

PONDICHERRY UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION



MBA (INTERNATIONAL BUSINESS)
PROJECT PROPOSAL REPORT

Submitted for Approval of UGC
With effect from 2018-19 ONWARDS

MBA- International Business

(a) Mission and objectives of this Program:

Mission of this programme is to support business organizations in India and other developing countries by enriching the best practices in international business. It shall seek to do this by preparing risk-taking leader-managers who will pioneer emerging global business operations and set new benchmarks.

Objectives

- To provide a congenial learning environment to potential aspirants for pursuing careers in internationally focused management practices.
- To enhance knowledge through innovative teaching and research, conceptual and applied, relevant to international business, and to disseminate such knowledge through budding leader-managers and research publications on contemporary issues in international business.
- To develop the decision-making skills and international business competence of practicing managers and assist MNCs to solve their multi-dimensional global business problems by extending consultancy services.
- To associate with other institutions in India and abroad with a view to further promoting management education in international business

(b) Relevance of the program:

In response to the changes that are taking place on the face of the world business scenario and the needs of the industry at national and international level it is immensely necessary to shape management education with international orientation by generating new leading edge knowledge and preparing upright, dependable, socially sensitive leader-managers committed to engaging in the progress of mankind.

(c) Targeted Group of Learners:

Target group for this programme comprises of entrepreneurs, high-level management executives and decision - makers with some executive experience who wish to qualify for higher management levels and for coping with international challenges.

(d) Appropriateness of programme to be conducted through Open and Distance Learning mode:

As most of our target groups are working group, it will be difficult for them to attend regular mode of teaching. Therefore, it will be most suitable to provide them education under Distance Learning mode.

(e) Instructional Design: Initially curriculum and detail syllabi were designed by our internal Faculty members and which is reviewed by external experts. After thorough review it was placed in Board of Studies, subsequently it was approved by Academic Council. Duration of the course which is 2 years is also approved by the Board Studies and Academic Council. Instructional design, online delivery of material, student support system were also discussed and approved by Board of Studies and subsequently by Academic Council.

(f) Procedure of Admission: Admission offered twice in a year, i.e. January (calendar year) and June (academic year).

Eligibility Criteria for Admission

The Student should possess any Degree from a recognized University with a pass in any of the following streams:

- 10 + 2 + 3 (or)
- 11 + 1 + 3 (or)
- 11 + 2 + 2 system.

Duration of the Course

The course shall be of two years duration spread over four semesters. The Maximum duration to complete the course shall be 4 years.

Medium

The medium of instruction shall be English.

Personal conduct Programme (PCP)

PCP classes will be conducted at select centers based on the number of students enrolled for the program. The attendance is optional to PCP Classes.

(COURSE STRUCTURE)

FIRST YEAR (Common to all MBA Programme)			
Semester – I		Semester - II	
Paper code	Paper Title	Paper code	Paper Title
MBAC1001	Management Concepts & Organisational Behaviour	MBAC2001	Financial Management
MBAC1002	Managerial Economics	MBAC2002	Marketing Management
MBAC1003	Accounting for Managers	MBAC2003	Human Resource Management
MBAC1004	Business Environment & Law	MBAC2004	Operations Research and Management
MBAC1005	Research Methodology	MBAC2005	Strategic Management
SECOND YEAR			
Semester – III		Semester - IV	
Paper code	Paper Title	Paper code	Paper Title
MBIB 3001	International Business Environment	MBIB 4001	Global Financial Markets & Instruments
MBIB 3002	Management of Multinational Corporation	MBIB 4002	Foreign Trade Policy
MBIB 3003	International Business Law	MBIB 4003	Cross Cultural Business Management
MBIB 3004	Global Marketing Management	MBIB 4004	International Logistics Management
MBIB 3005	EXIM Financing and Documentation	MBIB 4005	Forex Management & Currency Derivatives
		MBIB 4006	Project Work

Question Paper Pattern

Maximum Marks: 100 **Times:** 3 Hours

Part – A (5 X 6 = 30 Marks) – Answer any Five Questions out of Eight Questions

Part – B (5 X 10 = 50 Marks) – Answer any Five Questions out of Eight Questions

Part – C (1 X 20 = 20 Marks) - One Case study (**Compulsory**)

Passing & Classification

The maximum marks for the examination for each paper is 100. The **minimum marks** for a pass is **50%**. Candidates securing 60% marks and above shall be placed in the **First Class**, and those who obtain marks between 50% and above but less than 60% shall be placed in the **Second Class**. Students who obtain **75%** and above marks in aggregate shall be placed in the category of '**First class with Distinction**'.

Project Work

The students must submit their projects at the end of fourth semester. The maximum marks allotted for the project Report will be **100 marks**.

