SCHEME OF EXAMINATION AND SYLLABUSES

MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS) (MBA -IB)

FOR THE EXAMINATION 2011-2012
SYLLABI FOR MASTER OF BUSINESS ADMINISTRATION
(INTernational Business) (MBA-IB) FOR THE EXAMINATION OF 2011-2012

Note:
1. Examination in each subject will be of 3 hours duration except for Global Strategic Management (MBAIB7101).
2. The duration of Global Strategic Management (MBAIB7101) will be 4 hours.
3. Maximum Marks for external/written examination is 50 marks and internal assessment is 50 marks except for seminar and workshop courses.

Instructions to the paper setters: (except for MBAIB7101: Global Strategic Management)
IF THERE ARE TWO UNITS: Set 10 questions in all. Five questions from each unit. The students are required to answer five questions in all selecting at least 2 questions from each unit.
IF THERE ARE FOUR UNITS: Set 10 questions in all. Two or three questions from each unit. The students are required to answer five questions in all selecting at least one question from each unit.
N.B: Use of non-programmable calculators by the students in the Examination Hall is allowed. The calculators will not be provided by the University.

SCHEME OF EXAMINATION FOR MBA (IB)

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TOTAL 600
### SECOND SEMESTER

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<td>OPERATIONS RESEARCH</td>
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<td>WORKSHOP ON RESEARCH METHODOLOGY</td>
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* At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 6-8 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester.

** Comprehensive Viva-Voce of 2nd Semester would be based on papers taught in 1st and 2nd Semester.

*** The Research Project will start from 3rd Semester. Though marks of this project will be counted in the 4th Semester only.

**** Comprehensive Viva-voce of the 4th Semester would be based on papers taught in 3rd and 4th Semester.
MBAIB6101: ORGANISATIONAL BEHAVIOUR AND INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Objective: This course emphasizes the importance of Human Capital in the organizations of today. It gives an insight to the students regarding individual and group behavior in any organization. It also provides a comprehensive overview of International Human Resource Management practices being used by IHRM practitioners in multinational enterprises.

UNIT I

Introduction to OB: concepts, role of OB in management practices; challenges and opportunities for OB, human behavior, perception, attitudes and job satisfaction in the context of globalization; leadership, motivation and communication.

UNIT II

Group process: group and intergroup behavior, group decision making, team management, power: concept, bases of power, work stress, organizational culture and organizational effectiveness.

UNIT III

Globalization: an HR perspective, HR challenges and opportunities: national differences facing operations- MNC perspective; ethical and socially responsible behaviour, careers in international business, choosing an international competitive strategy.

UNIT IV

HR policy frame and operations in global setting: distinctive features of HR functions and operations in global set-up; change management model; performance through technology in knowledge based organizations.
References


**MBAIB6102: MARKETING MANAGEMENT**

**Objective:** The course aims at making participants understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm with a view to better understand and appreciate the complexities associated with the marketing function.

**UNIT I**

Introduction to marketing: meaning, nature and scope of marketing; marketing philosophies; marketing management process; concept of marketing mix; market analysis: understanding marketing environment; consumer and organization buyer behavior; market measurement and marketing research; market segmentation, targeting and positioning.
UNIT II

Product planning and pricing: product concept; types of products; major product decisions; brand management; product life cycle, new product development process; pricing decisions; determinants of price; pricing process, policies and strategies.

UNIT III

Promotion and distribution decisions: communication process; promotion tools-advertising, personal selling, publicity and sales promotion; distribution channel decisions-types and functions of intermediaries, selection and management of intermediaries.

UNIT IV

Marketing organization and control: organizing for marketing, marketing implementation and control, ethics in marketing; emerging trends and issues in marketing – consumerism, rural marketing, societal marketing; direct and online marketing; green marketing, retail marketing, and customer relationship management.

References


**MBAIB6103: BUSINESS STATISTICS**

**Objective:** The objective of this paper is to acquaint the students with various statistical tools and techniques used to business decision making

**UNIT-I**
Construction of frequency distributions and their analysis in the form of measures of central tendency and variations, types of measures, Skewness-meaning and co-efficient of Skewness. Kurtosis. Index Numbers: Definition and Methods of Construction of Index Numbers; Tests of consistency, Base shifting, splicing and Deflation; Problems in construction, importance of index numbers in Managerial decision making.

