

Syllabus and Ordinance for MIB Course

Department of Business Management

H.N.B. Garhwal University, Srinagar, Garhwal

(Copy of Syllabus based on Credit System for two year full time Master in International Business (MIB) Degree Course has been approved by Board of Studies in its meeting held on 5 September, 2013 in Department of Business Management and Academic Council meeting held on 7 September, 2013, H.N.B. Garhwal University. This syllabus has come in force w.e.f. Session July, 2013 onwards)

1. Two Year Full time MIB Degree Course: There shall be full time Master's Degree in International Business (M.I.B.) The duration of the Programme shall be two years (Two Academic Years of Four Semester of six month each). Accordingly each year is divided in two semester- First and Third Semesters from July to December and Second and Fourth Semesters from January to June. The Examination for First and Third Semester shall ordinarily be held in the month of December and for Second and Fourth semester in the month of May or on such dates as convenient to the University.

2. Intake: Total number of seats: There shall be a maximum 78 seats for each year or such number of seats as may be approved by the University. The reservation policy will be applicable as laid down by the Central Government. **Course Fees:** The Fees and other charges for the Course and norms for refund of fees shall be as prescribed by the University from time to time.

3. Eligibility for Admission to the Programme: No students shall be eligible for admission to 2Year full time MIB Degree programme unless he/she has completed 3year Degree course University/Autonomous Institution.

4. Admission Procedure: Admission to Two year full time MIB Degree Programme shall be through entrance test conducted by the University or such by such agency as may be authorized by the University. The merit for admission shall be prepared on the basis of written test, Group Discussion and Personal Interview conducted by Head/coordinator of the MIB Programme.

5. Examination: Examination and evaluation shall be as per the University rules.

6. Course Numbering/coding: For 2 year full time MIB Degree course, the course structure shall be as per the following subjects, numbers and codes:

MIB -I Semester (All Papers are Compulsory-Total credits-18)

Paper Code	Subject/Paper	Credit	L	T	P
BM/SOM/C-IB101	Management Concepts and Organizational Behaviour	3	3	0	0
BM/SOM/C-IB102	Business Statistics	2	2	0	0
BM/SOM/C-IB103	Managerial Economics	3	3	0	0
BM/SOM/C-IB104	Accounting for Decision making	3	3	0	0
BM/SOM/C-IB105	Computer applications in Business	2	2	0	0
BM/SOM/C-IB106	International Business Environment	2	2	0	0
BM/SOM/C-IB107	International Trade and Policy Framework	3	3	0	0

MIB-II Semester (All Papers are Compulsory-Total credits-18)

Paper Code	Subject/Paper	Credit	L	T	P
BM/SOM/ C-IB201	Operations Research for Business Decisions	3	3	0	0
BM/SOM/ C-IB202	Managerial Finance	3	3	0	0
BM/SOM/ C-IB203	International Marketing	3	3	0	0
BM/SOM/ C-IB204	International Trade Procedure and documentation	3	3	0	0
BM/SOM/ C-IB205	International Marketing Research	3	3	0	0
BM/SOM/ C-IB206	Marketing Management	3	3	0	0
BM/SOM/ SS-IB207	<i>(Self study Course) Professional Communication</i>	3	3	0	0

(6-8 weeks Compulsory Summer Training after MIB-Second Semester)

MIB-III Semester (All Papers are Compulsory-Total credits-18)

Paper Code	Subject/Paper	Credit	L	T	P
BM/SOM/C-IB301	International Management	3	3	0	0
BM/SOM/C-IB302	Services Marketing and CRM	3	2	0	0
BM/SOM/C-IB303	E-Commerce	2	2	0	0
BM/SOM/C-IB304	Legal dimensions of International Business	3	2	1	0

BM/SOM/C-IB305	International Finance	3	2	1	0
BM/SOM/C-IB306	Foreign Language (French)	2	2	0	0
BM/SOM/C-IB307	Project Report & Seminar based on Summer Training	2	0	0	2
BM/SOM/SS-IB308	(Self Study Course) Business Ethics	3	3	0	0

MIB-IV Semester (All Papers are Compulsory-Total credits-18)

Paper Code	Subject/Paper	Credit	L	T	P
BM/SOM/C-IB401	Global Strategic Management	2	2	0	0
BM/SOM/C-IB402	Cross-Cultural Consumer Behaviour	3	3	0	0
BM/SOM/C-IB403	Foreign Exchange Management	3	3	0	0
BM/SOM/CIB-404	International Advertising and Brand Management	3	3	0	0
BM/SOM/C-IB405	International Logistics & Supply Chain Management	3	3	0	0
BM/SOM/C-IB406	Project Report- Dissertation	2	0	0	2
BM/SOM/C-IB407	Viva-Voce (External Exam)	2	0	0	2
BM/SOM/SS-IB408	(Self Study Course) Disaster Management	3	2	0	1

7. The Credit Based Course Structure of 2-Year full time MIB Degree Programme is structured as below:

Course with Credits	Semester - I	Semester - II	Semester- III	Semester- IV
Core Subjects	18	18	9	9
Elective Subjects	-	-	9	9
Self Study Course	-	3	3	3

Code number mentioned above the words denotes as –**BM**-Business Management **SOM**- School of Management, **C**-Core Subject, **E**-Elective subject, **IB**-International Business **L**-Lecture, **T**-Tutorial, **P**-Practical, **The rest of provisions as per common Ordinances of University shall be Applicable.**

HNB Garhwal University, Srinagar, Garhwal

Pattern for Question Paper Setting for MIB Course

Paper Code- _____ Name of the Subject..... MIB- Semester _____
 External Examination paper in each subject will carry maximum **60** marks normally divided into 4 questions. There will be a compulsory Case Study or some problem seeking solution under question 1. There will be total 4 questions all of which have to be attempted. Each of the other two questions will include an alternate choice.

