

Prospectus 2012-2014

GLOBAL
BUSINESS
OPERATIONS
PROGRAMME



SHRI RAM COLLEGE
OF COMMERCE

Sir Shri Ram

1884 - 1963

The Founder of the College

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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Message From the Chairman



Ajay S. Shriram
Chairman
Governing Body
SRCC

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.

With best wishes





Message From the Principal



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 2012-14. 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.

Wishing you all success

P. C. Jain
Principal

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.





Global Business Operations Programme

A Programme for International Business

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 endeavours 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 emphasise 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 spread over four semesters of course work. Students are also required to undergo summer training for two months at the end of the first year. Additionally, each student has to do a winter project with some organisation. On successful completion of the programme, the University of Delhi awards a Post Graduate Diploma in Global Business Operations.

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.

4



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.





SEMESTER I

July, 2012 – November, 2012

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

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.

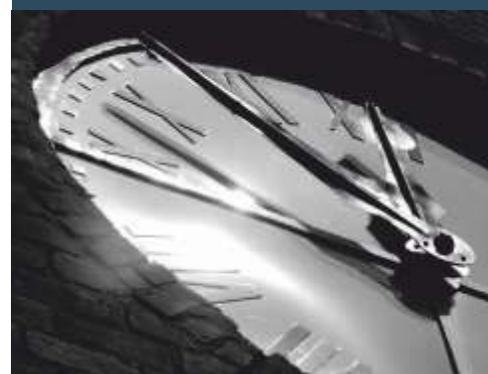
1. Business Environment in India : The International Economic Environment; The Domestic Economic Environment; The Legal Environment; Ecological concerns.
2. Government and Business in India; Structural features of the Indian economy.
3. Monetary and Fiscal system in India : The Banking and Credit Structure;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

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, 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.
2. 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.
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 maximization and revenue maximization, 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.

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.

5. 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.
6. Advertising : Advertising cost, theory of advertising, persuasive advertising, information advertising, targeted advertising, comparison advertising, advertising regulations, advertising and competition.
7. 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.
8. 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.

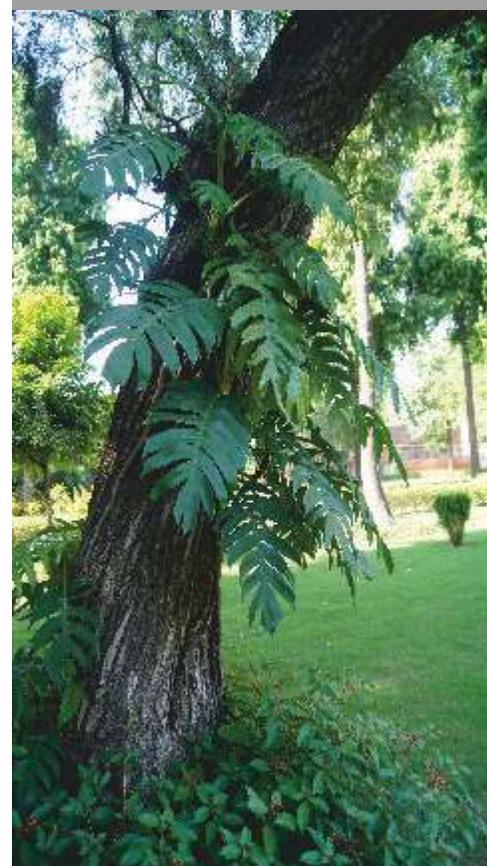
Systems Approach to understanding organizations.

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.

Data transmission techniques.

Network Topologies.

LAN, WAN, TCP/IP, Internet, Email, Internet Web, Web Browser etc.

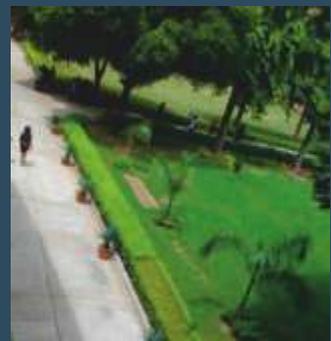
Acquiring hardware and software.



SEMESTER II

December, 2012 – April, 2013

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



2.1 Global Business Environment

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

1. 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.
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 payments policy in international trade; Balance of payments policy and exchange rate systems.
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; Euro-currency 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 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 Discaent 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.

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 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.

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 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.
6. 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.



SEMESTER III

July, 2013 – November, 2013

- | | |
|-------------------------------------|------------------------------------|
| 3.1 Summer Training May- June, 2009 | 3.4 Documentation for Global Trade |
| 3.2 International Financial System | 3.5 Human Resource Management |
| 3.3 Transnational Marketing | 3.6 Accounting for Business-II |



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





SEMESTER IV

December, 2013 – April, 2014

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

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, Linnerns and Tramps, Conference system.