Fee Structure:

Sl.No.	Fee Particulars	Rs.
1	Registration & Processing Fee	200
2	Matriculation Fee	25
3	University Development Fund	1,000
4	Recognition Fee	200
5	Study Material & Handling Charges	3,500
6	Tuition Fee	20,000
Total		24,925

(g) Requirement of the Laboratory Support and Library Resources: In existing courses there are no practical components. However, there is well stacked Library for the students who can refer during University working hours.

(h) Cost estimation of the programme and the provisions:

(i) Study material Cost Rs. 500,000/ (approx.)

(ii) PCP classes Cost Rs. 100,000/ (approx.)

DDE is having sufficient fund for running the programme.

(i) Quality assurance mechanism and expected programme outcomes: Time to time curriculum are reviewed by the experts as and when there is any requirements to bring changes in the existing course material. However, every five year we review the syllabus and bring out the major changes.)

MBA – I Semester

PAPER – I MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR

Paper Code: MBAC 1001

Objectives

- To provide conceptual understanding of Management Concepts
- To familiarize the students with the contemporary issues in Management
- To understand and appreciate the human behaviour in organisations

UNIT - I

Nature of Management - Social Responsibilities of Business - Manager and Environment Levels in Management - Managerial Skills - Planning - Steps in Planning Process - Scope and Limitations - Short Range and Long Range Planning - Flexibility in Planning Characteristics of a sound Plan - Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Techniques and Processes

UNIT – II

An Overview of Staffing, Directing and Controlling Functions - Organising - Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation - Interdepartmental Coordination - Emerging Trends in Corporate Structure, Strategy and Culture - Impact of Technology on Organisational design - Mechanistic Vs Adoptive Structures - Formal and Informal Organisation

UNIT – III

Perception and Learning - Personality and Individual Differences - Motivation and Job Performance - Values, Attitudes and Beliefs - Stress Management - Communication Types-Process - Barriers - Making Communication Effective

UNIT – IV

Group Dynamics - Leadership - Styles - Approaches - Power and Politics - Organisational Structure - Organisational Climate and Culture - Organisational Change and Development.

UNIT – V

Comparative Management Styles and approaches - Japanese Management Practices Organisational Creativity and Innovation - Management of Innovation - Entrepreneurial Management - Benchmarking - Best Management Practices across the world - Select cases of Domestic & International Corporations - Management of Diversity.

REFERENCES

Koontz, Weirich & Aryasri, PRINCIPLES OF MANAGEMENT, *Tata McGraw-Hill, NewDelhi, 2004*

Tripathi & Reddy, PRINCIPLES OF MANAGEMENT, *Tata McGraw-Hill, New Delhi, 2008*

Laurie Mullins, MANAGEMENT AND ORGANISATIONAL BEHAVIOUR, *Pearson, NewDelhi, 2007*

Meenakshi Gupta, PRINCIPLES OF MANAGEMENT, *PHI Learning, NewDelhi, 2009*

Fred Luthans, ORGANISATIONAL BEHAVIOUR, *Tata McGraw-Hill, NewDelhi*

Stephen Robbins, ORGANISATIONAL BEHAVIOUR, *Pearson, New Delhi*

Ricky Griffin, MANAGEMENT: PRINCIPLES & APPLICATIONS, *Cengage, NewDelhi, 2008*

MBA – I Semester

PAPER – II
MANAGERIAL ECONOMICS

Paper Code: MBAC 1002

Objectives

- To introduce the economic concepts
- To familiarize with the students the importance of economic approaches in managerial decision making
- To understand the applications of economic theories in business decisions

UNIT – I

General Foundations of Managerial Economics - Economic Approach - Circular Flow of Activity - Nature of the Firm - Objectives of Firms - Demand Analysis and Estimation - Individual, Market and Firm demand - Determinants of demand - Elasticity measures and Business Decision Making - Demand Forecasting.

UNIT-II

Law of Variable Proportions - Theory of the Firm - Production Functions in the Short and Long Run - Cost Functions – Determinants of Costs – Cost Forecasting - Short Run and Long Run Costs –Type of Costs - Analysis of Risk and Uncertainty.

UNIT-III

Product Markets -Determination Under Different Markets - Market Structure – Perfect Competition – Monopoly – Monopolistic Competition – Duopoly - Oligopoly - Pricing and Employment of Inputs Under Different Market Structures – Price Discrimination - Degrees of Price Discrimination.

UNIT-IV

Introduction to National Income – National Income Concepts - Models of National Income Determination - Economic Indicators - Technology and Employment - Issues and Challenges – Business Cycles – Phases – Management of Cyclical Fluctuations - Fiscal and Monetary Policies.

