PANJAB UNIVERSITY, CHANDIGARH

FACULTY OF BUSINESS MANAGEMENT & COMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES OF READING

FOR

P.G. Diploma in International Business (Off Campus)

For the examination of 2011-2012
Syllabi for Post Graduate Diploma in International Business (off campus)  
(Scheme of the Examination) 2011-2012

Note:  
1. Examination in each Subject will be of 3hrs. duration.  
2. Maximum Marks for external/written exam is 80 marks and internal exam. is 20 Marks.

Instruction to the paper setter.

Set 7 questions in all from the whole syllabus. The students are required to attempt five questions.

### 1st Semester

<table>
<thead>
<tr>
<th>Title</th>
<th>Marks</th>
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<tbody>
<tr>
<td>PGDIB (o) 01. International Marketing</td>
<td>100</td>
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<tr>
<td>02. International Accounting</td>
<td>100</td>
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<tr>
<td>03. International Financial Management</td>
<td>100</td>
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<td>04. Management Information Systems</td>
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<td>05. Strategic Management</td>
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<td>06. Market Research</td>
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Total: 600

### 2nd Semester

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<tr>
<td>PGDIB (o) 07. Managing Technology</td>
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<tr>
<td>08. International HRM Practices</td>
<td>100</td>
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<tr>
<td>09. Business Law</td>
<td>100</td>
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<tr>
<td>10. International Business Economics</td>
<td>100</td>
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<tr>
<td>11. Global Trade Environment</td>
<td>100</td>
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<tr>
<td>12. International Logistics</td>
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Total: 600
Post Graduate Diploma in International Business (PGDIB)

SEMESTER-I

Subject 01 : International Marketing

- Meaning and scope of international marketing, difference between domestic and international marketing. Direction & composition of Indian exports.
- International marketing tactics, reasons for entering export marketing and organization of an export department.
- Indian export and import policy, export promotion organizations, export incentives.
- International economic environment, world trade tariff and non-tariff restrictions, role of WTO and trading blocks, international monetary system.
- The procedure and practices of processing of an export order, producing for exports, export quality control: export finance, shipment and procedures thereof.
- Export documents, processing of an export order, organization and structure of export and import houses.
- The selection of export markets, planning of export marketing strategy-product, pricing, promotion, and distribution channels. International marketing research.


Subject 02 : International Accounting

- Accounting Cycle, Preparation of financial statements of an organization (with adjustments).
- Introduction to recent development in cost management- Target costing, Kaizen costing and activity based costing.
- Introduction to emerging dimensions in accounting- Price level accounting, human resource accounting Social Accounting.
- **Cost Accounting**—Meaning, Scope and Classification of costs. Absorption costing, marginal costing, break even analysis, use of cost data in managerial decision making.


### Subject 03: International Financial Management

1. **Intricacies of Foreign Exchange Markets**
   - Spot and Forwards Exchange Rates.
   - Eurocurrency and Domestic Interest Rates.
   - Quotations and market rules.

2. **Parity conditions in International Finance**
   - Purchasing Power Parity
   - Covered Interest Parity
   - Real Interest Parity
   - Parity Conditions and Managerial Implications

3. **Forecasting Exchanges Rates.**
   - Fundamental Factors Affecting Exchanges Rates
   - Time Series Forecasting Models

4. **International Sources of Finance for the Firm**
   - Bond Financing (Fixed and Floating Rate Notes)
   - Loan Financing (Syndicates Loans)
   - Securitised Financing (Euronote)
   - Equity Financing (GDR and ADR)
   - Features of Loan Agreements: Loan Negotiations

5. **International Financing Decision**
   - Issues in Overseas Funding Choices
   - Economic Circumstances and overall Funding Choices
   - Funding and Risk Management Aspects
6. **Analysis of International Capital Budgeting, Cost of Capital of a Foreign Investment**

7. **Foreign Exchange Risk Management**
   - Conceptual Overview
   - Nature of Exposure (Economic, Transaction, Translation)
   - Hedging and Speculation

