life sources connected with everyone, especially his thoughts on how an organization with different needs and desires is no different than a rainbow with different colors.







The highlight of the summit was Mr. Abhay Kapoor, a senior HR professional with Escorts, who talked in detail about significant challenges faced by the global organizations. His speech focused on the difference in the legal framework of each country, of language barrier, workforce mobility and the lack of global mindset amongst most employees. He also suggested the ways to overcome these challenges.

The next speaker of the session was the HR Manager of Marico, Mr. Ankur Poddar. He stressed on the importance of striking a balance between being high tech and high touch in an organization, by talking about their IV Week (I Value Your Week) campaign. He spoke on how technology can be an enabler and not the replacement as the thinker for humans.

On the other hand, the HR Manager of Deloitte, Mr. Kamalpreet Singh started his discussion with the importance of technology.

The discussion was taken forward by Mr. Gaurav Bakshi, the HR Manager of Religare, who pointed out the importance of job portals like naukri.com and monster.com. Concluding his talk he revealed that the HRM “looks for people who are not looking for jobs”; thus people are hired via referrals and recommendations.

The last speaker was Mr. Rohit Khurana, the HR Manager of Canada OBC – HSBC, who drew an analogy between E-HRM and Fire; pointing how the caveman feared it until he knew its capabilities. He supported E-HRM with the illustration of Leave Management System; indicating that electronic access improves accuracy, reduces human bias, reduces cost and time and helps create a secure database.

Mr. Khurana spoke on the change management an organization. He stressed that the success of a person and organization lies in the fact to what extent they are receptive to change.





## Dry Port Visit

The Global Business Operations (GBO) programme of Shri Ram college of Commerce (SRCC) recently organized an industrial visit to the Navratna Company, The Container Corporation of India Ltd., also known as the dry port in the Dadri Industrial area. The management students visited the dry port in Greater Noida to get an exposure to the international working environment. The excited students were welcomed by the company officials, who were equally eager to share the nuances of the export- import business to the international business management students. A detailed presentation by the in charge Mr. Shishupal Roy articulated the various procedures involved in logistics,

export and import. This was followed by an enlightening questions round, where the students put forth their queries on various topics which opened up a can of secrets- right from the scheming companies who try to mislead the government officials, to people trying to evade tax and the importance for marketing and future plans for the navratna-almost all facets were covered. This was followed by a tour of the company where the students interacted with the officials and learnt how the dry port is connected via rail and road to the major centres and how the big cranes and machines actually function. For many, it was an action scene out of their favourite bollywood movies and they couldn't help but click more and more pictures of the site! The visit was both an educating and entertaining one, with the bus ride which brought back school memories for the future managers.



## Rural visit to Kurar

A field trip to Kurar Village (Jind, Haryana), was organized on 23rd October 2014. The aim of the trip was to make the children understand the facets of Rural Marketing. The trip was a perfect combination of knowledge, rural marketing strategies and a firsthand experience of various tools & techniques which are employed by villagers. The trip started on a perfect note, with students singing Haryanvi folk songs along with being enlightened about the various facts and folklores about the village. By the time the students reached Kurar, they were all well versed about the traditions, practices and trends in the rural areas. The groups were then divided into four sub groups, each given a separate mentor, from the village itself, who were well versed with every corner of the place and therefore gave the students a unique exposure. The topics given were Sustainable Energy Techniques, Study of Anganwadis, Study of Agricultural Techniques, and Rural Infrastructure & Medical Facilities. The response that villagers gave while sharing the information was

overwhelming. By the end of the day, the students had visited 50% of the households, seen how schools operated, studied about the most famous brands in the rural area, the way hospitals worked, tasted the special "lassi", rotis made on "Chulha", Use of "Gandasa", modernization of houses and the various facets of marketing tools which were very different from those normally seen in the urban areas. Being in the village for the whole day, experiencing the non-polluted air, practically experiencing the difficulties faced during rural marketing opened up the minds of the students to a whole new level of thinking. After practically experiencing it all, they had a firsthand knowledge, a newly acquired skill set which is very difficult to imbibe by remaining confined in the four walls of a classroom. The day ended with a "lassi" drinking competition, visiting a greenhouse and a fun filled bullock cart ride followed by having "paranthas" at the well-known "Amrik Sukhdev Dhaba". All in all, the day was a memorable one and gave the students a plethora of new ideas, facts and information which would always give them an edge in rural marketing whenever being compared to someone who has just read about it in books.