**UNIT-II**
Correlation analysis- meaning & types of correlation, Karl Pearson’s coefficient of correlation and spearman’s rank correlation, regression analysis-meaning and two lines of regression ,relationship between correlation and regression co-efficient, time series analysis- measurement of trend and seasonal variations, time series and forecasting.

**UNIT-III**
Probability- basic concepts and approaches, addition, multiplication and Bayes’ theorem, probability distributions - meaning, types and applications, binomial, Poisson and normal distributions.
UNIT-IV
Statistical inference: Concept of sampling distribution, parameter and statistics, standard error.
Theory of estimation: Point and interval estimation, construction and confidence limits for mean.
Tests of significance-parametric v/s non-parametric tests, hypothesis testing, large samples, small samples- chı-square test, z-test, t-test, binomial test, analysis of variance.
Independence of Attributes, Goodness of Fit and Test of Homogeneity.

References

MBAIB6104: MANAGEMENT ACCOUNTING

Objective: The objective of this course is to acquaint the students about the role, concepts, techniques and methodology relevant to accounting function and to impart knowledge regarding the use of cost accounting information in managerial decision making.

UNIT – I
UNIT – II
Revenue recognition and measurement (AS 9), inventory valuation (AS 2), fixed assets (AS 10), depreciation accounting (AS 6), intangible assets accounting (AS 26), financial statement analysis, ratio analysis, common size statement, comparative statement analysis, trend analysis, cash flow analysis, accounting for price level changes, human resource accounting, social and environmental accounting.

UNIT – III
Cost accounting - objectives, cost accounting and management accounting, understanding and classifying costs, overhead allocation, preparation of cost sheet; introduction to methods of costing, techniques of costing, managerial costing and managerial implication, budgetary control, standard costing and variance analysis.

UNIT – IV
Contemporary issues in management accounting – value chain analysis, activity based costing and activity based budgeting, target and life cycle costing, quality costing.

References
MBAIB6105: SEMINAR ON FOREIGN TRADE POLICY AND MANAGEMENT

Objective: The objective of this course to make students understand set of guidelines and instructions established by the DGFT in matters related to the import and export of goods and services in India.

UNIT I
Global trade and its growth, India’s position in world’s trade, India’s recent trade policy: objectives and features; balance of trade & balance of payments; exchange control, exchange rate and its fixation; current and capital account convertibility and its impact on foreign trade, deemed exports.

UNIT II
Manufacturer exporters, merchant exporters; EOU/SEZ/AEZ biotech parks/food parks; export houses, trading houses, super trading houses and super star trading houses; export incentives including fiscal incentives; export promotional institutional set up; foreign direct investment in India, foreign collaborations; Indian joint ventures abroad; counter trade arrangements; projects and consultancy exports.

References
2. Current Foreign Trade Policy, Government of India.
5. Nabhi’s Board of Editors, How to Export, Nabhi Publications.
6. Nabhi’s Board of Editors, How to Import, Nabhi Publications.
MBAIB6106: SEMINAR ON MICRO ECONOMICS

Objective: The aim of the paper is to acquaint the management students to basic economic principles applied to study behavior of economic agents as consumers and as firms in different markets situations to maximize their objective functions.

UNIT I
Micro economics: meaning; importance and uses; interrelationship and difference between microeconomics and macroeconomics; basic economic problem; Demand analysis: law of demand and its exceptions; study of consumer behavior: utility, indifference curve and revealed preference approaches.

UNIT II
Theory of revenues: concept of average revenue (AR) and marginal revenue (MR); relationship between AR and MR curves; MR, AR and elasticity of demand; concept of costs; market models: price and output determination under perfect competition, monopoly and monopolistic competition with special reference to price discrimination, product differentiation and selling costs; theory of distribution: marginal productivity theory.

References
MBAIB6107: WORKSHOP ON BUSINESS COMPUTING

Objective: The objectives of this paper are to develop skills in handling computer and use it as a strategic resource in management.

UNIT-1
Overview of computer applications in public services, business and industry; Microsoft word – mail merge, hyperlinks and bookmark; Microsoft Excel – mathematical calculation, sorting, filtering, pivoting, chart, macro, using financial accounting and statistical formulae; introduction to database and operational level of any one corporate database viz. prowess

Unit-II
Network: services and its classification; knowledge management using internet; search engines, techniques to use search engine effectively; use of on-line databases (RBI/WB/IMF etc.) in terms of data extraction and report generation; html – basic html tags, web page designing using any software; application of computers in project management: features, capabilities & limitations of project management software (with reference to popular software viz. MS – project)

References
MBAIB6108: WORKSHOP ON BUSINESS COMMUNICATION

Objective: The course aims at developing the communication skills of students – both written communication and oral communication. The students will also be taught how to analyze cases and prepare case reports.