8. **Derivatives and Exposure Management**
   - Currency Forwards
   - Currency Options
   - Currency Futures
   - Currency Swaps
   - Interest Rate Risk Management

9. **Framework of Managing Exposures, Accounting, Implications of Forex Transactions**
   - Derivatives Accounting. Risk Management in a Treasury


**Subject 04 : Management Information System**

- **Introduction** : Definition & Significance, Evolution, MIS Support for Programmed and Non-Programmed Decision Making, Model of Decision Making.
- **Structure of MIS** : Based on Management Activity & Organisational Function. Conceptual & Physical Structure of MIS.
- **Information Concept** : Definition of Information Information Presentation, Presentation, Quality of Information.
- **ERP** : An Introduction Application Examples of Information Systems.
  1. Kronekey Data Base Processing Pearson Education.
  2. S.K. Singh Data Base System Pearson Education.
Subject 05: Strategic Management

- Definition, nature scope and importance of strategy; and strategic management (Business policy). Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists.


- Internal Appraisal. The internal environment, organizational capabilities in various functional areas and strategic Advantage Profile. Methods and techniques used for organizational appraisal (Value chain analysis, Financial and non financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating). Identification of critical Success Factors (CSF).

- Environmental Appraisal-Concept of environment, components of environment (Economic, legal social, political and technological). Environmental scanning techniques ETOP, OUEST and SWOT (TOWS).


- Strategic Analysis and choice-Corporate level analysis (BCG, GE Nine-cell. Hofer’s product market evolution and Shell Directional policy Matrix). Industry level analysis; Porter’s five forces model. Qualitative factors in strategic choice.


- Strategic control and operational control. Organisational systems and Techniques of strategic evaluation.


Hill, “Strategic Management”. 
Subject 06 : Market Research

- Introduction to Research : Definition, Scope, Limitations, and Types.
- Objectives of Research.
- Research Process.
- Research Designs.
- Data Collection : Secondary Data, Primary Data and Methods of Collection.
- Scaling Techniques : Concept Types, Rating scales & Ranking Scales.
- Scale Construction Techniques, Multi Dimensional Scaling.
- Designing Questionnaire.
- Interviewing.
- Sample Size Decision.
- Small & Large sample Tests, Tests of Significance based on T. F. Z test and Chi-Square Test.
- Tabulation, Coding, Editing.
- Interpretation and Report Writing.

SEMESTER-II

Subject 07 : Managing Technology

- Electronic Data Interchange, EDI Applications in Business, EDI : Legal, Security and Privacy.
- Issue, EDI and Electronic Commerce.
- IT Act 2000 : Law related to IT security, data communication, digital signatures etc.
- IT Enabled Services; Call Centre, Medical Transcription, technical writing, tele marketing.

2. Fredruck Betz, “Managing Technology” Prentice Hall.

Subject 08 : International HRM Practices

- Managing Human Resources in foreign subsidiary : Cultural & Behavioral differences in different countries, cross cultural studies of Hofstede, Kluckhohm & Stoodbeck : Ethical relativity versus ethical absolutism.
- IHR planning & staffing : Practices & problems
- Training & development : General practices, approaches & short comings.
- Appraising performance of subsidiary staff : Appraisal systems, acceptance & resistance.
Expatriates: Determination of needs, selection process, attributes contributing to success & failure, special issue of female expatriates, expatriate re-entry.

Accommodating & training of the family members: Education & vocational guidance, amenities & facilities.