Freight and structure. Containerisation and other developments.

International Agreement and Conferences on Sea Transport.

Indian Shipping : Trends, structure, concept of dry port, containerisation, International machinery for consultation.

Air transport : International set-up, freight rate structure.



4.5 International Investment Management

This paper aims to expose the participants to the diversities of opportunities, problems and policy implications of investment at the global level.

Basics of Investment Management : Risk and Return analysis. Investment alternatives. Valuation Theories of fixed and variable income securities. Term Structure. Options and Future Markets.

An Overview of investment in foreign securities.

Legal aspects of investments in foreign securities.

Risk factor in foreign investments.

Financial product-development and risk management.

Theoretical and practical aspects of foreign investment decisions.

International Financial market. Capital flows and financial systems.

International investment and Indian financial sector reforms.



4.6 Social and Ethical Issues in Business

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

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

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

Medals & Prizes

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

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

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



Facilities

Library

The 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, Accommodation, Others

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.



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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, 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 have included Mr. Kumar Mangalam Birla, Chairman, Aditya Birla Group, Mr. N.R. Narayana Murthy, Chairman, Infosys, Mr. Mukesh Ambani, Chairman & Managing Director, Reliance Industries Ltd., Mr. Y.C. Deveswar, CMD, ITC; Mr. Sunil Bharti Mittal, CMD, Bharti Airtel Ltd.; Mr. Rahul Bajaj, CMD, Bajaj Auto; Mr. Arun Jaitley, the then Minister for Law, Justice & Company Affairs, Mr. Abhishek Manu Singhvi, senior Supreme Court lawyer, Prof. Bibek Debroy, Mr. K.V. Kamath, Managing Director & CEO, ICICI Bank, Mr. Anshu Jain, Head of Global Markets, Deutsche Bank, among others. Mr. Hari S. Bhartia, President, CII delivered the Key note Address at the National Colloquium on "Appetite for Change: The Surprising Truth About How Companies Innovate" on March 8, 2011 at The Lalit, New Delhi.



Keynote Speakers at the Colloquium over the years

SHRI RAM
COLLEGE OF
COMMERCE



NATIONAL
COLLOQUIUM

"Appetite for Change:
The Surprising Truth
about How Companies Innovate"

March 8, 2011
The Lalit Hotel, New Delhi



Eminent Alumni

Marketing Summit 2010

NAVYAM- Annual Marketing Summit 2010 was organized at the national level on September 19, 2010 on the topic-BRAIN TATTOOS: Creating and Sustaining Powerful Brands.

NAVYAM stands for newness and freshness and it was an effort to seek valuable insights from the industry on how to bring this newness and innovation to branding. To give practical shape to theories learned in class, corporate leaders from the industry were invited to the students. The theme was about creating everlasting BRANDS enlightened through lateral thinking, and innovation. It gave an insight into the strategies adopted and measures taken by companies in today's ever-so competitive world, to attain the coveted-BRAND LOYALTY.

The summit which was organized at FICCI, New Delhi fetched huge response from the industry. Some of the prominent panelists were:

Mr. Nitish Mukherjee, Managing Director, Leo Burnett India; Mr. Naresh Gupta, Director, Strategic Planning, Dentsu Marcom, Mr. Dhruv Gupta, Business Head, Social Networking, Fire-fly e-ventures, HT Media; Mr. Sachdev Ramakrishna, Director, Marketing, Steria India; Ms. Meenal Punhani, Mr. V P Brands, Religare; Mr. P. Sam, Head Business Development and Marketing NIIT.

Mr. Josy Paul, Chairman & NCD, BBDO India; Mr. Alok Sud, VP, - Marketing, Reliance Industries; Mr. Deepak Mowar, VP, (Hotels, Retail, Cinemas & Strategic Planning), Parsavnath Developers; Mr. Yogesh Bansal, CEO, Apnacircle.com; Mr. Aseem Hanspal, VP - Marketing, MaxNewYork Life.



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 Jhunjunwala, 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 Khera, Management guru & motivational speaker; Vijay Goel, former Union Cabinet Minister; Vikas Nath; Vinod K. Singhania, 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.

Publications, Festival



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.

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 organizational skills of the students.



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.