UNIT – V

Macro Economic Environment - Economic Transition in India - A quick Review - Liberalization, Privatization and Globalization - Business and Government - Public-Private Participation (PPP) - Industrial Finance - Foreign Direct Investment(FDIs).

REFERENCES

Yogesh Maheswari, MANAGERIAL ECONOMICS, *PHI Learning, NewDelhi, 2005*

Gupta G.S., MANAGERIAL ECONOMICS, *Tata McGraw-Hill, New Delhi*

Moyer &Harris, MANAGERIAL ECONOMICS, *Cengage Learning, NewDelhi, 2005*

Geetika, Ghosh & Choudhury, , MANAGERIAL ECONOMICS, *Tata McGrawHill, NewDelhi, 2011*

**PAPER –III
ACCOUNTING FOR MANAGERS**

Paper code: MBAC

1003

Objectives

- To acquaint the students with the fundamentals principles of Financial, Cost and Management Accounting
- To enable the students to prepare, Analyse and Interpret Financial Statements and
- To enable the students to take decisions using Management Accounting Tools.

UNIT-I

Book-keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts –Trading, Profit and Loss Account and Balance Sheet with adjustment entries, simple problems only - Capital and Revenue Expenditure and Receipts.

UNIT-II

Depreciation – Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method and Annuity Method - Ratio Analysis – Uses and Limitations – Classification of Ratios – Liquidity, Profitability, Financial and Turnover Ratios – Simple problems only.

UNIT-III

Funds Flow Analysis – Funds From Operation, Sources and Uses of Funds, Preparation of Schedule of Changes in Working Capital and Funds Flow Statements – Uses and Limitations - Cash Flow Analysis – Cash From Operation – Preparation of Cash Flow Statement – Uses and Limitations – Distinction between Funds flow and Cash Flow – only simple problems

UNIT-IV

Marginal Costing - Marginal cost and Marginal costing - Importance - Break-even Analysis - Cost Volume Profit Relationship – Application of Marginal Costing Techniques, Fixing Selling Price, Make or Buy, Accepting a foreign order, Deciding sales mix.

UNIT-V

Cost Accounting - Elements of Cost - Types of Costs - Preparation of Cost Sheet – Standard Costing – Variance Analysis – Material Variances – Labour Variances – simple problems related to Material and Labour Variances only

[Note: Distribution of Questions between Problems and Theory of this paper must be 60:40 i.e., Problem Questions: 60 % & Theory Questions: 40 %]

REFERENCES

Jelsy Josheph Kuppapally, ACCOUNTING FOR MANAGERS, *PHI, Delhi, 2010.*

Paresh shah, BASIC ACCOUNTING FOR MANAGERS, *Oxford, Delhi, 2007*

Ambrish Gupta, FINANCIAL ACCOUNTING FOR MANAGEMENT, *Pearson, Delhi, 2004*

Narayanaswamy R, FINANCIAL ACCOUNTING , *PHI, Delhi, 2011*

MBA - I Semester

PAPER-IV BUSINESS ENVIRONMENT AND LAW

Paper Code: MBAC

1004

Objectives

- To acquaint students with the issues of domestic and global environment in which business has to operate
- To relate the Impact of Environment on Business in an integrated manner, and
- To give an exposure to important commercial and industrial laws

UNIT – I

Dynamics of Business and its Environment – Technological, Political, Social and Cultural Environment - Corporate Governance and Social Responsibility - Ethics in Business - Economic Systems and Management Structure - Family Management to Professionalism - Resource Base of the Economy - Land, Forest, Water, Fisheries, Minerals - Environmental Issues.

UNIT - II

Infrastructure - Economic- Social, Demographic Issues, Political context - Productivity Factors, Human Elements and Issues for Improvement - Global Trends in Business and Management - MNCs - Foreign Capital and Collaboration - Trends in Indian Industry - The Capital Market Scenario.

UNIT - III

Law of Contract - Agreement - Offer - Acceptance - Consideration - Capacity of Contract Contingent Contract - Quasi Contract - Performance - Discharge - Remedies to breach of Contract - Partnership - Sale of Goods - Law of Insurance - Negotiable Instruments - Notes, Bills, Cheques - Crossing - Endorsement - Holder in due course - Holder in value - Contract of Agency.

UNIT - IV

Company - Formation - Memorandum - Articles - Prospectus - Shares - Debentures - Directors - Appointment - Powers and Duties - Meetings - Proceedings – Management - Accounts - Audit - Oppression and Mismanagement - Winding up.

UNIT - V

Factory Act – Licensing and Registration of Factories, Health, Safety and Welfare measures - Industrial Disputes Act – Objects and scope of the Act, Effects of Industrial Dispute, Administration under the Act- Minimum Wages Act - Workmen Compensation Act.