Note: All questions have to be attempted **Time -2 Hours**

- Short Case Study/Problem–Case study/ Problem given should not be of more than 600 words. Finance Group papers may include numerical/practical questions. (14Marks)
- Write short notes on any **four** of the following : (4 marks each)

(a)	(e)
(b)	(f)
(c)	(g)
(d)	(h)

3. Describe XYZ? (Long answer type questions) (15Marks)

OR

Describe ABC?

4. Discuss ABC? (Long answer type questions) (15Marks)

OR

What is XYZ?

BM/SOM/C-IB103 Managerial Economics

1. Managerial Economics-Nature, Scope, Economic Theory and Managerial Theory, Objective of a firm, Fundamental Economic Concepts-Incremental Principle, Discounting Principle, Equi-Marginal Principle. Risk and Uncertainty
2. Demand and its Determination: Concept of Demand, Demand Function, Determinants of Demand, Demand Elasticity, Price, Income and cross elasticity of demand, Uses of Elasticity for analyzing demand, Demand estimation, Demand forecasting, Method of forecasting, Demand Forecasting of new product.
3. Production Theory: Production Function, Production with One and Two Variable Inputs, Stages of Production, Economies of Scale and Break even Analysis. Estimation of Production Function, Cost theory and estimation, Economic Value Analysis. Short and Long Run Cost Function-Their Nature, Shape and Interrelationship. Law of Variable Proportions, Law of Return to Scale.
4. Price Determination Under Different Market Conditions–Pure and Perfect Competition, Monopolistic Competition, Oligopoly, Monopoly Competition, Discriminating Monopoly, Social Cost of Monopoly, Oligopoly and Barrier to Entry, Pricing Practices, Types of Pricing Practices
5. National Income and Accounting, Inflation, Business Cycles-Nature and Phases of business cycle. Monetary and fiscal policies and its effect on Business and Investment.

Suggested Readings:

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|------------------------------|--|
| 1. Adhikari, M. | Managerial Economics |
| 2. Artis, M. | Macro-Economics |
| 3. Bayes Michael R. | Managerial Economics and Business Strategy |
| 4. Craig PH and W.Cris Lewis | Managerial Economics |
| 5. Dwivedi DK | Managerial Economics |
| 6. Shapiro,Edward | Macro-Economic Analysis |

BM/SOM/C-IB104 Accounting for Decision Making

1. Financial Accounting-Nature, Scope and Importance, Basic Accounting Concepts and Conventions, Recognition of Revenue and Expenses.Accounting Cycle and Accounting Equation, GGAP and Accounting Standards-India and International.
2. Accounting books and Final Accounts, Journal, Cash Book, Sales Book, Purchase Book, Preparation of Trial Balance, balance sheet, Depreciation, Trading account, Profit &Loss account, Bank reconciliation statement
3. Final Accounts of Companies- an Overview. Importance of Corporate Accounting. Financial Statement Analysis, Ratio Analysis.
4. Cost Accounting: Nature, Scope and Importance of Cost Accounting. Elements of Cost, Different Types and Methods of Costing. Cost Classification, Cost Sheet.
5. Cost Ascertainment: Unit Costing, Job Costing, Process Costing, Contract Costing, Reconciliation of Cost and Financial Accounts.
6. Standard Costing- Variance Analysis Method, Labor and Overhead Variances.

Suggested Readings:

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|---------------------------------------|--|
| 1. Antony Robert & David Howkins | Accounting text and Cases |
| 2. Bhattacharya, S.K and John Dearden | Accounting for Management |
| 3. Charles.T Horngree | Cost accounting: A Managerial Emphasis |
| 4. Garrison, Ray H. and E.W. Noreem | Managerial Accounting |
| 5. Jawahar Lal | Financial Accounting |
| 6. Jawahar Lal | Advanced Management Accounting |
| 7. Pandey, I.M | Management Accounting |

BM/SOM/C- IB105 Computer Applications in Business

1. Information Technology: Changing decision- making scenario and role of IT. Information needs and information systems. Information generation process. Quality of Information– adding value to Information. Role of IT in information generation and Value addition.
2. Computer System as Information processing system: Types of computer system, hardware options- CPU, input devices, output devices, storage devices, communication logistic, bar coding and management system.
3. Software Resource: Software needs, Operating Systems, Application software programming languages.

4. Internet and WWW: Internet technologies and access devices. Concept of World Wide Web and Internet Browsing.
5. Desktop Applications- I: Word Processing- Meaning and role of word processing in creating documents, editing, formatting and printing documents, using tools such as spell check, thesaurus etc. in word processors. Presentation and Graphics on Personal computers.
6. Desktop Applications- II: Electronic Spread Sheet-Structure of spreadsheet and its applications to accounting, finance and marketing functions of business. Creating a dynamic / sensitive worksheet. Concept of absolute and relative cell reference. Using built-in functions, Goal seeking and solver tools, using graphics and formatting of worksheet, sorting data with other desktop application, Strategies of creating error-free worksheet. DBMS: Concepts and its use

Suggested Readings:

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|-------------------------|--|
| 1. Burch J. and G. Gray | Information Systems: Theory and Practice |
| 2. Kumar Muneesh | Business Information System |
| 3. Norton Peter | Introduction to computers |
| 4. Sanders, D.H | Computers in Business |
| 5. Donald | Computers Today |