## Finance Summit

“Finantix” – the Finance Society, was founded with the aim of serving as a bridge between the student population and the finance industry. Its existence helps stimulate logical thinking and spread awareness in the area of Finance and Economics.

The students of Post Graduate Programme in Global Business Operations - SRCC organized the Annual Finance Conclave on April 13, 2013. The event was supervised under the guidance of the members of Finantix. The students along with the faculty members stepped away from regular classroom teaching process

to be a part of this interesting forum. The topic for annual finance conclave was – “The Global Economic Forecast: Ground for Optimism”. The annual summit was graced by a panel discussion conducted by eminent speakers from the industry.

It was an informative event which provided details about the common pitfalls of major economies and to understand that India is not alone in making a few political and economic mistakes!

The event was well received by the attendees, as shown by their enthusiasm during the Q&A session as well as their zealous discussion on the topic after the event. Overall, it was fruitful and rewarding effort spent



# Industry-Academia Interaction

## The Global Lecture Series



The true global nature of the course is reflected in understanding the connection between the myriad functions of management and their pragmatic application in real time situations. This perfect blend of theory and practice is executed through a series of lectures and discussions where professionals from the corporate world visit our campus and share their experiences with the young brains, helping them to enrich their thought process and broaden their perspectives.

Some of the prominent interactive visits on campus during the year 2013:

Mr. Ankur Warikoo  
Head, Groupon APAC Emerging Markets

Mr. Ashish Khokha  
Vice President - Global Servicing -  
Consumer Travel & Lifestyle Services  
American Express, India

Mr. Sukrit Chadha & Ms. Nivya Nair  
Corporate Relations Managers, National Stock  
Exchange of India Ltd.

Mr. Rahul Singh  
HR Manager, UEM India Pvt. Ltd.

Mr. Alok Garg  
Associate Director- Marketing, Pharma Secure

Mr. Harneet Singh  
CEO and Co-Founder, Carkhana.com

Mr. Anil Agarwal  
Founder & Chairman, Vedanta Resources

# Eminent Alumni

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

Our eminent alumni include:

Abhishek Dalmia, Renaissance; Akhil Gupta, Joint Managing Director, Bharti Airtel Ltd.; Amithabh Jhunjhunwala, Group Managing Director, Reliance ADAG; Analjit Singh, Chairman, Max India Ltd.; Anita Khanna, Partner, A&G Chartered Accountants; Anshu Jain, Head, Global Markets, Deutsche Bank; Arjan Sikri, Justice, Delhi High Court; Arun Jaitley, former Union Cabinet Minister & M.P. Rajya Sabha; Atul Punj, Chairman, Punj Lloyd Ltd.; C.K. Jaipuria, CMD, Pearl Drinks Ltd.; Girish Ahuja, President, SRCC Alumni Association; Gulshan Grover, actor; Jitin Prasada, Union Minister of State for Steel; K.K. Kumar, Shakti Bhog Foods Ltd.; Lokesh Sharma, MD, 21st Century Media Ltd.; Manoj Kohli, President & CEO, Bharti Airtel; Navtej Singh Sarna, Diplomat & Novelist; Pramod Bhasin, CEO, Genpact; R.F.Nariman, Senior Advocate, Supreme Court; R.N.Karanjawala, Managing Partner, Karanjawala & Co.; Rajat Sharma, India TV; Rajesh Pratap Singh, fashion designer; Rajiv Memani, Ernst & Young; Rajnish Aggarwal, Chartered Accountant;



Rakeysh Omprakash Mehra, film director; S.N.P.Punj, Chairman Emeritus, Punj Lloyd Ltd.; Sanjeev Kaura, Social Activist; Shiv Kherra, Management guru & motivational speaker; Vijay Goel, former Union Cabinet Minister; Vikas Nath; Vinod K. Singhanian, Tax Management Consultant; Yadu Hari Dalmia, CMD, Dalmia Cement (Bharat) Ltd.