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

Ac Nielsen	Escorts Mutual Funds	HSBC	Pipal Reserch
Adani Port Ltd.	Essel Shyam Communication Ltd.	Schneider Electric	Price Waterhouse-Coopers
Aero Group of Companies	E-Valueserve	IDBI Bank	Prudential ICICI
American Express	FCB Ulka	IFCI	Punj Lloyd
Amul	Flex	IMRB	Punjab & Sink Bank
Amway	Ford Ltd.	India Bulls	Ranbaxy
Arving Mills Limited	Fortis Finance Max New Your life	Indica Research	RBI
Ascent Forex Consultants	Franklin Templeton	ING Vysya Bank	Reliance Infocomm
Bank of America	GE Money	JK White Cement Works	Schneider Electric
Berger	GH Financials	Johnson & Johnson	Shri Ram Honda Ltd.
Birla International Marketing Corp.	Gillette India	Jones Lang LaSalie	SPA Capital Services
Bisleri Ltd.	Godfrey Philips India	Kotak Securities	Spectranet Ltd.
Blackstone	Greenfields Online	KSA – Technopak	SRF Ltd.
BNP Paribas	Group 4 Securitas	Leo Burnett	Standard Chartered Bank
Capital IQ	Haldiram Exports	Mata Securities India Pvt. Ltd.	State bank of India
CII	HCL Infosystems	Max New York Life Insurance	Stellar Search Pvt. Ltd.
Copal Partners	HCL Technologies	Mckinsey	Taj Group of Hotels
DCM Technologies	HDFC Bank	Merino Products Ltd.	Tata International
Dharamphal Satyapal Group	Hero Corporation Services	MMTC	Taurus Mutual Funds
Discovery Channel	Hewitt Associates	NABARD	TCS
Drewery Maritime Service	HFCL	Nestle	TERI
DSCCL	HLL	ONGC	TISCO
Dupont	Honda Siel Power Products	Oriental Bank of Commerce	Trident Group
Ernst & Young		Pepsi Co.	Triton Advertising
Escorts Ltd.		Perot Systems	Videocon
			Wipro
			Wockhardt

Faculty

Dr. P.C. Jain, Principal
M.Com. (Rajasthan), Ph.D. (Delhi)

Dr. Gauri Shankar
M.Com., Ph.D. (Delhi)
Course Co-Ordinator (Batch 2011-13)

Mr. B. K. Goyal
M.Com., LL.B. (Delhi)
Course Co-Ordinator (Batch 2010-12)

Dr. C.S. Sharma
Placement Co-Ordinator
M.Com., Ph.D. (Delhi)

Mr. V.K. Kapoor
M.A (Delhi)

Mr. S. C. Malhotra
M.Com. LL.B. (Delhi)

Dr. R. P Rustagi
Mr. Ashwani Kumar

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

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

Mr. R.C Bhardwaj
M.Sc., M.Phil. (Delhi)

Mr. Ashwani Kumar
M.A. (Eco)

Mr. S.C. Nirwani
Former Director, Indian Council of Arbitration.

Mr. Rishi Mehra
CEO, Corporate Partner

Mr. Rahul Chandan
Dy. Manager, Spat Reading
Corporation of India

Dr. Monica Bansal
B.Sc (Delhi), MBA (IP Uni.), Ph.D (Delhi)

Mr. Rajiv Soni
B.Com. (Delhi), CA

Dr. G.L. Tayal
B.Com., M.Com., LLB., Ph.D (Delhi)

Mr. Vivek Bhatia
B.Com, M.Sc., AICWA, CSA, LIFA (UK), CMA (Australia)

Dr. C.P. Gupta
B.Com., M.Com., M.Phil., Ph.D (Delhi)

Mr. Abhinav Pasricha
BCA (GGIPU), PGDCA, MCA (IGNOU)

Dr. H.L. Bhatia
M.A. Eco. DSE, Ph.D. Eco. DSE

PRINCIPAL

Dr. P.C. Jain

BURSAR

Mr. R.S. Aggarwal

LIBRARIAN

Mr. D.V. Singh

ADMINISTRATIVE OFFICER

Mr. B.M. Bansal

SECTION OFFICER (ADMINISTRATION)

Mr. M.S. Kansal

SECTION OFFICER (ACCOUNTS)

Mr. P.K. Jain

SR. PA TO PRINCIPAL

Mr. Shiv Nandan



Attendance Requirements & Examination Scheme

Attendance Requirements

To be eligible for appearing in each of the University Semester Examinations, the students will have to attend at least 75% of the regular classes. Attendance in all seminars, special lectures, midterm examinations and group discussions is compulsory.