BM/SOM/C-IB106 International Business Environment

1. International Business: Importance, Nature and Scope of IB, Modes of Entry into International Business, Internationalization process and Managerial Implications.
2. Environmental Context of International Business: Framework for Analyzing International Business Environment, Domestic, Foreign and Global Environments and its impact on International Business Decisions.
3. Global Trading Environment: World trade in Goods and Services. Major Trends and Developments, World Trade and Protectionism-Tariff and Non-Tariff Barriers, Growing Concern for Ecology.
4. International Financial Environment: Foreign investments Pattern, Structure and Effects, Movements in Foreign Exchange and Interest Rates and its impact on Trade & Investments flows.
5. International Economic Institutions and Agreements: WTO, IMF, World Bank, UNCTAD, Agreement on textiles and clothing(ATC),GSP,IPR and other International agreements, International commodity trading and agreements.
6. Regional Economic Groupings: Rationalism Vs.Multilateralism, Structure, and Functioning of EU and NAFTA, Regional economic cooperation. Multinational Corporations and their international Business.Issues in Foreign investments, technology transfer, pricing and regulations, International collaborative arrangements and strategic alliances. (Case Studies)

Suggested Readings:

- | | |
|-------------------------------|---|
| 1. Bennet, Roger | International Business |
| 2. CZinkota, Michael.R, et.al | International Business |
| 3. Dances, John et.al | International Business-Environment and Operations |
| 4. Pandey,Akhilesh Chandra | Management–Case Studies(IKInternational) |
| 5. Friffin,Ricky W. et.al | International Business- A Managerial Perspective |
| 6. Hill, Charles W.L. | International Business |

BM/SOM/C-IB107 International Trade & Policy Frame Work

1. Theoretical Foundations of International Trade: Reasons for International Trade Mercantilist and neo-mercantilist views; Theories of International Trade Absolute and comparative advantage theories, Opportunity Cost theory, Heekscher–Ohlin theory;Gains from trade; Terms of trade
2. Instruments of Commercial Policy: Tariffs, quotas and other measures and their effects; Arguments for and against protection; Trade policy and developing countries, Counter trade.
3. Factor Movements and International Trade in Services: Capital flows – Types and theories of foreign Investments,Barriers to foreign investments; Labour migration; Theory of International trade in services.
4. Balance of Payment Account: Concept and significance of balance of payments account; Current and capital account components and accounting system; Balance of payment Deficits and correction policies. Theoretical Aspects of Economic Integration: Free trade area, customs union and common market; Theory of customs union;Trade creation and diversion effects.GATT/WTO and Global Liberalization, IMF.
5. India’s Foreign Trade and Investments: Pattern and structure of India’s foreign trade; Foreign investment flows; Foreign debt situation Policy Framework and Promotional Measures:

India's foreign trade and investment policy; Policy making body and mechanism; Export promotion measures and Infrastructure support – export and trading houses, export, Promotion schemes and incentives; Institutional arrangements for promotion; Export processing/special economic zones, 100% EOU's.

Suggested Readings:

1. Economic Survey, Govt. of India.
2. Export-Import Policy Govt. of India.
3. Lothiche, Jho, Jhon M., International Economics: Policies and Theoretical Foundations.
4. Mannur, H. G. International Economics
5. Salvatore, D. International Economics, McMillan,

MIB-II Semester

BM/SOM/C-IB201 Operations Research for Business Decisions

1. Quantitative approach to managerial decision making. Linear Programming : Simplex Method – Mathematical formulation and solution of Minimization and Maximization Problems by graphical method and simplex method. Class of Infeasibility Unboundedness, Degeneracy and Optimum Solution. Duality Sensitivity Analysis, Dual Simplex method .
2. Transportation: Finding initial feasible solution using Northwest corner rule, Vogel's approximation method and least cost method. Testing optimality using stepping stone method and MODI method. Special cases of unbalanced problem, degeneracy, maximization objective, multiple solutions and prohibited route.
3. Assignment: Hungarian assignment technique. Special cases of unbalanced problem, multiple optimum solutions, maximization objective and unacceptable assignment.
4. Inventory control: Techniques of selective control, Economic order Quantity models- classical, gradual replenishment without shortages. Price breaks and planned stock outs. Deciding optimum safety stock and reorder level.
5. PERT/CPM : Networks with one estimate of time. Networks with Probabilistic time estimates, Total Float, Free Float and Independent floats.
6. Game Theory: Games of Pure Strategy, Solution of game problem by Graphical method, Game of mixed strategy, Rule by dominance.
7. Queuing Theory: Elements of queuing system. Models with Poission arrival and exponential service rates. Single server and infinite population.

Suggested Readings:

1. Anderson, David R. Dennis et.al An Introduction to Management Science
2. Churchman CW. R Ackoff et.al Introduction to operations Research
3. Swaropp Kanti, P.K Gupta et.al Introduction to operations Research
4. Sharma J.K Operations Research; theory and Application
5. Vohra, N.D Quantitative Techniques in Management

BM/SOM/C-IB202 Managerial Finance

1. Introduction: Traditional and Modern concept of Finance, Objectives of Financial management, Organization of Finance, Business Ethics and Financial Management, Functions of Financial Management and Financial Decisions.
2. Capital Budgeting: Capital Budgeting decision process, Estimation of cash flows, Techniques of risk analysis.
3. Capital Structure Decision: Operating financial and total leverage, Factor affecting capital Structure, EBIT-EPS Analysis. Cost of capital.
4. Dividend Decision: Types of dividend payments, Factors affecting dividend policy, Relevant and irrelevance theories of dividend.
5. Concept , needs and requirement of Working Capital, Working capital Decision, Types of Work capital, Requirement, financing and Control of Working capital.
6. Mergers and acquisitions in terms of National and International Business Environment, Contemporary Issues in Finance with special reference to Globalization of Economies.