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



# Eminent SRCC Alumni



Arun Jaitley



Abhishek Dalmia



Akhil Gupta



Amitabh Jhunjhunwala



Anshu Jain



Anajit Singh



Atul Punj



C. K. Jaipuria



Lalit Suri



Manoj Kohli



Pramod Bhasin



Raian Karnjawala



Rajiv Memani



Rajat Sharma



Ravi Singhania



Rohinton F. Nariman



Sminu Jindal



S. N. P. Punj



Vijay Goel



Vijender Gupta



Yadu Hari Dalmia



Justice A. K. Sikri

## Publications

### Business Analyst

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

### Yamuna

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



with a vision to provide an opportunity for the finest minds from top management schools in the country, industry and academia to come together on a common forum; voice their opinions, exchange ideas and forge the course of the road that lies ahead. The fest provides a platform for the coming together of young & dynamic minds and broadening their horizons. The major events were Clash of the Titans, Panel Discussion by Renowned Speakers, Plan B (Business Plan Event), Whiz Quizote (Business Quiz), Cruc-i-Fix (Management Antakshari), Obliquation (Finance Game), Shepherd's Shibboleth (HR Game). The annual management fest, which was held from 22th-24th March 2012, received phenomenal participation from some of the best minds in the country; students from 32 top B schools in India and abroad. Major cultural attractions were Red Bull Bed Room Jam and Groovon- Western dance Competition. The annual fest received patronage from renowned corporate groups such as Maruti Suzuki India Ltd. RG Group, HT Edge, Woodland & Jolen India to name a few. The fest was indeed a successful event and received accolades from every corner of India.

## Students' Festival

### Winter Festival

"Crossroads", the winter festival, is one of the most popular students' festivals in the University. Spread over a few days in January-February, enthusiastic students come from all over and participate in a variety of events. The festival not only provides a sense of togetherness but also tests organizing skills of the students.

### The Annual Management Fest

The Management Fest of Global Business Operations Shri Ram College of Commerce, began



# Collaborative Programmes

## Indo-Dutch Programme

Indo-Dutch programme witnessed extensive cultural interaction and knowledge exchange among students. It gave students from diverse backgrounds an opportunity to dissolve their differences and collaborate across a plethora of activities. Further, this initiative enlightened the participants about the business realities of the two countries by providing information about various industrial sectors, nature of opportunities available and market sizes through different case studies. Students learnt to acknowledge the differences in styles of working across borders and consequently, attuned their presentation skills during cross-cultural communication. Students enjoyed this unique and enriching experience.

## UKIERI - UK India Educational and Research Initiative

A two-phase, six-day programme between Indian and English students was aimed at enhancing educational links between the two countries. Two batches of thirty students each visited Shri Ram College of Commerce. Activities involved workshops in marketing, leadership and skill development, followed by group presentations and dance classes. This helped students to gain insights into professional ethics and work environment of the two countries.

## Indo US Collaborative Programme

It was a two weeks exchange programme between Shri Ram College of Commerce and University of Wisconsin. About twenty students from each university participated in this programme. During this programme, students from both the universities were exposed to each other's cultural differences as well as similarities. Faculty and students actively participated in academic as well as extra-curricular activities. The topic 'Women at work in USA and India' invited a lot of interest from students, which was evident during their presentations. Various excursions were also organized such as visit to the Golden Triangle: Delhi-Jaipur-Agra etc.