Examination Scheme

- Examination in each paper in every semester carries 100 marks divided as follows:
 - Written examination** (3 hours) : 70 marks (to be held at the end of each semester)
 - Internal assessment** : 30 marks (based on participation in the class room discussions, seminars, workshops, performance in tests, attendance. etc.)
- Student 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.
- 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 examinations comprising of Semesters Three and Four.
- On not clearing a year, a student shall be permitted to reappear in the concerned examination in the subsequent year as an ex-student or join the course as a regular student.
- On not passing some of the papers of the 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 within a maximum of four years from the year of admission to the course.



ADMISSIONS 2012

Application and Entrance Details



Eligibility, Seats Available

Eligibility

The eligibility for admission is minimum 50 % marks in the degree examination (10+2+3) of a recognized University. Candidates who are appearing for their qualifying examination are also eligible to apply. A relaxation of 5 % in total aggregate marks is admissible to candidates belonging to reserved categories of SC, ST and PwD.

Seats Available

The total number of seats available are 62 including reservation. 27 % (17) seats are reserved for OBC category, 15 % (9) for SC category, 7.5 % (5) for ST category and 3 % (2-Supernumerary) for Persons with Disability (PwD) category candidates.



Selection Criteria

Written Test Date and Test Centres

Group Discussion and Personal Interview



Selection Criteria

Candidate has to qualify a written admission test of two hours duration consisting of four parts – English Language Proficiency, Quantitative Ability, Logical Ability and General Knowledge. Each part shall consist of 40 questions carrying 4 marks each. There is a negative marking of 1 mark for wrong answer.

Limited number of candidates will be called for Group Discussion and Personal Interview (GDPI) on the basis of merit order of written test.

The weightage for Written Test and GDPI will be 75 % and 25 % respectively.

A final selection will be made in order of merit under respective category on the basis of total marks obtained by candidates in Written Test and GDPI.

Written Test Date and Test Centres

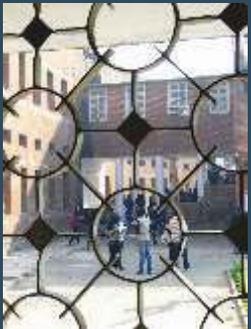
The written test will be held on Sunday, January 29, 2012 from 10.00 a.m. to 12.00 noon at Amritsar, Chandigarh, Dehradun, Delhi, Jaipur, Lucknow, Patna, Guwahati, Kolkata, Ahmedabad, Mumbai, Nagpur, Bhopal, Bhubaneshwar, Bengaluru, Hyderabad, Chennai & Trivandrum.

The college reserves right to change/cancel any test centre.

Group Discussion and Personal Interview (GDPI)

Successful candidates will be intimated about the GDPI by registered post. The GDPI will be held in Delhi only. The distribution of weightage between GD and PI is 10% and 15 % respectively.





How to Apply

Course Fee

The fee per semester is ₹10,000/-. In addition, annual charges of ₹42,500/- will also be payable (including ₹1000/- refundable for library security). The fee will be payable annually for two semesters and subject to revision. The different work-groups of the programme also contribute to various activities such as seminar, placement, industrial visits, internet, etc. for which separate fees will be charged. All students have to become members of these work-groups.

Cancellation of Admission and Refund of Fee

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 16.08.2012 in addition to processing charges; thereafter only the library security will be refunded from the first term fees.

Writer for candidates under PwD category

Candidates belonging to the category of Persons with Disability (PwD) must attach with the Application Form a request letter, in case they

require the help of writer for taking the written test citing the reasons thereof and certificate from the competent authority of Government Hospital. Such candidates would be required to pay for the writer. No extra time will be given to candidates belonging to PwD category for taking written test as there will be a separate merit list for them.

Before filling the application form the candidate should ensure his/her eligibility for admission.

How to Apply

The application form along with other required enclosures, duly filled in, should be submitted w.e.f. November 15, 2011 to December 24, 2011 with the College Office either personally or by post/courier. Attested copies of certificates for educational qualifications and other documents would be required at the time of finalizing admission; however, self attested photocopy of caste/category certificate in respect of candidates belonging to OBC, SC, ST, PwD category should be attached with the application form. In case of OBC candidates, their class should not only be in state list, but in centre list also. Further they must satisfy the non-creamy layer criteria. Income proof of the parents' income should also be provided by them where applicable at the time of admission.

Candidates are advised to follow instructions for filling and submitting application form given in the back inside cover page.

CREDITS

Photographs

Anurag Khetan, Faraz Khair, Jhilmil Badlani, Kaveri Chhikara, Komal Goyal, Reechal Vardhan, Rukmini Choudhury, Shalvi Garg, Umang Manchanda, Shailesh Kumar Chawla, S. K. Choudhury

Cover Photographs

Kaveri Chhikara

Conception & Design

Soumitra Kumar Choudhury

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.