UNIT – I
An introduction to business communication; elements of the communication models, types of communication, barriers to communication; an introduction to the case method – steps in case analysis; principles of written communication; business letters – their basic qualities, opening and closing paragraphs, mechanics of letter writing, specific types of letters – routine letters, bad news letters, persuasive letters, sales letters, collection letters, job applications letters; internal communication through memos, minutes and notices.

UNIT – II
Principles of oral communication; speeches: speech of introduction, of thanks, occasional speeches, theme speech; mastering the art of giving interviews in the following – selection or placement interview, appraisal interview, exit interview; group communication – meetings and group discussions; report writing; principles of effective presentations including use of audio-visual media; business and social etiquette.

References

SECOND SEMESTER

MBAIB6201: INTERNATIONAL BUSINESS ENVIRONMENT

Objective: This course is intended to acquaint students with important facts of economics, to familiarize them with analytical tools that economists use to understand the role of International trade in the world economy. Also, to expose the future managers to various environmental factors like Economic, Socio- Cultural, Legal, etc.

UNIT I

Nature & scope of international economics; NIEO (new international economic order), India & global economy, theories of international trade in context of global trade, international equilibrium, terms of trade, basis and gains from international trade; world trade organization and India.

UNIT II

Trade barriers, international cartels, and international commodity agreements, transfer of technology, international monetary systems, regional trading arrangements, integration theory, foreign exchange markets, and exchange rate determination.
UNIT III
Changing dimensions of economic environment in India, economic systems and business environment, techniques of environmental scanning of selected industries, economic ideologies of major political parties

UNIT IV

References

MBAIB6202: INTERNATIONAL FINANCIAL MANAGEMENT

Objective: The objective of this course is to highlight opportunities and challenges of financial management in open economies characterized by large volumes of international trade and high international mobility of factors of production. In particular, the course will highlight the complications caused by the process of international investment decision making as well as the development of investment and hedging strategies on a multinational level.

UNIT I
Foundations of international financial management: globalization and multinational firm; the importance, rewards and risk of international finance; goals for international financial
management; exposure to international risk; international monetary system; balance of payments; foreign exchange markets; international parity relationships; forecasting foreign exchange rates.

UNIT II
International financial markets and institutions: international banking and money market; international bond market; international equity markets; futures and options on foreign exchange; currency and interest rate swaps; international portfolio investment.

UNIT III
Foreign exchange exposure and risk management: management of economic exposure; management of transaction exposure; management of translation exposure; management of political exposure; management of interest rate exposure; hedging against foreign exchange exposure; hedging through mixed currency invoicing; country risk analysis.

UNIT IV
Financial management of multinational firms: foreign direct investment and cross-border acquisitions, international capital structure and the cost of capital; international capital budgeting; multinational working capital policy and cash management; exports and imports; international tax environment; corporate governance around the world.

References

MBAIB6203: WORKSHOP ON FOREIGN TRADE DOCUMENTATION AND TRADE FINANCE

Objective: The course aims at providing and understanding of foreign exchange, export financing, Export – Import procedures and the various operations involved. The main emphasis is laid on developing a systematic approach to handling foreign trade transactions and the paper work thereto.

UNIT I

Documents for starting up a new export venture; aligned documentation system: meaning, rationale, various documents, EDI initiative; methods of payment: advance payment, open account, consignment sales, documents against acceptance (D/A), documents against payment (D/P), letter of credit; pre shipment credit: meaning, procedure, rates, documents needed; post shipment credit: meaning, procedure, types and documents needed.

UNIT II

Export credit and guarantee corporation (ECGC): export credit insurance, insurance policies, bank guarantees and special schemes, role of ECGC; theories and practice of foreign exchange rate determination, floating and fixed exchange rates; exchange control regulations and procedures in India, FEMA.

UNIT III

Processing of an export order: stages in implementing export transaction; procedures and documents related to quality control – ISO 9000, ISO 14000; marine insurance: types of marine insurance, marine losses, procedure and documents needed for claim.
UNIT IV

Customs and port clearance, Import procedures and documents, Incoterms 2000.

References

1. Current Foreign Trade Policy
2. Handbook of procedures Volume I & II.
3. Jain, S.C., Export Procedures and Documents
8. Varshney, R.L. and Bhattacharya, B., International Marketing Management, S. Chand

MBAIB6204: OPERATIONS RESEARCH

Objective: The objective of this paper is to acquaint the students with various quantitative techniques which are of great importance for quantitative decision-making.