Suggested Readings:

1. Brealey, Richard A. et.al Fundamentals of Corporate Finance
2. Brigham Eugene F et.al Fundamental of Financial Management
3. Chandra, Prasanna Financial Management
4. Khan M.Y and P.K Jain Financial Management
5. Pandey, I.M Financial Management

BM/SOM/C-IB203**International Marketing**

1. Introduction, Nature and Scope of International Marketing, International Market orientation and Involvement. International Marketing management process an Overview
2. International Marketing Environment: Influence of Physical , Economic, Socio Culture, Political and Legal Environments on International Marketing Operations, Scanning and Monitoring Global Marketing Environment, International marketing Information System
3. International Market Segmentation and Positioning, Screening and Selection of Markets, International Market Entry Strategies- Exporting, Licensing, Contract, Manufacturing, Joint Venture, Setting up of Wholly Owned Subsidiaries abroad.
4. International Product Planning: Major Product Decisions- Product features and Quality, Production Design, Labeling, Packing, Branding and Product support services. Product Standardization Vs. Adoption, Managing Product line International trade Cycle, New Product Development. (Case Studies)
5. Pricing for International Markets: Factor affecting International price Determination, International Pricing Process and Policies, Delivery terms and Currency for Export price Quotations.
6. International Promotion Strategies: Communications across countries- Complexities and Issues, International Promotion tools and Planning- Advertising personal selling publicity and sales Promotion, Developing International Promotion Campaign, Standardization Vs. Adaption Issue, Planning for Direct Mail, Sales literature, Trade fairs and Exhibitions, (Case Studies)
7. International Marketing Planning, Organizing and Control, Emerging Trends in International Marketing, International Marketing through Internet, Ecological concerns and International Marketing Ethics.

Suggested Readings:

- | | |
|--------------------------------------|---|
| 1. Bhattacharya, B. | Export Marketing Strategies for Success |
| 2. Cateora, Philip R.& John L.Graham | International Marketing |
| 3. Jain. Subhash C. | International Marketing Management |
| 4. Fayerweather, John | International Marketing |
| 5. Kotabe Masaaki & Kristiaan Helsen | Global Marketing Management |
| 6. Pandey, Akhilesh Chandra | Management–Case Studies (IKInternational) |
| 7. Keegan, W. | Marketing Management |

BM/SOM/C-IB204**International Trade Procedure & Documentation**

1. EXIM Operations and Documentation: Trade operations and documentation, Documentation areas and dimensions, features of EXIM Documents, EDI and Documentation EXIM Policy, Policy Overview-Facilities and Restrictions, Starting of Export Business.
2. Foreign Exchange Facilities and Regulations, Legal framework in India- FEMA- Origin and Objectives , Main provisions of FEMA, other relevant acts, International Trade Terms, Trade Contract and Trade terms, INCO Terms
3. Export Payment Terms: Credit risk Management and payment terms, main features of payment terms-Advance payment,Open Account,documentary collection.Documentary credit-documentary collection- DP and DA process and operation. Letter of credit and parties involved, opening and advising LC, types of LC, Process and Operation,UCPDC- major clauses.
4. Trade Finance:Sources and Schemes of trade finance,pre and post shipment export credit schemes and methods of financing, packing credit advance details, Post shipment advance, import financing, Packing credit advance details, Post shipment advance, import financing.
5. Transit Risk Management: nature of transit risk, contract of cargo insurance, Parties involved- Insurer/ assured, indemnity and insurable value, Perils and Losses, Insurance policy and certificate, cargo less claim-Procedure and documentation .
6. Credit Risk Management: Export credit insurance–Concept and importance, Role of ECGC, Covers issued by ECGC, Financial Guarantees, Coverage of Commercial and Political risks-procedures and documentary requirements.
7. Central Excise Clearance- Excise duty- rationale,stages of levying and collection,Meaning of manufacturing, Types of duties, Legal framework- Central Excise Act and Rules, Central Excise Tariff Act, Valuation, Options of refund and movement in bond-Rules 12,13& 14, Procedures and Documentary requirements.Import policy of India, Custom clearance of Export and Import Cargo, Legal framework-Customs Act 1962,Customs Tariff 1975,Foreign Trade(Development and Regulation)Act1992, Documentation requirements and document processing, Physical examination of Goods, EDI and Customs Operations.

Suggested Readings:

1. Ram, Paras

Export: What, Where and How;

BM/SOM/C-IB205 International Marketing Research

1. Introduction nature and scope of marketing research, marketing research in international context importance, complexities and issues. Organizational framework for international marketing research, International Marketing Information System (IMIS)
2. Marketing Research Process: An Overview, Problem identification and Definition, preparing research proposal, Exploratory, descriptive and experimental research designs, International secondary data sources, Primary data collection in international Marketing research, online data sources and research.
3. Questionnaire Preparation- sample designing- sample method and sample size determination, field work and data collection, Sampling and non-sampling errors.
4. Multi country Data Analysis and Interpretation, Data editing and Coding Preliminary data analysis – Data comparability and Validity problems, Report Preparation and presentation.
5. Cross-cultural consumer research – Attitude measurement and scaling techniques, product research, Advertising research, International market opportunity analysis, semantic analysis, Ethical issues in international marketing research.

Suggested Reading:

1. Boyd. Harper w.,et.al Marketing Research
2. Dooglas, S.P and C. Samuel International Marketing Research
3. Green, P.E. et.al Research for Marketing Decisions
4. Kumar V. Marketing Research
5. Malhotra, Naresh K. International Marketing Research, an Applied Orientation
6. Tull, D.S and D.I. Hawkins Marketing Research, Measurement and Methods

BM/SOM/C-IB206 Marketing Management

1. Introduction to marketing: Nature and Functions of Marketing, Evolution of Marketing concept, Marketing Management Process, Marketing Environment, Micro and Macro Environments of Marketing.
2. Market Segmentation, Targeting and Positioning, Basis for Market Segmentation, market segmentation and Product differentiation, Target market selection Positioning- nature and importance and process. Consumer and industrial buying behavior
3. Product planning- line Development: Concept of Product, Levels of product, product line and mix decisions, packaging and labeling, Branding decisions, Product life cycle and marketing implications, new product development, Innovation diffusion and consumer adoption process. (Case Studies)
4. Pricing Decisions and Strategies: Factors affecting price determination, Procedure for setting pricing policies and strategies.
5. Distribution Decisions: Importance of distribution channels, Types and Functions of Distribution channel, Channel management decisions, retailing and wholesaling, Physical Distribution and Logistic decisions.(Case Studies)
6. Promotion Decision: Communication process, promotion tools, characteristics and relative merits and limitations, designing promotion campaign, personal selling, Sales planning, organization and Control. Rural Marketing.(Case Studies)