REFERENCES

Pathak, LEGAL ASPECTS OF BUSINESS, Tata McGraw- Hill Publishing Company Limited, New Delhi, 2010.

Keith-Davis & William Frederick, BUSINESS AND SOCIETY, *McGraw-Hill, Tokyo*.

M.M. Sulphery & Az-har Basheer, LAWS FOR BUSINESS, *PHI Learning Pvt. Ltd. New Delhi*, 2011

Maheswari & Maheswari, MERCANTILE LAW. *Himalaya Publishing House. Mumbai*

Rudder Dutt & Sundaram, INDIAN ECONOMY, *Vikas Publishing House, New Delhi*.

Veena Keshav Pailwar, ECONOMIC ENVIRONMENT OF BUSINESS, *PHI Learning Pvt. Ltd, New Delhi, 2010*

PAPER-V
RESEARCH METHODOLOGY

Paper code: MBAC 1005

Objectives

- To enable the students to know about the information needs of Management
- To introduce the concept of Scientific Research and the methods of conducting Scientific Enquiry and
- To introduce the Statistical Tools of Data Analysis.

UNIT-I

Research – Qualities of Researcher – Components of Research Problem – Various Steps in Scientific Research – Types of Research – Hypotheses Research Purposes - Research Design – Survey Research – Case Study Research.

UNIT-II

Data Collection – Sources of Data – Primary Data – Secondary Data - Procedure Questionnaire – Sampling methods – Merits and Demerits – Experiments – Observation method – Sampling Errors - Type-I Error & Type-II Error.

UNIT-III

Statistical Analysis – Introduction to Statistics – Probability Theories – Conditional Probability, Poisson Distribution, Binomial Distribution and Properties of Normal Distributions – Hypothesis Tests – One Sample Test – Two Sample Tests / Chi-Square Test, Association of Attributes - Standard deviation – Co-efficient of variations .

UNIT-IV

Statistical Applications – Correlation and Regression Analysis – Analysis of Variance – Partial and Multiple Correlation – Factor Analysis and Conjoint Analysis – Multifactor Evaluation – Two-Factor Evaluation Approaches.

UNIT-V

Research Reports – Structure and Components of Research Report – Types of Report, characteristics of Good Research Report, Pictures and Graphs, Introduction to SPSS.

[Note: Distribution of Questions between Problems and Theory of this paper must be 40:60 i.e., Problem Questions: 40 % & Theory Questions: 60 %]

REFERENCES

Panneerselvam, R., RESEARCH METHODOLOGY, *Prentice Hall of India, New Delhi, 2004.*

Kothari CR , RESEARCH METHODOLOGY-METHODS AND TECHNIQUES, *New Wiley Eastern Ltd., Delhi, 2009.*

PAPER-VI
FINANCIAL MANAGEMENT

Paper code: MBAC 2001

Objectives

- To know the various sources of finance
- To understand the various uses for finance and
- To familiarize oneself with the techniques used in financial management.

UNIT-I

Financial Management – Financial goals - Profit vs. Wealth Maximization; Finance Functions – Investment, Financing and Dividend Decisions – Cost of Capital – Significance of Cost of Capital – Calculation of Cost of Debt – Cost of Preference Capital – Cost of Equity Capital (CAPM Model and Gordon's Model) and Cost of Retained Earnings – Combined Cost of Capital (weighted/Overall).

UNIT-II

Capital Budgeting – Nature of Investment Decisions – Investment Evaluation criteria – Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR) – NPV and IRR comparison.

UNIT-III

Operating and Financial Leverage – Measurement of Leverages – Effects of Operating and Financial Leverage on Profit – Analyzing Alternate Financial Plans - Combined Financial and Operating Leverage – Capital Structure Theories - Traditional approach - M.M. Hypotheses – without Taxes and with Taxes – Net Income Approach (NI) – Net Operating Income Approach (NOI) - Determining capital structure in practice.

UNIT- IV

Dividend Policies – Issues in Dividend Decisions – Relevance Theory – Walter's Model – Gordon's Model – Irrelevance Theory – M-M hypothesis - Dividend Policy in Practice – Forms of Dividends – Stability in Dividend Policy – Corporate Dividend Behaviour.

UNIT-V

Management of Working Capital – Significance and types of Working Capital – Calculating Operating Cycle Period and Estimation of Working Capital Requirements – Financing of Working Capital and norms of Bank Finance – Sources of Working capital – Factoring services– Various committee reports on Bank Finance – Dimensions of Working Capital Management.