## Indo Dutch Collaborative Programme (Outgoing)

The Outgoing Indo-Dutch Programme saw ten students from SRCC going to Utrecht Business School, Utrecht, Netherlands for a five day curriculum. This programme included extensive simulation exercises, where groups of Indian and Dutch students were encouraged to work collectively on business simulation models. In addition to this, various activities were organized such as 'Taste of Dutch', city tour of Utrecht, and a cultural night in the campus to bring forth the rich culture of Netherlands.

## Indo Poland Collaborative Programme (Outgoing)

This twelve-day programme between students of SRCC and University of Warsaw, held at Warsaw, Poland gave participants an opportunity to explore Polish cultural heritage and economic environment. It included seminars and workshops on topics such as 'Indo Poland Business Scenario', 'Polish Education System' and 'The Economic Transformation in Poland.' Students interacted with Ambassadors of the two countries and visited various places in and around Warsaw, which familiarized them with the historical lineage and traditional practices of Polish culture.

## SRCC PennState

A fourteen-day programme between SRCC and PennState University acquainted students with various cultural and economic differences prevalent in both nations. About twenty students from Shri Ram College of Commerce, PennStateUniversity and SRCC participated in the exchange programme. The activities included lecture series by professors and experts, visits to various historical landmarks in Delhi, along with comprehensive group project sessions. The hallmark feature of this exchange programme was sensitizing participants towards embracing socio-cultural diversity and in the process, foster new bonds of friendship.





# Career Resource Centre

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

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

Some such teaching methods central to our programme include:

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

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

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

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

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

## Companies where GBO students have been placed and/or did their summer training

ABC Consultants	Essel Shyam Communication	IFCI	Prudential ICICI
Absolut Data	Edelmann	IMRB	Punj Lloyd
Adani Port Ltd.	Exl Services	IMS Consultancy	Punjab & Sink Bank
Aero Group of Companies Ltd.	E-Valueserve	India Bulls	Ranbaxy
American Express	FCB Ulka	Indica Research	RBI
Amul	Flex	ING Vysya Bank	Reliance
Amway	Ford Ltd.	Jabong	Reliance Infocomm
Arvind Mills Limited	Fortis Finance Max New Your Life	JK White Cement Works	RJ Corp
Ascent Forex Consultants	Franklin Templeton	Johnson & Johnson	Rockwell Automation
Asian Paints	GE Money	Jones Lang LaSalle	Satchi & Satchi
Avantha Powers	General Motors	Kotak Securities	Schneider Electric
Bank of America	GH Financials	KSA – Technopak	Shri Ram Honda Ltd.
Berger	Gillette India	Leo Burnett	SPA Capital Services
Birla International Marketing Corp.	Godfrey Philips India	Mancor Consulting Services	Spectranet Ltd.
Bisleri Ltd.	Greenfields Online	Mata Securities India Pvt. Ltd.	SRF Ltd.
Blackstone	Group 4 Securitas	Max New York Life Insurance	Standard Chartered Bank
BNP Paribas	Groupon India	Mckinsey	State bank of India
Capital IQ	Haldiram Exports	Merino Products Ltd.	Stellar Search Pvt. Ltd.
CII	HCL Infosystems	MMTC	Taj Group of Hotels
Copal Partners	HCL Technologies	MSL Group	Tata International
CRISIL	HDFC Bank	NABARD	Taurus Mutual Funds
DCM Technologies	Hero Corporation Services	National Stock Exchange	TCS
Dharamphal Satyapal Group	Hewitt Associates	Nestle	TERI
Discovery Channel	HFCL	Nielsen	TISCO
Drewery Maritime Service	HLL	ONGC	Trident Group
DSCL	Honda Siel Power Products	Oriental Bank of Commerce	Triton Advertising
Dupont	HSBC	Pepsi Co.	Videocon
Ernst & Young	Hyatt Regency	Perot Systems	Walter Kluwer
Escorts Ltd.	ICICI	Pharma Secure	Y2CF Digital Media Pvt. Ltd.
Escorts Mutual Funds	IDBI Bank	Price Waterhouse-Coopers	