UNIT I

Operations research: evolution, methodology and role in managerial decision making, linear programming: meaning, assumptions, advantages, scope and limitations, formulation of problem and its solution by graphical and simplex methods, special cases in simplex method, infeasibility, degeneracy, unboundedness and multiple optimal solutions, duality.
UNIT II

Transportation problems including transshipment problems: special cases in transportation problems, unbalanced problems, degeneracy, maximization objective and multiple optimal solutions, assignment problems including traveling salesman’s problem, special cases in assignment problems: unbalanced problems, maximization objective and multiple optimal solutions.

UNIT III

PERT/CPM: difference between PERT and CPM, network construction, calculating EST, EFT, LST, LFT and floats, probability considerations in PERT, time-cost trade-off, decision theory: decision making under uncertainty and risk, Bayesian analysis, decision trees.

UNIT IV

Game theory, pure and mixed strategy games, principle of dominance, two person zero sum game, queuing theory: concept, assumptions and applications, analysis of queue system, Poisson distributed arrivals and exponentially distributed service time models (MM1 and MMK), simulation; meaning, process, advantages, limitations and applications.

References

MBAIB6205: GLOBAL MARKETING MANAGEMENT

Objective: The objective of this course is to develop a conceptual framework of international marketing management. This paper develops further the knowledge already gained in marketing.

UNIT I
Introduction to global marketing, the process of international marketing and transition from domestic to transnational marketing, benefits of international trade, international marketing entry strategies; segmentation, selection of foreign markets and positioning strategies.

UNIT II
Product planning for global markets, standardization vs. product adoption, new product development and management of international brands, packing and labeling.

UNIT III
Global pricing strategies, environmental influences on pricing decisions, channel structure, channel strategies for foreign market entry; social and cultural environment and its influence on international marketing.

UNIT IV
Promotional strategies in international marketing, international marketing organization and control, emerging issues in global marketing, integrated approach to international marketing.
References


**MBAIB6206: WORKSHOP ON RESEARCH METHODOLOGY**

**Objective:** To develop understanding of business research methodology from a user’s perspective and a researcher’s perspective. The practical aspects of research methodology will be emphasized. This will help prepare students for their summer training in which students are usually assigned projects that involve use of research methodology including use of computer packages.

**UNIT – I**

Introduction to research in business, the research process, the research proposal; research design: classifications of research designs; exploratory research design, descriptive research design, causal research design.

**UNIT – II**

Use of secondary data in research, observation studies, surveys; Measurement, Measurement scales, Designing Questionnaires and Schedules.

**UNIT – III**

Sampling: determination of sample size; data collection and preparation, data entry; hypothesis testing including one sample tests and two- independent sample tests; report writing.
UNIT – IV

Techniques of multivariate analysis; analysis of variance (one way only), Discriminant analysis (direct method only), factor analysis, cluster analysis, multidimensional scaling, conjoint analysis

References


MBAIB6207 : SUMMER TRAINING AND VIVA VOCE*

MBAIB6208 : COMPREHENSIVE VIVA VOCE**
MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)  
M.B.A.-I.B.

Note: 1. Examination in each subject will be of the 3 hours duration except International Management Strategy & Policy (611)
2. The Duration of International Management Strategy & Policy (611) will be of 4 hours.
3. Maximum marks for external/Written examination is 50 marks and Internal assessment is of 50 marks.
4. Use of non-programmable calculators by the students in Examination Hall is allowed. The calculators will not be provided by the University.

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FOURTH SEMESTER

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<td>MBA-IB 614</td>
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INSTRUCTIONS TO THE PAPER SETTERS:

**IF THERE ARE TWO UNITS**: Set 10 questions in all. Five questions from each unit. The students are required to answer five questions in all selecting at least 2 questions from each unit.

**IF THERE ARE THREE UNITS**: Set 10 questions in all. Three or five questions from each unit. The students are required to answer five questions in all selecting at least one questions and more than two from each unit.

**IF THERE ARE FOUR UNITS**: Set 10 questions in all. Two or three questions from each unit. The students are required to answer five questions in all selecting at least one questions from each unit.