[Note: Distribution of Questions between Problems and Theory of this paper must be 40:60 i.e., Problem Questions: 40 % & Theory Questions: 60 %]

REFERENCES

Khan MY, Jain PK, BASIC FINANCIAL MANAGEMENT, *Tata McGraw Hill, Delhi* , 2005.

Chandra, Prasanna, FINANCIAL MANAGEMENT, *Tata McGraw Hill, Delhi*.

Bhabatosh Banerjee, FUNDAMENTALS OF FINANCIAL MANAGEMENT, *PHI, Delhi*, 2010

Chandra Bose D, FUNDAMENTALS OF FINANCIAL MANAGEMENT, *PHI, Delhi*, 2010

Preeti Singh, FUNDAMENTALS OF FINANCIAL MANAGEMENT, *Ane, 2011*.

2002

Objectives

- To familiarize with the basic concepts, and techniques of marketing management
- To understand the behaviour of consumers
- To create awareness of marketing mix elements, and
- To analyse and solve marketing problems in the complex and fast changing business environment.

UNIT-I

Introduction to Marketing and Marketing Management, Marketing Concepts - Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behaviour - Market segmentation and targeting and positioning.

UNIT-II

Product Decisions - concept of a Product - Product mix decisions - Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle,

UNIT-III

Price Decisions - Pricing objectives - Pricing policies and constraints - Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy.

UNIT-IV

Channel Decision - Nature of Marketing Channels –. Types of Channel flows - Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflict and competition – Retailers and wholesalers.

UNIT-V

Promotion Decision - Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Programme – Role of Media in Advertising - Advertisement effectiveness - - Sales force Decision.

REFERENCES

K.S. Chandrasekar, MARKETING MANAGEMENT TEXT AND CASES, *Tata McGraw-Hill Publication, New Delhi.2010*

Govindarajan, MARKETING MANAGEMENT CONCEPTS, CASES, CHALLENGES AND TRENDS, *Prentice Hall of India, New Delhi. 2009*

Philip Kotler, MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL, *Prentice Hall of India, New Delhi,*

Ramaswamy. V S & Namakumari. S, MARKETING MANAGEMENT-PLANNING IMPLEMENTATION AND CONTROL, *Macmillan Business Books, New Delhi, 2002,*

MBA – II Semester

PAPER – VIII HUMAN RESOURCES MANAGEMENT

Paper Code: MBAC 2003

Objectives

- To understand and appreciate the importance of the human resources vis-a-vis other resources of the organisation
- To familiarize the students with methods and techniques of HRM
- To equip them with the application of the HRM tools in real world business situations.

UNIT-I

Human Resources Management - Context and Concept of People Management in a Systems Perspective - Organisation and Functions of the HR and Personnel Department - HR Structure and Strategy; Role of Government and Personnel Environment including MNCs.

UNIT – II

Recruitment and Selection - Human Resource Information System [HRIS] - Manpower Planning - Selection – Induction & Orientation - Performance and Potential Appraisal - Coaching and Mentoring - HRM issues and practices in the context of Outsourcing as a strategy .

UNIT-III

Human Resources Development –Training and Development Methods - Design & Evaluation of T&D Programmes - Career Development - Promotions and Transfers - Personnel Empowerment including Delegation - Retirement and Other Separation Processes.

UNIT-IV

Financial Compensation- -Productivity and Morale - Principal Compensation Issues & Management - Job Evaluation - Productivity, Employee Morale and Motivation - Stress Management - Quality of Work Life.

UNIT – V

Building Relationships – Facilitating Legislative Framework - Trade Unions - Managing Conflicts - Disciplinary Process - Collective Bargaining - Workers Participation in Management - Concept, Mechanisms and Experiences.

REFERENCES

Venkata Ratnam C. S. & Srivatsava B. K., PERSONNEL MANAGEMENT AND HUMAN RESOURCES, *Tata Mc-Graw Hill, NewDelhi,*,

Aswathappa, HUMAN RESOURCE MANGEMENT, *Tata McGraw Hill, NewDelhi, 2010*

Garry Dessler & Varkkey, HUMAN RESOURCE MANAGEMENT, *Pearson, New Delhi, 2009*

Alan Price, HUMAN RESOURCE MANAGEMENT, *Cengage Learning, NewDelhi, 2007*

Pravin Durai, HUMAN RESOURCE MANGEMENT, *Pearson, New Delhi, 2010*

Snell, Bohlander & Vohra, HUMAN RESOURCES MANAGEMENT, *Cengage, NewDelhi, 2010*

MBA – II Semester

**PAPER – IX
OPERATIONS RESEARCH AND MANAGEMENT**

Paper Code: MBAC 2004

Objectives

- To familiarize the Operations Management concepts
- To introduce various optimization techniques with managerial perspective
- To facilitate the use of Operations Research techniques in managerial decisions.