# Faculty

## Principal

Dr. Ashok Sehgal » M.Com, M.Phil (Delhi), Ph.D. (Rajasthan), CBA (Canada)

## Course Coordinators

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

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

## Faculty

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

Mr. Ashwani Kumar » M.A. (Economics)

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

Mr. H. N. Tiwari » M.Com (Delhi)

Dr. J.K.Thukral » M.A, M.Phil., Ph.D. (Delhi), Post Doctorate (USA)

Ms. Neerja Arora » PGDM (IIM, Calcutta)

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

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

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

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

Mr. Sandeep Kaushal » MCA (Delhi), MBA (S.K. University)

Mr. Santosh Kumar » M.A. (Economics) JNU, M.Phil. (Economics) JNU

Mr. Sarabjit Singh Butalia » Master Mariner, M.Sc. (W.M. University)

Mr. Sidharth Balakrishna » MBA-PGDM (IIM, Calcutta)

Mr. Suman Sarkar » B.A. (Economics), PGDM, EMIT (IIFT)

Mr. Sumit Chaudhuri » M.A.(Social Work) Delhi, FMS (PGDCM), L.L.B. (Delhi)

Ms. Surbhi Sehgal » M.A. (Psychology) University of Delhi

Ms. Jyotsna

Lt Col (Retd.) N. R. Vaid

## Executive Assistants

Ms. Simarjeet Kaur » MBA (IMT-Ghaziabad), M.Com (SMU)

Ms. Chitvan Sharma » German Language (6 Level), M.A. (English) (Jamia Milia Islamia)

Mr. Akash Kumar » B.Sc (Hons), Delhi

## Assistant

Mr. Girish Chand Upadhyay » B.A. (Delhi)

## Attendance Requirements

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

## Examination Scheme

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

Written examination (3 hours) : 70 marks  
Internal Assessment : 30 marks

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





## Admission to Post Graduate Programme in Global Business Operations Admission Batch 2015-2017

Shri Ram College of Commerce offers admission to two-year full-time post-graduate Diploma in Global Business Operations of the University of Delhi for the academic batch of 2015-2017.

The brief details of the course and admission procedure is as follows:

1.	Course	Post-Graduate Diploma in Global Business Operations.
2.	Duration	Two-year (full-time course)
3.	Medium of Instruction	English
4.	Number of Seats	67 (Including 5 supernumerary seats)
5.	Reservation available	SC 15% (9), ST 7.5% (5), OBC 27% (17), Physically Challenged 3% (2 supernumerary ), 5% Foreign National (3 supernumerary seats)
6.	Minimum Academic Eligibility for Admission	Bachelor Degree from a recognized University with 50% marks. Candidates belonging to OBC, SC, ST & PwD Categories are eligible for 5% relaxation in minimum eligibility.
7.	Course Fee	About ₹ 80,000/- (approx) per semester. (Fees is subject to revision)
8.	Admission Criteria & Procedure	Admission Criteria: Admission to the course is based on objective type Written Test and Group Discussion & Personal Interview (GDPI).





#### Test Component and Details:

1. The written test comprising of the following components.

- (a) Verbal Ability
- (b) Quantitative Ability
- (c) Logical Ability
- (d) Data Interpretation

2. The Group Discussion and Personal Interview (GDPI) shall have following component.

- (a) **Group Discussion:** A group of 8-10 candidates will be given a topic for discussion.
- (b) **Personal Interview:** Candidates will be evaluated on the parameters like personality, communication skill and general subject knowledge in management and international business.

The written test will be in held in English language.

Each of the Test Component part (1) will have 40 questions with four multiple-choice answers. Candidates will have to mark one answer in the OMR sheet with ball point pen. Each question will carry 4 marks. Full marks will be awarded for the correct answer and 1 mark will be deducted for the wrong answer. The duration of the Test will be 2 hours.