Suggested Readings:

1. Armstrong Gary & Philip Kotler Marketing Education
2. Michael R. and et al. Marketing Management
3. Etzel, Michael J. and et al. Fundamentals of Marketing
4. Kotler, Philip and G. Armstrong Principles of Marketing
5. Pandey, Akhilesh Chandra Management–Case Studies(I.K International)

BM/SOM/SS-IB207 Professional Communication (Self Study Course)

- (i) Business Communication-Meaning, features and functions, Model of communication, Channels of communication-Formal vs. Informal, grapevine and its effective use.
- (ii) Process of Communication. Barriers in Business Communication, Dimensions of communication, Communication and customer care

- (iii) Business Correspondence-Essentials of effective correspondence, Planning the letter, Different types of letters, applications, Sale letter, goodwill letters, notices, circulars and orders, Applications for employment, Memo, minutes of the meeting, Modern Office Communication Techniques. Internet and its uses, E-commerce.
- (iv) Oral Communication-Public Speaking, Body Language, Presentation and Interviews, Presentation of Reports, Sales Plans, Sales report, Leading and Participation in Meetings and Conferences. Qualities of effective correspondence, (Case Studies)
- (v) Report Writings-Business Reports-Techniques and Styles of Report Writing, Proposal writing, Types of proposal,

Suggested Readings

- | | |
|------------------------|---|
| (1) Sharma | -Business Correspondence and Report Writing |
| (2) Monipally | -The Craft of Business Communication |
| (3) Herta and Murthy | -Effective Business Communication |
| (4) Lesikar and Pettit | -Business Communication |
| (5) Bovee | -Business Communication Today |
| (6) Treece M | -Successful Business Communication |

Summer Training

Each student is required to undergo 45 to 60 days training in any business organization after completion of the MIB-II semester. Training report shall be mandatory to be submitted in the department/Institute.

MIB-III Semester

BM/SOM/C-IB 301 International Management

1. International Management: Concept, Dimensions and Approaches, Business culture and corporate culture, Problems of Intercultural communication, Cross-cultural values and business management. Business values, ethics and social responsibilities.
2. Challenges of Global Planning: Economic, Political and Strategic predisposition, imperatives and resource allocation and portfolio compositions of a global firm, planning for linkages and synergies among business across borders. Locus of decisions making. Headquarter subsidiary relationship in international business enterprises.
3. Organization and Control for International Competitiveness, Organization design and structure of International companies, Global product divisions, Matrix and Network Structures, Managing Communication across cultures, Managing for Continuous innovations in trans-cultural context, Developing coordination, Developing coordination, systems of control in International Operations.
4. Management of Personnel with Different social and Cultural backgrounds, Selection, training and Development of People for Global assignments. Compensations and reward practices among international firms, managing cultural and social diversities, Motivation and Leadership in International Firms.
5. Managing Political Risks: Host Country home country and multinational relationship, Political risk assessment and protection techniques for multinational corporations, Organizing for Political risk Management.
6. International Business Negotiations: Importance, Business Negotiations within groups, negotiations across cultures. Managing International Collaborative Arrangements: Joint Venture and Other forms for Strategic alliances, Traditional and Emerging reasons for forming strategic alliances, Pitfalls in strategic alliances

Suggested Readings:

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|------------------------------|---|
| 1. Alder Nancy J. | International Dimensions of Organizational Behavior |
| 2. Bartlett, C.A.& S.Ghoshal | Managing Across Borders: The Transnational Solution |
| 3. Helen D, | Management: Managing Across Borders and Cultures |

BM/SOM/C-IB 302 Service Marketing and CRM

Section A: Services Marketing:

1. Services Markets: Recent trends and Developments: Meaning and Nature of services, classification of Services and marketing implications; Services Marketing management- a strategic perspective.
2. Analyzing services Marketing Environment: Understanding Service Customers- Buying Influences and customer service Behavior, Service Quality- Gap Model and role of consumer expectations and perception.

3. Services Market Segmentation and Positioning: Developing Service Marketing Mix Strategies- Product, Price, Place, promotion, People, Process, Physical Evidence decisions. International marketing of Services- Entry modes and other strategic decisions. (Case Studies)

Section: B Customer Relationship Management:

4. Customer Relationship Management- Growing Importance of relationship marketing, relationship exchanges – nature and Scope, Firm and Customer motivations for relationships, Relationships development process, attributes and determinants of relational exchanges, networking and its significance in marketing (Case Studies)
5. Developing and managing relationships: Selecting, Winning, and Retaining customers. Regaining dissatisfied customers, Information Management for Building relationship-e-CRM
6. Managing relationships in service and industrial markets, relationship marketing and distribution channels, Relational exchanges in international markets.

Suggested Readings:

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|------------------------------------|-----------------------------------|
| 1. Christopher H. Lovelock | Service Marketing |
| 2. Payne Adrian | The Essence of Services Marketing |
| 3. Shankar Ravi | Services Marketing |
| 4. Zethmal V.A. and Bitner M.J. | Service Marketing |
| 5. Brnes James and et.al | Customer Relationship Management |
| 6. Seth.Jagdish N. and et.al | Customer Relationship Management |
| 7. Stone Merlin and Woodrock ,Neil | Relationship Marketing |