UNIT –I

Introduction to Operations Management - Process Planning - Plant Location - Plant Lay out - Introduction to Production Planning.

UNIT –II

Stages of Development of Operations Research- Applications of Operations Research- Limitations of Operations Research- Introduction to Linear Programming- Graphical Method- Simplex Method - Duality.

UNIT-III

Transportation Problem- Assignment Problem - Inventory Control - Introduction to Inventory Management - Basic Deterministic Models - Purchase Models - Manufacturing Models with and without Shortages.

UNIT-IV

Shortest Path Problem - Minimum Spanning Tree Problem - CPM/PERT - Crashing of a Project Network.

UNIT- V

Game Theory- Two Person Zero-sum Games -Graphical Solution of $(2 \times n)$ and $(m \times 2)$ Games - LP Approach to Game Theory - Goal programming - Formulations - Introduction to Queuing Theory - Basic Waiting Line Models: $(M/M/1):(GD/a/a)$, $(M/M/C):GD/a/a$.

[Note: Distribution of Questions between Problems and Theory of this paper must be 60: 40 i.e, Problem Questions: 60 % & Theory Questions : 40 %]

REFERENCES

Kanishka Bedi, PRODUCTION & OPERATIONS MANAGEMENT, *Oxford, NewDelhi, 2007*

Panneerselvam, R, OPERATIONS RESEARCH, *Prentice-Hall of India, New Delhi, 2002.*

G.Srinivasan, OPERATIONS RESEARCH, *PHI Learning, NewDelhi,2010*

Tulsian & Pandey, QUANTITATIVE TECHNIQUES, *Pearson, NewDelhi, 2002*

Vohra, QUANTATIVE TECHNIQUES IN MANAGEMENT, *Tata McGrawHill, NewDelhi, 2010*

**PAPER-X
STRATEGIC MANAGEMENT**

Paper Code: MBAC 2005

Objectives

- Integrating the knowledge gained in functional areas of management
- Helping the students to learn about the process of strategic management, and
- Helping the students to learn about strategy formulation and implementation

UNIT-I

Concepts of Strategy - Levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBU); Functional level strategies

UNIT-II

Environmental Analysis and Diagnosis - Environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis

UNIT-III

Strategy Formulation and Choice - Modernization, Diversification Integration - Merger, take-over and joint strategies - Turnaround, Divestment and Liquidation strategies - Strategic choice - Industry, competitor and SWOT analysis - Factors affecting strategic choice; Generic competitive strategies - Cost leadership, Differentiation, Focus, Value chain analysis, Bench marking, Service blue printing

UNIT-IV

Functional Strategies: Marketing, production/operations and R&D plans and policies- Personnel and financial plans and policies.

UNIT-V

Strategy Implementation - Inter - relationship between formulation and implementation - Issues in strategy implementation - Resource allocation - Strategy and Structure - Structural considerations - Organizational Design and change - Strategy Evaluation- Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.

REFERENCES

Azhar Kazmi, STRATEGIC MANAGEMENT & BUSINESS POLICY, *Tata McGraw-Hill Publishing Company Limited, New Delhi 2008.*

Vipin Gupta, Kamala Gollakota & Srinivasan, BUSINESS POLICY & STRATEGIC MANAGEMENT, *Prentice Hall of India Private Limited, New Delhi, 2008.*

Amita Mittal, CASES IN STRATEGIC MANAGEMENT, *Tata McGraw-Hill Publishing Company Limited, New Delhi 2008.*

Fred R. David, STRATEGIC MANAGEMENT CONCEPT AND CASES, *PHI Learning Private Limited, New Delhi, 2008.*

MBA (International Business) - III Semester

PAPER - XI

INTERNATIONAL BUSINESS ENVIRONMENT

Course Code: 38

Paper Code: MBIB 3001

Objectives

- To explore and offer knowledge on global business environment
- To explore knowledge on international institutions involved in promotion of global business, and
- To make future global managers

UNIT – I

International Business: Nature, importance and scope – Mode of entry into international business - Framework for analyzing international business environment – geographical, economic, socio-cultural, political and legal environment.

UNIT – II

International Economic Environment: World economic and trading situation; International economic institutions and agreements – WTO, UNCAD, IMF, World Bank; Generalized system of preferences, GSTP; International commodity agreements.

UNIT – III

Multinational Corporations: Conceptual framework of MNCs; MNCs and host and home country relations; Technology transfers – importance and types – M&A of MNC's

UNIT – IV

Nature of International Business Environment: Forces – Political environment – Legal Environment – Technology – Cultural Environment – Country Classifications – Economic Trade Policies

UNIT – V

Foreign Investment: Capital flows – types and theories of foreign investment; foreign investment flows and barriers.- Foreign Direct Investment (FDI)

REFERENCES

Adhikary, Manab, GLOBAL BUSINESS MANAGEMENT, *Macmillan*, New Delhi.