		<p><b>Admission Procedure:</b> The Candidate has to appear in the Written Test first. After declaration of Written test result limited number of candidates will be invited for the GDPI in order of merit under each category. Candidates with aggregate negative marking in the written test will not be eligible for the GDPI. Appearing in GDPI is a mandatory requirement for consideration of candidate in the Final merit list.</p> <p>Final merit test will be drawn on the basis of aggregate marks secured by the candidate in the written test and GDPI. The written test will have 75% weightage and GDPI shall have 25% weightage, of which GD shall have a weightage of 10% and PI shall have a weightage of 15%.</p>
9.	Entrance Test Date	<p>Sunday, February 22, 2015. Timings: 10.00 a.m. to 12.00 noon.</p>
10.	Entrance test & GDPI venues	<p>Entrance Test Venue:</p> <p>Bengaluru, Bhopal, Chandigarh, Dehradun, Delhi, Guwahati, Jaipur, Kolkata, Lucknow, Mumbai.</p> <p>GDPI Venue: Delhi</p> <p><i>(The college can withdraw a center for the Entrance Center in case insufficient number of candidates are for such center. Candidates of such center would be shifted to the center opted by them in order of preference given in the application.)</i></p>
11.	Application Registration Process	<p>Candidate can apply only through online Admission/Registration facility.</p>





12.	Date of the opening & Closing of online Application/ Registration	Opening Date	Closing Date
		December 08, 2014	January 27, 2015
13.	Test Fees	Each candidate will be required to pay fees at the time of application/registration towards testing and on-line processing charges. Fee for General Category candidates is ₹ 1,800/- and OBC, SC, ST and PwD candidates is ₹ 1,100/.	
14.	On-Line Application Procedure	Candidates can submit application online through college website <a href="http://www.srcc.edu">www.srcc.edu</a> or <a href="http://www.srccgbo.edu.in">www.srccgbo.edu.in</a> by clicking the link at the home page Registration for Admission to PG Diploma in GBO 2015-2017.	



15.	<p>Candidate can open the on-line Application/Registration link through college website <a href="http://www.srcc.edu">www.srcc.edu</a> or <a href="http://www.srccgbo.edu.in">www.srccgbo.edu.in</a> by following link "Registration for Admission to PG Diploma in GBO 2015-17" on the College website. After completing the online registration form applicants can submit Test Fee through all Master and Visa Credit or Debit Cards / Net Banking and also cash payment at the selected branches of Post Office.</p> <p>After completing the registration process candidate will receive SMS on his/her mobile for confirmation of registration. A web-account in the name of the candidate will also open at the website to facilitate candidate to access all relevant notices; downloading Admit Card; test result; date &amp; intimation for GDPI in case candidates qualifies for the GDPI, final selection information; application form. The web-account can be</p>
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		<p>accessed by the candidate by his/her login name and password saved by the system at the time of registration.</p> <p>All such notices will also appear on the website of the college – <a href="http://www.srcc.edu">www.srcc.edu</a> and <a href="http://www.srccgbo.edu.in">www.srccgbo.edu.in</a> in addition to the web account created on the Site. In case of any difficulty in accessing his/her web-account the candidate can access all relevant information from the College website.</p> <p>Registered/Candidates should note that he/she will not be given any information individually by post/courier with respect to the Entrance Test, Group Discussion &amp; Personal Interview and its result. Candidates should access all related information through the college website/personal web-account.</p>
16.	Result	The written Test result will be declared within a month of the Entrance Test. GDPI will be held tentatively by the end of May, 2015.
17.	Inquiry/Help Desk	For all queries with respect to the test, Course or difficulty in registration, admit card etc. Please Contact at 01127662319, 9810109632 Monday to Saturday, 09:00 a.m. to 05:00 p.m.



## 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.







## SHRI RAM COLLEGE OF COMMERCE

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