**IF THERE ARE FIVE UNITS**: Set 10 questions in all. Two questions from each unit. The students are required to answer five questions in all selecting at least one questions from each unit.
THIRD SEMESTER

MBA-IB 601 WORKSHOP ON TRUST PRODUCTS & MARKETS

Objective: In this course students will be expected to identify major export products of India and the special characteristics of different trade in regions. Problems relevant to the marketing of each product in specific countries would be identified. The students would be requested to suggest remedies for these problems and evolve appropriate strategies for different products for target markets.

Topics:

UNIT-I

EXPORT MARKETING OF THRUST PRODUCTS OF AGRICULTURAL AND AGRO-BASED PRODUCTS.

(a)

i) Tea and value added tea
ii) Fresh and processed foods
iii) Cashew Kernels
iv) Coffee
v) Spice
vi) Tobacco & tobacco manufactures
vii) Floriculture

(b)

i) Meat and meat Products
ii) Marine Products

(c) Textile and Jute Based Products

i) Jute and Jute Manufacture
ii) Cotton Textiles – Mill made and Handloom
iii) Woollen Fabrics and Knitwear
iv) Readymade Garments

(d) Handicrafts and Jewellery

(e) Leather and Leather Manufacturer, Including Leather Garments

(f) Materials and Ores.

(g) Engineering Products-Capital Goods; Consumer Durables, Electronics and software.

(h) Basic Chemicals Pharmaceuticals and Cosmetics.

(i) Services, including tourism shipping software insurance.
UNIT-II

Marketing characteristics of trading region-EU, NAFTA, S. America, Africa, ASEAN, W.Asia, Oceania, Japan and selected socialist countries including Russia.

UNIT-III

Develops marketing strategy for different markets. Submission and presentation of reports.

Reference:

1. J. W. E. ROWE  Primary Commodities in international trade.
2. Vadi; a; Dag  India Foreign trade
3. I.T.F.T.  a) Selected surveys of products and markets. 
           b) Trust sectors in Indian Exports survey and study team reports.
4. T.C.A.  Survey and study team Reports.
5. Arial Reports  If Exports Promotion councils
6. Survy reports of I.T.C. Geneva
7. Global
8. Studiec done by various chambers of commerce.
10. IEG International Business office.

MBA-IB : 602 : INTERNATIONAL MARKETING LOGISTICS-1

OBJECTIVE: The objective of this course is to apprise the student of the fundamentals of logistics as applied to international business. The various components of the international logistics system would be studied so as to enable the students to take up an integrated logistics decision.

TOPICS

UNIT-I

Marketing logistics system – concepts objective and scope, the system elements, relevance to international marketing. The concept of service. The transportation/activity – internal transportation inter state goods movement: General, structure of shipping: Characteristics, liner and tramp operations, code of conduct for liner conferences, freight structure and practice, chartering principles and practices.
UNIT-II

Technological developments in ocean transportation, containerization, inland container depots multimodal, transportation and CONCOR. Role of intermediaries including freight booking, shipping agents, C&F agents shipowner shipper consultation arrangements. Air transportation total cost concept, advantages, freight structure and operations.

UNIT-III

Post systems and sub-systems, port organization and management, responsibility of port-trust carriage of goods – legal aspects, warehousing and the concept of free trade zones. Inventory management-concepts and application to international marketing. The total cost approach to logistic.

References:

2. Bowersox Total logistics
3. Tockey International.
4. Annual Reports of CONCOR
5. Indian shipping
6. Annual reports of INSA

MBA-IB: 603 INTERNATIONAL FINANCIAL MANAGEMENT

OBJECTIVE: The orient the students with various tools, techniques and processes of international financial management.

TOPICS

UNIT-I

INTERNATIONALIZATION OF FINANCIAL FUNCTION

2. Objectives of International firm and impact of risk.
3. Financial function in multinational Corporation.
UNIT-II
FOREIGN EXCHANGE RISK
1. Foreign exchange market
2. Foreign exchange risk and exposure
3. Exposure information system
4. Strategies for exposure management and techniques for foreign exchange rate projections.

UNIT-III
MANAGING SHORT TERM ASSETS & LIABILITIES.
1. International working capital management.
2. Investment of international money market.
3. Euro currency and other important international money market
4. International ranking and payment settlement mechanism.

UNIT-IV
INTERNATIONAL INVESTMENT & FINANCING
1. International financial instruments and markets
2. Country risk analysis
3. Cost of capita and capital structure of multinational corporations
4. International investment management.
5. International mergers, acquisitions and divestitures.

UNIT-V
EMERGING ISSUES IN INTERNATIONAL FINANCE
1. Changes in International business and trade & its impact on international finance.
2. Recent changes in international money and capital markets.
3. Impact of international tax on international finance.