Bhattacharya.B, GOING INTERNATIONAL RESPONSE STRATEGIES FOR INDIAN SECTOR, *Wheeler Publishing Co*, New Delhi.

Black and Sundaram, INTERNATIONAL BUSINESS ENVIRONMENT, *Prentice Hall of India*, New Delhi.

Gosh, Biswanath, ECONOMIC ENVIRONMENT OF BUSINESS, *South Asia Book*, New Delhi.

Aswathappa, INTERNATIONAL BUSINESS, *Tata Mc Graw Hill publications*, New Delhi.

MBA (International Business) - III Semester

PAPER - XII

MANAGEMENT OF MULTINATIONAL CORPORATION

Course Code: 38

Paper Code: MBIB 3002

Objectives

- To highlight the origin and development of MNC's, and
- To highlight their problems and prospects from the point of view of both host countries and parent countries

UNIT-I

International Management - Trends, challenges and opportunities; Different schools of thought of international management Different types of International business – Problems faced by MNC's – Problems posed by MNC's to host countries.

UNIT-II

Growth and Development of MNCs - Role and Significance of MNCs – Pattern of Growth – Country of Origin – Different Management Styles – Strategic Issues involved.

UNIT-III

Comparative Management - Importance and scope; Methods of comparative management ; management styles and practices in US ,Japan, China, Korea, India; Organizational design and structure of international corporations; Locus of decision making; Headquarter and subsidiary relations in international firms.

UNIT-IV

International Business Strategy - Creating strategy for international business; Management of production, Services technology and operations; Marketing financial, legal and political dimensions; Ethics and social responsibility of business. Strategic Alliances: Acquisitions and mergers; Management of joint ventures and other international strategic alliances.

UNIT-V

Indian Perspectives and Policy - Internationalization of Indian business firms and their operations abroad; International Mergers and Acquisitions. Changing government policy on entry of FIs and FIIs

REFERENCES

Hodgetts, INTERNATIONAL MANAGEMENT. *Tata McGraw Hill, New Delhi.*

Koonts and Whelrich , MANAGEMENT: THE GLOBAL PERSPECTIVE , *Tata McGraw Hill, Delhi.*

Nagandhi, Anant.R, INTERNATIONAL MANAGEMENT ,*Prentice Hall of India Ltd., New Delhi.*

Thakur, Manab, Gene E. Burton, and B.N. Srivastav : INTERNATIONAL MANAGEMENT: CONCEPTS AND CASES, *TATA MCGRAW HILL, New Delhi.*

Christopher Bartlett and Sumantra Ghoshal, TRANSNATIONAL MANAGEMENT: TEXT AND CASES, *Tata Mc Graw Hill, New Delhi*

MBA (International Business) - III Semester

PAPER - XIII

INTERNATIONAL BUSINESS LAW

Course Code: 38

Paper Code: MBIB 3003

Objectives

- To expose the students to the legal and regulatory framework and their implications concerning global business operations, and
- To have a better understanding of the functioning and objectives of various world organizations

UNIT-I

Legal Framework of International Business - Nature and complexities; Code and common laws and their implications to business; International business contract – legal provisions; Payments terms; International sales agreements; Rights and duties of agents and distributors.

UNIT-II

Regulatory Framework of WTO - Basic principles and charter of GATT/WTO; GATT/WTO provisions relating to preferential treatment of developing countries; Regional groupings, subsidies, technical standards, antidumping duties and other non-tariff barriers, custom valuation and dispute settlement; Implications of WTO to important sectors – GATS, TRIPs and TRIMs.

UNIT-III

Regulations and Treaties Relating to - Licensing; Franchising; Joint Ventures, Patents and trade marks; Technology transfer, Telecommunications. Frame work relating to Electronic Commerce.

UNIT-IV

Regulatory Framework and Taxation - Electronic Commerce – Cross Border Transactions – On-line Financial Transfers – Legal Safeguards – International Business Taxation – Tax Laws – Multilateral and Bi-lateral treaties – Sharing of Tax revenues

UNIT-V

Indian Laws and Regulations - Governing International Transactions: FEMA; Taxation of foreign income; Foreign investments; Setting up offices and branches abroad; Restrictions on trade in endangered species and other commodities.

REFERENCES

Daniels, John, Ernest W. Ogram and Lee H. Redebungh, INTERNATIONAL BUSINESS, ENVIRONMENTS AND OPERATIONS.