BM/SOM/C-IB 303 E- Commerce

1. Electronic commerce: Meaning, Nature and Scope, channels of e-commerce, business applications of e-commerce, Global trading environment and adoption of e-commerce, SWOT Analysis, Role of e-commerce.
2. Architectural Framework of E-Commerce, World Wide Web as the architecture, Global Publishing concept, , Internet connection option & Client, Server concept Markup Language and web, Internet protocols, Internet & Extranet.
3. Business Models of E commerce and Infrastructure: B2B, B2C, B2G and other models of e-commerce, product and service digitalization. Applications of e-Commerce to supply chain management, Remote servicing, procurement and online marketing and advertising, E commerce resources and Infrastructure planning, Business to consumer e-commerce application, cataloging, order planning and order generation. Cost estimation and pricing, order receipt and accounting, order selection and prioritization, order scheduling, fulfilling and delivery, order billing and payment management, Post sales services.
4. Website design: Website as market place, Role of website in B2C e- Commerce, Web site strategies: Website design principles push and pull approaches, Alternative methods of customer communication such as e-mail, e-mail etiquette, e-mail security.
5. B-to-B e-commerce: Need and alternative models of B2B e-commerce. EDI and paperless trading. Characteristic features of EDI services arrangement. Internet based EDI, EDI characteristics and Standards. VANs cost of EDI infrastructure, reasons for slow acceptability of EDI for trading E-marketing, Traditional web promotion, web counters, Web advertisements.
6. Electronic Payment System and Order Fulfillment: online Payments basis, e-cash and Currency servers, e-cheque, Credit cards, smart cards, Electronic purses and debit Cards, Operational, credit and legal risks of e-commerce. Security Issues in E-Commerce, Security risks of e-commerce. Regulatory Environment of e-commerce. International cyber laws-aims and salient provisions, Cyber laws in India, its Limitations, ethical Issues in e-Commerce.

Suggested Readings:

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|-----------------------------------|--|
| 1. Agarwala, Kamlesh N. and et.al | Business on the Net |
| 2. Bajaj Deobyani Nag. | E-commerce |
| 3. Prag and Sunil Sharma | Electronic Commerce- A Manger's Guide E-Business |
| 4. Kalkota, Ravi & A.B. Whinson | Frontiers of Electronic Commerce |

BM/SOM/C-IB 304 Legal Dimensions of International Business

1. Legal framework of International Business: Nature and Complexities, International Conventions and trade laws, Code and common laws and their implications to business. International Business contract-Legal provisions, payment terms, International sales agreements, rights and duties of agents and distributors.
2. Contract of enforcement and Dispute settlement, International commercial arbitration and enforcement of foreign awards.

3. Regulatory Framework of WTO. Basic principles and charter of GATT/WTO. Provisions relating to preferential treatment to developing countries, regional grouping, subsidies, technical standards, antidumping duties and other NTBs. Customs valuation, Dispute Settlement, Implications of WTO to important Sector-GATS, TRIP AND TRIMs.
4. Regulations and Treaties relating to Licensing, Franchising, Joint Ventures, restrictions on trade on in endangered Species and other commodities as based on international conventions, Taxation treaties.
5. Regulatory framework relating to Electronic Commerce. Indian Laws and Regulations Governing International Business Transactions PERA/FEMA Taxation of foreign income, foreign Investment, Setting up offices and branches abroad.
6. Competition Law, National and International Dimensions, Consumer Law, National and International Dimensions

Suggested Readings:

- | | |
|---------------------------------|---|
| 1. Bansal A.K | Laws of Commercial Arbitration |
| 2. Chush, J.C.T | Law of International Trade |
| 3. Jain R. | Foreign Exchange Management Law and Practice |
| 4. Pambordies, G.P | International Shipping Law |
| 5. Trabilcock M. & Robert Howse | Regulations to International Trade |
| 6. Wadhwa, B.C. | Law relating to Patents, Trade Marks, copyright & Designs |

BM/SOM/C-IB305 International Finance

1. International Financial system-International Monetary system: Features and requirements, System of exchanging currencies-from Bretton woods system to free float and convertibility, Pegging of Currencies- target zone arrangement, European monetary system, International liquidity.
2. Foreign Exchange Markets and its activities, Exchange rate quotations and practices, Foreign exchange market activities, arbitrating hedging and speculation.
3. Exchange rate determination: Exchange rate determination in spot and forward markets- Interest rate parity (IRP) purchasing power parity, Fisher open supply theory, BPO theory, and growth, forecasting exchange rate.
4. International financial Markets and Instruments: Changing scenario, International capital and money market instruments, Eurocurrency markets, International securities markets and instruments- Bond and notes market, equity market, GDR, ADR, EDR and IDR, integration of financial markets. Complexities and issues in financial divisions of a multinational firm, foreign investment decisions, Exchange rate movement and investment decision, FDI theories and strategies, Green field investments vs. acquisitions and mergers.
5. International Capital budgeting: multinational considerations and calculation of cash flows, adjusted present value approach, cost of capital, Assessment & management of political risks.
6. International Portfolio management: Decision to invest in portfolio. International CAPM, Identification of optimum portfolio.

BM/SOM/C-IB 306 Foreign Language-French

1. Cause and effect, cause and Result, Imperfect Tense- Future Proche and Pass recent
2. Direct and Indirect Objects, Comparative and Superlative, France's Cultural Artistic Symbols, Brands, Relative Pronouns, Demonstrative Pronouns.
3. Passive and Active Voice, Direct & indirect Speech, Subjective Tense, Y and "en" Pronouns.
4. Gerund and present participle, Expressions of daily use, Introduction to Business Expressions, formulating Business Letter.
5. Preparing Agenda for Business Meeting, Vocabulary of Import Export Transactions, customs, Banking, Vocabulary of accounting and vocabulary of Promotional Activities for Marketing and sales, Day to day usages of Languages in Business activities.