Books:
6. Frederick D S Choi : International Accounting and Finance.
MBA-IB 604 FOREIGN LANGUAGES GERMAN, FRENCH, RUSSIAN

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</tbody>
</table>

<table>
<thead>
<tr>
<th>Translation from Russian into English/Hindi/Punjabi.</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>(about 70 words)</td>
<td></td>
</tr>
</tbody>
</table>

| Translation from English/Hindi/Punjabi into Russian. | 10 |

<table>
<thead>
<tr>
<th>Composition on one of the following topics</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>(about 100 words in Russian Language)</td>
<td></td>
</tr>
<tr>
<td>1. My Family.</td>
<td></td>
</tr>
<tr>
<td>2. My Day</td>
<td></td>
</tr>
<tr>
<td>3. My native town/Village</td>
<td></td>
</tr>
</tbody>
</table>

Books Prescribed

1. V.N. Wagner-Russian
   Publishers: People’s Publishing House, Rani Jhansi Road, New Delhi.

LESSONS IN COURSE 1-20

BASIC GRAMMER IN COURSE: up to Lesson 31

   Available from: Punjab Book Centre, Sector-22, Chandigarh
   (near to the petrol pump showrooms).
   Books Recommended for additional reading

1. G - Mukerjee - BASIC RUSSIAN

2. A. K. Maurya – ESSENTIAL RUSSIAN -I
   (Publishers: University of Delhi, Delhi.

3. ENGLISH-RUSSIAN PHRASE BOOK COMPLIER: S.C.V. NEVEROV
   (A POCKET INTERPRETER)
   Publisher: FOREIGN LANGUAGES PUBLISHING HOUSE, MOSCOW.
4. N.V. Chekhov, Robinson, M kimov : KARTINNY SLOVAR RUSC KOGO
Publishers : UCHPEDGI MOSCO. YAHEYKA-I (Picture Dict.of Russian Language)

Note: This course is designed to be covered in about SEVENTY HOURS during FOURTEEN WEEKS of Teaching of Russian at the Department of Commerce & Business Management, P.U.CHD.

MBA-IB 604 FRENCH (3rd Semester)

Objective: The objective of the course is to introduce to the student to the basis of French Language.

1. Questions on civilization from the prescribed textbook (only objective type questions) 10 marks
2. Comprehension of an easy unseen passage. 10 marks
3. Questions on applied grammar pertaining to the prescribed text book (Unit 1-6) 20 marks
4. Translation of an easy unseen passage or short sentences from English to French (5 marks) and French to English (5 marks) 10 marks

50 marks

Reading:

Campus-I Methode de francais, Jacky Giradet Jacques Pecheur, CLE International, Paris 2002 (Unit 1 to 6)
MBA-IB  613  FRENCH (4th Semester)

Objective: The objective of the course is to introduce to the student to the basis of French Language.

Theory Paper

1. Comprehension of an easy unseen passage. 10 marks
2. General Questions based on the topics covered in the text book including questions on Civilization (objective type or very short type questions) 10 marks
3. Composition of a dialogue/letter 10 marks
4. Grammar from prescribed textbook (Unit 7 to 12) 20 marks

Reading:

Campus-I: Methode de francais, Jacky Giradet Jacques Pecheur, CLE International Paris 2002 (Unit 7 to 12)

MBA-IB  605  LAWS FOR INTERNATIONAL BUSINESS

Objective: The objective of this course is to expose the participants to the basic legal principles and issues involved in international business.

UNIT-I


UNIT-II

Books and Journals


MBA-IB : 606 WORKSHOP ON INTERNATIONAL MARKETING RESEARCH

Objective : The objective of this course is to acquaint with the importance of overseas marketing information for decision making. The course will also highlight the considerations and issues that are unique to international marketing research.

UNIT-I

An overview of International marketing research-scope, importance, phases, issues, international Marketing Research including those of administering it. Secondary sources of data in international marketing research-uses of secondary data, important sources of secondary data, Application of International Marketing Research to Marketing Mix Elements.

UNIT-II

For the various stages of the research process special issues relating to international marketing research primary data collection, instrument designing, scaling, sampling, data collection, data analysis especially multivariable analysis especially multivariate analysis.