Subject 09: Business Law

1. Contract Act
   - Contract Vs. Agreement
   - Element of valid contract
   - Offer and Acceptance rules regarding revocation of offer and acceptance
   - Standard form contract—a new innovation to suit the needs—consideration—Essential elements. Exception to the Rule—No consideration no contract—privity of contract and consideration
   - Capacity to contract
   - Free consent—Coercion, undue influence, misrepresentation, fraud
   - Mistake—as to identity, as to subject matter, as to nature of promise
   - Legality of the object—void agreement, voidable agreement, agreements opposed to public policy
   - Discharge of contract—modes of discharge, by performance, by impossibility, by agreement, by breach
   - Damages—Rules, remoteness of damages, measure of damages, liquidated damages and penalty
   - Quasi contract or certain relations resembling those created by contract
   - Bailment—Duties of bailer & bailee
   - Law relating to agency-types of agency, agentis responsibility and rights
2. **Companies Act, 1956**

- Company ñ meaning & characteristics and kinds
- Lifting the corporate veil
- Registration & Incorporation
- Memorandum of Association
- Doctrine of Ultravires
- Consequences of Ultravires transaction
- Articles of Association
- Rule of Constructive Notice
- Doctrine of Indoor Management
- Prospectus
- Shares
- Shareholders & Members
- Directors : Position, appointment, removal, power & duties
- Meetings
- Majority powers & minority rights
- Prevention of oppression and mis-management
- Winding up
- Winding up by court
- Voluntary winding up
- Winding up subject to supervision of court
- Conduct of winding up

3. **Partnership Act, 1932**

- Nature of partnership
- Relation of partners ñ Inter se
- Relation of partners to third parties
• Incoming and outgoing partners
• Dissolution of firm
• Registration of firms


Subject 10 : International Business Economics

1. International Monetary Systems
   • International Business Environment
   • International Monetary System
   • European Monetary System and Emergence of Euro

2. Developing Countries’ Concerns
   • Exchange Rate Policy of Developing Economies
   • India’s Exchange Rate Regimes and Experiences
   • Nominal vs Real Exchange Rates, Bilateral vs Effective
   • Exchange Rates and the Economy

3. International Financial Flows
   • Emergence of International Financial Intermediation
   • Recent Changes in the International Finance
   • Resource Flows in Developing Countries

4. Emerging Market Analysis
   • Country Risk Analysis
   • Foreign Investment Analysis : Direct and Portfolio
   • Currency Convertibility : Current Account and Capital Account
   • South Asian Currency Crisis
5. **International Trade**
   - Developments in International Trade Theory
   - Trade Policy Instruments and Liberalization
   - World Trade Organization

6. **Legal Dimension in International Business**


**Subject 11 : Global Trade Environment**

**I. Background of International Trade**

- The Global Economy & Trade
- The need for International/Global Trade
- The theory of trade and investment
  - Classical trade theory
  - Factor propositions trade theory
  - International Investment and product cycle theory
  - The New Trade theory : Strategic Trade
  - The theory of International Investment
- Gains for International Trade, Economic Development
- Tariffs and Non-tariff barriers to trade

**II. The Environment of Global Trade**

- The cultural environment
- Regional economic integration
- Understanding emerging markets
- The international monetary system and financial environment
III. Strategy & opportunity assessment for the international environment/global environment
   * Country competitiveness/global market opportunity assessment
   * Entering & operation in International Markets

IV. Functional Area Excellence
   * Global sourcing
   * Strategic Planning, Organisation Implementation & Control
   * Marketing Strategy
   * Human Resource Management Strategy

V. International Global Environment Framework
   * The future challenges of global trade
   * Political Risk & Negotiation Strategies
   * Emerging trends in International Global Environment

Reference: International Business by Czinkota; International Business by Rugmen

Subject 12: International (Trade) Logistics

1. Introduction to Logistics and Supply Chain Management
2. Supply Chain Drivers and Obstacles
3. Logistical Activities
4. Demand management and Forecasting in a Supply Chain
5. Planning Supply and Demand in Logistics and Supply Chain Management
6. Warehousing Decisions and Facilities Location in a Supply Chain Network
7. Planning and Management Inventory in a Supply Chain
8. Transportation Network Design and Information Technology
9. Organization of the Supply Chain
   - Supply Chain Synchronization
   - Supply Chain Performance Measurement
   - Sourcing and Procurement