INSTRUCTIONS FOR FILLING AND SUBMITTING APPLICATION FORM

How to fill & attach Application Form and other enclosures

- A. The Application Form, Admit Cards and other required enclosures are placed in the prospectus. Fill information in the form and other enclosures neatly & carefully. Avoid cuttings.
- B. Paste your latest colour passport size photograph at appropriate places - one in the Application Form and remaining two in the Admit Cards.
- C. Arrange & staple forms and other enclosures in the following sequence:
 1. Acknowledgement Card (affix ₹ 5/- postage stamp)
 2. Admission Ticket (both cards 2A and 2B; **do not detach them**)
 3. Application Form (duly filled in & complete in all respects)
 4. Address sticker slip (your complete address for communication)
 5. A note about yourself (on paper enclosed)
 6. Photocopy of category certificate (those applying under reserve category)
 7. Envelope (write your name & address for correspondence neatly)

HOW TO SUBMIT APPLICATION FORM

In person:

Do not attach Acknowledgement Card with the application form and do not affix postage stamp on it.

The application form can be deposited with the college from 15-11-2011 to 24-12-2011 (Monday to Friday) from 9.00 a.m. to 1.00 p.m. and 2.00 p.m. to 4.00 p.m. on all working days.

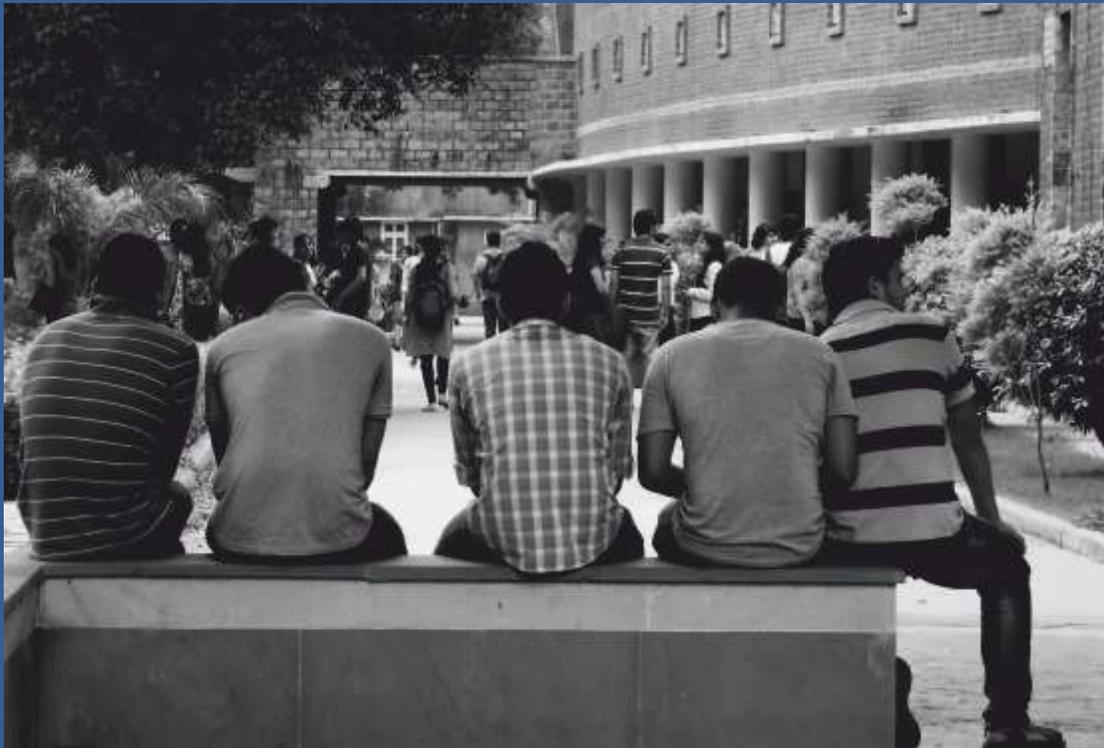
Admit card will be given at the time of submission of application form.

By post or courier:

Insert application form and other required documents in 9x6 inch printed envelope provided with the prospectus.

Send application form preferably by registered post or through any reliable courier as per your choice. The college will not be responsible for non delivery of application by post or courier.

Application form by post or courier must reach college on or before 24-12-2011. The college will not be responsible for any postal delays.



SHRI RAM COLLEGE OF COMMERCE

University of Delhi, Maurice Nagar, Delhi-110 007

Phone: (011) 27667905 • Fax: 27666510

Website: www.srcc.edu

Price of Prospectus

₹ 1,000/- (General Category)

₹ 600/- (Reserved Categories: OBC/SC/ST/PwD)