References:

1. I.T.C. Ganeva Manual for Export Marketing Research
2. Susan P Doglous ani sameul Gaig. International Marketing Research
3. Robert Ferber Handbook of Marketing Research
5. Boyd Westfall Marketing Research, Text and Oases
6. Naresh Malhotra Marketing Research, an applied Orientation
MBA-IB : 607 : SEMINAR ON OVERSEAS PROJECT PLANNING AND EXPORTS

UNIT-I


Memorandum of Association.

Export potential of project overseas-including sector wise and country wise analysis.
Marketing of overseas projects
Tendering, sub contracting and joint bidding.

UNIT-II

Risk identification and Mitigation. Financing of overseas projects. Foreign exchange regulations regarding overseas transactions tax benefit.
Import of technology and buy-back arrangements.
Strategies, pursued by selected countries/companies.
Settlement of disputes.

References:

IIFT International tendering- principles and practices.
EXIM Bank Rules and regulations of Project Exports from India.
EXIM Bank Annual Reports.
MBA-IB 608 SEMINAR ON MERGERS, ACQUISITIONS & COLLABORATIONS

Objective: The objective of this course is to expose the students to the philosophy and the methodology underlying mergers and acquisitions.

UNIT-I
Types of Mergers, Reasons for Mergers, Legal, Tax and Accounting aspects of Mergers, Benefits and Costs of Mergers, Evaluating a Merger within the Capital Budgeting Framework, Determination of Exchange Ratio, Valuation of a Purchase of Plant/Division. The Valuation of Brand and Intangibles.

UNIT-II
Takeover: Regulation of a takeover, Pros and Cons, Planning the Acquisition Program. Managerial Response to Corporate takeover. Ethics in Corporate Takeover. Sell offs and changes in ownership: Motives for an evaluation of a Divestiture, Rational for spin offs and split ups, Rationale for Privatisation, Models of Privatization, Risk and Rewards of LBO Joint Ventures.

MBA-IB 611 GLOBAL STRATEGIC MANAGEMENT

Objective: The Course will deal with strategic management issues in the context of the firms that operate in more than one country. Extensive case studies of companies operating at the international level will provide the basis for comprehensive analysis of strategic management issues.

End Semester Examination: It will be for a duration of four hours. There will be a compulsory case for 30 marks. In addition there will be two questions each from Unit I and Unit II. The candidate has to answer one question from each unit.

UNIT-I
- Concept of strategy including global strategy.
- An overview of formulation and implementation of global strategy.
- Analysing the external environment especially the tools of analysis.
- Culture and global strategy
- Analysing company resources and capabilities
- Personal goals of top management.
- Corporate level strategy including vertical integration, diversification. Strategic alliance and acquisition.

UNIT-II

- Entering foreign markets.
- Business level strategies.
- Functional level strategies
- Strategy and technology
- Evaluation of strategy
- Implementing strategy
- Organization structure and strategy
- Management structure and strategy
- Management of political risk and negotiation
- Governing the corporation around the world.

References

Deresky, Helen  International Management: Managing Across Borders and Culture Pearson Education.

Hill, Charles W.L. and Arun Kumar Jain  International Business Competing in the Global Market Place The McGraw Hill Company

Hill, Charles W.L. And Gareth R Jones  Strategic Management: An integrated approach Biztantra

Hitt Michael A.R. Duane Lreland and Robert E Hoskisson  Strategic Management : Competitiveness and Globalization. Thomson, South Western

Pathak Arvind, Rabi S Bhagat and Roger J Kashlak  International Management Tata McGrow Hill

Peng Mike W  Global Strategy : Thomson

Rugman, Alan M  International Business: A Strategic Management Approach

Taggar James H & Michael C McDermot  The Essence of International Business Prentice Hall

Thakur Manab, Gene E Burton and B.N. Srivastava  International Management Concept and Cases Tata McGraw Hill Co.
MBA-IB : 612 WORKSHOP ON CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS

Objective : The objective of this course is to acquaint and update the students with regard to the latest trends in international business. The course would identify the Major current environmental forces affecting international business, the major foreign and domestic institutions involved and future challenges in International Business.

UNIT-I

Environment for International Business-Economic, cultural, Political Legal-Models with regard to study of these forces.

UNIT-II


UNIT-III


Books & Journals


Journals

MBA-IB 613 FOREIGN LANGUAGES RUSSIAN

Total Marks : 100
Internal Assessment : 50
Written Paper : 50
Max. Marks : 50

Written Paper Time allowed : 3 hrs.