Suggested Readings:

1. Series Rue Lecourbe- Vol-II
2. Le Naurveau Sans Frontries - Vol-II
3. French for Business
4. Le Francis des' Affairs
5. Le Francis des' homes d' Affairs

BM/SOM/C-IB 307 Project-Report and Seminar based on summer training

Each Student of MIB degree programme is required to undergo summer training for six to eight weeks in any commercial organization immediately after the examination of second semester are over. After the completion of the training the students shall submit a training report and present the same in the form of class room seminar during the third semester. And evaluation of the report and its presentation shall be done by internal expert appointed by the head of the department / director of the affiliated Institutions for their respective students. The maximum marks for training report and the seminar are 50 (fifty) each.

BM/SOM/SS- IB308 Business Ethics (Self Study Course)

(i) Ethics- Meaning, ethical performance, ethics in business, source of ethics, types of ethics, models of ethics, factors influencing Business Ethics, Morality and ethics, Kohlberg's Theory or model, Functions of ethics.

(ii) Values, norms, beliefs and standards-concept of values, norms and belief. Use of Morality, Ethical codes

(iii) **Normative Ethics in Management** Theories of Ethics, ethical inquiry, reasons for payment, ethical reasoning, normative ethics, Teleological theory and Deontological theory, Natural Law

(iv) **Marketing Ethics-** Ethical norms and values for marketers, Ethics and Social responsibility, Managing Ethics- Ethical activities, Company codes, Ethics committee, Laws enforcing ethical conduct.

(v) **Ethical aspects in Business-**Marketing ethics and consumer rights, reasons for unethical practices, ethics and regulations in pricing, advertising critics, Ethics in HRM, Privacy issues, secondary influences, psychological expectancy models, Whistle blowing, Discrimination, affirmative action, trade secrets and conflict of interests, Satyam Computers case.

Suggested Readings

1. C.S.V.Murthy - Business Ethics
2. Dhruv Grewal and Michael Levy - Marketing (TMH)

MIB-IV Semester

BM/SOM/C-IB401 Global Strategic Management

1. Introduction: Environmental Scanning and competitiveness analysis, appraising company's external strategic situation, company situation, competitive strategy and competitive advantage in global market.
2. Roles of the line managers: Strategic planners and top management, developing strategic vision and mission, setting objectives and forming a strategy, Globalization and strategic management strategy marking, strategy implementing and strategic managing, strategic flexibility and learning organization.
3. Situation specific strategies: Strategies for situations like competing in emerging industries, maturing or declining industries, fragmented industries hyper competitive industries and turbulent industries, strategies for industry leaders, runner up firms and weak business.
4. Strategic Issues and Alternatives in globally competitive markets, International entry options, Multi country and global strategies, Concepts of critical markets, global market dominance and global competitiveness, corporate turnaround, retrenchment and portfolio restructuring strategies multinational diversification strategies, Outsourcing strategies, Techniques for analyzing diversified companies.
5. Corporate diversification strategies: Building Shareholder value, roles of cost sharing and skills transfer in creating competitive advantage via diversification. Competitive to diversified multinational corporations in a globally competitive business world. (Case Studies)
6. Strategy implementation and administration: Organizing building, Budgets and support system commitment culture and leadership, issues in global strategy implementation, strategy evaluation and control. Strategic issues in Managing Technology and Innovation, Social responsibility and ethics management. (Case Studies)

Suggested Readings:

1. A.R and M. Weldge Beyond Theory Z
2. Thompson, Arthur A et.al Strategic Management
3. Pandey,Akhilesh Chandra Management: Case Studies(I.KInternational)
4. Wheelen, Thomas and L.& J. David Hunger Strategic Management & Business Policy

BM/SOM/C-IB 402 Cross-Cultural Consumer Behavior

1. Consumer Behavior theory and its application to Marketing strategy: Consumer Buying Process, Extensive, Limited and Routine Problem Solving Behavior
2. Determinants of Buying Behaviour :Individual differences among customers and market segmentation, motivation and involvement, Information processing and Consumer perception , learning, Attitudes and attitude change, Personality and psychographics, VALS
3. External determinants of Buying Behaviour: Family and House hold Influences, reference group and Social class, Culture and Subculture(Case Studies)
4. Models of consumer Behaviour: organizational Buying Behavior, Process influences and the model.
5. Cross- cultural consumer and Industrial Buying behavior, Economic demographic and socio cultural trends and consumer behavior, globalization of consumer markets and International marketing Implications. (Case Studies)
6. Innovation Diffusion and Consumer Adoption Process: diffusion of Innovation across Nations/ cultures, Consumer satisfaction and other feedbacks, cross- cultural consumer research – complexities and Issues. (Case Studies)

Suggested Readings:

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|---|-------------------------------------|
| 1. Assael, H. | Consumer and Marketing Action |
| 2. Block and Roering | Essentials of consumer Behaviors |
| 3. Engel, James F. et.al | Consumer Behavior |
| 4. Hawking, Dal L. | Consumer Behavior |
| 5. Pandey, Akhilesh Chandra | Management :Case Studies |
| 6. Richard D. Irwin | Implications for Marketing Strategy |
| 7. Schiff, Leon G and Kanuk, Lealie Lazer | Consumer Behavior |
| 8. Wilkie, William L. | Consumer Behavior |

BM/SOM/C-IB 403 Foreign Exchange Management

1. Type of Foreign Exchange Markets: Foreign exchange action, foreign exchange Transactions, Quoting foreign Exchange rates, Spread, official and free market rates, cross rates. Forward rates, quoting forward rates.
2. Organization of the foreign Exchange Markets, currency-Options and Currency swaps.
3. Corporate Exchange Management, Alternative definitions of foreign risk, Exposure to Information System, Alternative Strategies for Exposure management techniques, Organization of the Exposure Management function Parameters and constraints on management.
4. Theory and practice of Forecasting Exchange Rates, Economic Fundamentals of forecasting.
5. Financial and Socio-Political Factors affecting foreign exchange markets. Technical Analysis of Foreign Exchange markets, Tax treatment of foreign Exchange gains and losses, FEMA.