1. Questions on grammar  
   (3 questions out of 5 to be attempted )
   12

2. Questions of Tests Studied  
   (3 questions out of 6 to be attempted )
   9

3. Translation from English/Hindi/Punjabi. into Russian  
   (about 50 words)
   10

4. Translation from Russian into English/Hindi/Punjabi.  
   (about 70 words)
   9

5. Composition on one of the following topics  
   (about 100 words in Russian Language)
   10

   1. Visit to an International Trade Exhibition/Fair.
   2. Latter to an Russian trade partner to visit India.
   3. Indo-Russian Trade.

Books Prescribed

1. V.N. Wagner-Russian  
   Publication : People’s Publishing House, Rani Jhansi Road, New Delhi.
   LESSIONS IN COURSE 21-35 Essential Grammer upto L.46

   Available from : Punjab Book Centre, Sector-22, Chandigarh

3. English-Russian Phrase Book Complied : S.V. Neverov  
   (A Pocket Interpreter)  
   Publishers : FOREIGN LANGUAGES PUBLISHING HOUSE, MOSCOW.

   recommended for additional reading (Publ:- Russky Yazyk, Mos.85).
1. G-Mukerjee—BASIC RUSSIAN

2. A.K. Maurya—ESSENTIAL RUSSIAN -I
(Publishers: University of Delhi, Delhi.


4. N.V. Chekhov, M.F. Robinson, H. G. Hakimov: Kartinny slovar
Usarcge Yasyka-1 (Picture Dictionary of Russian Language

5. ILLUSTRATED HISTORY OF THE USSR (Feudalism, Capitalism, Socialism
Authors: Viadimir Pushute etc.)

Note: This course is designed to be covered in about 50 hours during ten weeks of teaching.

MBA-IB 614 WORKSHOP ON INTERNATIONAL MANAGEMENT INFORMATION SYSTEM

Objective: Information is vital for any business enterprise. This Course prepares the students to plan and build an information base for an enterprise operating in an international environment.

UNIT-I
Introduction to management information system. Objective and role of NIS in international Business Computer and MIS.
Communication Concepts, Internet usages in International Business.
Enterprise Resource Planning.

UNIT-II
Planing and Design of MIS for International Business.
MIS in Fundtional areas of International Business: Marketing, Finance, Human Resources, Operations.
Problems associated with MIS Design and Implementation.
Cost Benefit Analysis. Future Trends in MIS.
Data Base Management Systems.
Decision support system.
References:

Murdick Ross and cloggett Information system for Modern Management, PHI, New Delhi.
J Kanter Management oriented information System.PHI
London & London Management Information System PH I
Jarre, O Brien Management Information Systems-A
Managerial End user Perspectiver
Galgotia Publ., New Delhi

Reference:

2. J Boddewyn Comparative Management and Marketing
4. Waren Keegan Multinational Marketing
5. Anant R Negandhi and Comparative Management
   S. B. Prasad
6. Stanley M Davis Comparative Management

MBA-IB 615 COMPARATIVE INTERNATIONAL MANAGEMENT

OBJECTIVE: This course analyses the business system of a variety of nations as well as the influence of environmental factors and internal forces on their development. It covers the performance of the industry, the industrial polices, Government/business relations ships and relations between industry, workers and unions.

TOPICS:

UNIT-I

UNIT-II
International comparison regarding corporate planning, organization behavior, motivation, job satisfaction, employee attitudes leadership and styles of management in India, Japan, U.S. Western Europe E.Europe, Africa and America. Marketing management in different cultures. Concept of Efficiency and profitability.

MBA(IBM) -615(2) INTERNATIONAL MARKETING LOGISTICS-11

OBJECTIVE: This course develops on the conceptual framework adopted in the first paper of the course. The course would cover detailed aspects with regard to containers, ports, airports and issues related to technology and administration of logistics infrastructure

UNIT-I
Growth of shipping industry, Types of ships, ship sizes, Future trends. Historical growth of Indian ports, present status of ports, port capacities, Quay and storage operations, Berth through put, Dry ports.

UNIT-II
General cargo operations, Break-Bulk terminal operations growth of containerization-present status, future trends Port Law: Legal liability, Bailment, Liens, Marine Insurance – insurance policies and terms.

UNIT-III
Air cargo transportation, Air Terminal operations, Cargo Tariffs Air Traffic containers.

References:
1. UNCTAD studies on container Terminal operations and Break Bulk Terminal Operations.
2. Yearbook of Indian ports association.
3. UNCTAD studies on Port Planing
4. World Bank Report on JNPT
5. Reports of Container Corporation of India.