Suggested Readings:

- | | |
|---------------|---|
| 1. Aliber R | Exchange Risk and corporate International Financial |
| 2. Bhalla VK | International Financial Management |
| 3. Shpiro | International Financial Management |
| 4. Sulaton WH | Trading in Currency Options |

BM/SOM/C-IB 404 International Advertising & Brand Management**Section A: Advertising**

1. Advertising: importance and nature, Adaptive advertising, communication model, Persuasion Process- Perception, learning and attitude change. Major advertising decision and influencing factors, determining advertising objectives and budget.
2. Developing Advertising Campaign :Determining advertising message and copy headline, Body, copy, logo, illustration and layout, creative styles and advertising appeals, Media planning- Media selection and scheduling ,Advertising through internet.
3. Organization and Evaluation of Advertising Efforts: In- house arrangements, using advertising agencies-selection, compensation and appraisal of advertising agency, evaluating advertising effectiveness.International Advertising: Complexities and issues: Developing International advertising campaign: Advertising of Indian products abroad and advertising ethics.

Section B: Brand Management

1. Branding: Importance of branding, Basic branding concepts– brand personality, brand image, brand identity, brand equity and brand loyalty, product vs. corporate branding: major branding decisions.

2. Brand Creation and development: Identifying and selecting brand name, building brand personality, image and identity, brand positions and relaunch, brand extensions, brand portfolio, communication for branding, enhancing brand image through sponsorship and event management.(Case Studies)
3. Managing Brand equity and Loyalty: Branch building in different sectors- Customers, industrial, retail and service brands. Building brands through internet.Developing International brands: Pre-requisites and Process- Country of origin effects and global branding, Building Indian Brands for global markets.(Case Studies)

Suggested Readings:

1. Akaker. David and et.al Advertising Management
2. Donald Advertising Campaign Strategy
3. Aaker. David A. Managing brand Equity
4. Arnod David The Handbook of Brand Management
5. Pandey,Akhilesh Chandra Management–Case Studies (I.K.International)
6. Sengupta,Subroto Brand positioning: Strategies for Competitive Advantage

BM/SOM/C-IB 405: International Logistics and Supply Chain Management

Section A: Supply Chain Management:

1. Basic Frame work: Concept of supply chain management (SCM) and trade logistics, Value chain analysis and SCM, Internationalization of SCM, Integrated SCM, concepts, Span,and process of integrated SCM, supply chain and continuous improvement, supply chain performance measurement, supply chain modeling, supply chain and sales service, creating life-cycle ownership value, customer service management, Demand management, Product development process and SCM. (Case Studies)
2. Purchasing process: Strategic role of purchasing in the supply chain and total customer satisfaction. Types of purchases, purchasing cycle, Supplier selection and evaluation, purchasing cost management.
3. Supply chain and Information Management: importance of Information management, IT and business management systems- MR, DRP, ERP, PDM, EIP and CPFR.

Section B: Trade Logistics:

1. Logistic System: Concept, objectives and scope,system elements, Transportation, warehousing, inventory management, packing and utilization, control and communication, Transport Fundamentals, Importance of effective transportation systems, transport cost characteristics and rate fixation, In- company management Vs. outsourcing
2. General structure of shipping, International shipping- Characteristics and structure, Chartering, Types, Principles and practices, Developments in sea and transportation- Unitization, containerization, inter and multimode transport, CFC and ICD, Indian shipping- Growth, policy and problems, Ports and port trust.
3. International Air transport: International set up for air transport, freight rate, India's export and imports by air- Problems and prospects. Carriage of goods by sea, international conventions and Indian Law, Role and types of cargo intermediaries.Warehousing and marketing strategy, Objectives and functions of warehousing, warehousing evaluation and requirements, warehousing location strategies.

Suggested Readings:

1. R H Business Logistics management
2. Dictionary of Shipping and Chartering Principles
3. Christopher M. Logistics and Supply Chain management

BM/SOM/C-IB 406 Project Report

Each student shall be required to undertake a project for which the topic shall be allotted to him/her under the supervision of a teacher designated as project guide appointed by the Head of Department/ Director of the Institution. The project work will broadly relate to areas concerning trade, commerce, industry, international business. On completion of the study, the student shall submit a project report to their designated supervisor who shall certify the dissertation and one copy of the dissertation shall be forwarded to the University for its Evaluation. The project report- Dissertation shall be evaluated by the external expert appointed by the university on the same lines as the examiners and Papers Setters proposed by head/coordinator of the department of Business management.

BM/SOM/C-IB 407 Viva-Voce Examination

At the end of the Semester there will be viva voce examination. The Viva-Voce shall be conducted jointly by the internal faculty of the department/institute and the external expert appointed by the University.

BM/SOM/SS IB 408 Disaster Management (Self Study Course)

(i) Principle of Disaster Management-Component of Disaster Management, Organizational Structure of Disaster management, Natural Disaster, Man-Made Disaster, Hazards, Risks and Vulnerabilities. Assessment of Disaster, Vulnerability of a location and vulnerable groups.

(ii) Disaster Management Plans and Schemes, Natural Disaster and Mitigation Efforts, Risk Assessment and Disaster Response, Insurance & Risk Management, Role of Financial Institutions in Mitigation Efforts, Group Dynamics, Team Building, Motivation to combat with Disaster.

(iii) Psychological and Social Dimensions in Disaster, Trauma and Stress Management with reference to Disaster, Role of Leadership & Emotional Intelligence in Disaster Management.

(iv) Post Disaster Relief and Logistic Management, Emergency Support System-its functions and roles, Relief resources and Materials Management, Relief Camp Management, Voluntary Agencies-its role and Participation in Disaster Management, Disaster Rehabilitation Planning and Management. *(Practical case from field study and field visits)*

(v) Disaster Management information System, Role of Remote Sensing, Govt. and other Agencies concerned with Disaster Management, New initiatives in Disaster Management with latest threats to Environment and Safety of the Society. *(Practical training/case from field study and field visits)*