Lew, Julton D.M and Clive Stand brook (eds), INTERNATIONAL TRADE LAW AND PRACTICE, *Euromoney Publications*, London.

Schmothoff C.R: Export Trade, THE LAW AND PRACTICE OF INTERNATIONAL TRADE.

Motiwali OP, Awasthi HI, INTERNATIONAL TRADE – THE LAW AND PRACTICE, *Bhowmik and Company*, New Delhi.

Kapoor ND, Commercial Law; Sultan Chand & Co., New Delhi.

MBA (International Business) - III Semester

PAPER - XIV

GLOBAL MARKETING MANAGEMENT

Course Code: 38

Paper Code: MBIB 3004

Objectives

- To provide the knowledge of marketing management in the international perspectives, and
- To be able to decide suitable marketing strategies for the dynamic international market

UNIT – I

Introduction to International Marketing - Nature and significance; Complexities in international marketing; Transition from domestic to transnational marketing; International market orientation- EPRG framework; International market entry strategies – market segmentation – Global market entry strategies

UNIT – II

International Marketing Environment - Internal environment; External environment-geographical, demographic, economic, socio-cultural, political and legal environment; Impact of environment on international marketing decisions.

UNIT – III

Product Decisions - Product planning for global markets; Standardisation vs Product adaptation; New product development; Management of international brands; Packaging and labeling; Provision of sales related services.

UNIT – IV

Pricing Decisions - Environmental influences on pricing decisions; International pricing policies and strategies. Promotion Decisions: Complexities and issues; International advertising, personal selling, sales promotion and public relations.

UNIT – V

Distribution Channels and Logistics - Functional and types of channels; Channel selection decisions; Selection of foreign distributors/agents and managing relations with them; International logistics decisions.

REFERENCES

Czinkota, M.R., INTERNATIONAL MARKETING, *Dryden Press*, Boston.

Fayerweather, John, INTERNATIONAL MARKETING, *Prentice Hall*, New Delhi

Jain, S.C., INTERNATIONAL MARKETING, *CBS Publications*, New Delhi

Keegan, Warren J., GLOBAL MARKETING MANAGEMENT, *Prentice Hall*, New Delhi

MBA (International Business) - III Semester

PAPER - XV EXIM FINANCING AND DOCUMENTATION

Course Code: 38

Paper Code: MBIB 3005

Objectives

- To provide an insight into various documents used in EXIM financing, and
- To enhance the practical knowledge of sources of finance and incentives available in the market

UNIT-I

Introduction - Export documentation; Foreign exchange regulations; ISO 9000 series and other internationally accepted quality certificates; Quality control and pre-shipment inspection ; Export trade control ; Marine insurance; Commercial practices.

UNIT-II

Export Procedures - General excise clearances; Role of clearing and forwarding agents; shipment of export cargo; Export credit; Export credit guarantee and policies; Forward exchange cover; Finance for export on deferred payment terms; Duty drawbacks.

UNIT-III

Import Procedures - Import licensing policy; Actual user licensing; Replenishment licensing; Import-export pass book; Capital goods licensing; Export houses and trading houses.

UNIT-IV

Export Incentives - Overview of export incentives-EPCG, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation – Duty entitlement Pass Book Scheme.

UNIT-V

Trading Houses - Export and trading houses schemes – criteria, procedures and documentation; Policy and procedures for EOU/FTZ/EPZ/SEZ units.

REFERENCES

Cherian and Parab, EXPORT MARKETING, *Himalaya Publishing House*, New Delhi

Government of India, HANDBOOK OF PROCEDURES, *Import and Export Promotion*, New Delhi.

Rathod, Rathor and Jani, INTERNATIONAL MARKETING, *Himalaya Publishing House*, New Delhi.

EXPORT – IMPORT MANUAL, *Nabhi Publication*, New Delhi

Government of India, EXPORT-IMPORT POLICY, PROCEDURES, ETC. (*Volumes I, II and II*) New Delhi

MBA (International Business) - IV SEMESTER

PAPER - XVI GLOBAL FINANCIAL MARKETS AND INSTRUMENTS

Course Code: 38

Paper Code: MBIB 4001

Objective

- To introduce and enhance skills on Global Financial Market, instruments and strategies.

UNIT-I

Introduction to International Financial System - Brettonwood conference and afterwards; European monetary system. Fixed vs Floating Exchange Rate regimes – International economic institutions – IMF, World Bank and WTO

UNIT-II

Creation of Euro Currency Markets - Creation of Euro Dollar – Emergence of Global Currency Markets – Size and Structure of Europe and Asian Markets – Transaction – Regulatory systems – Major instruments

UNIT-III

International Financial Markets and Instruments - International capital and money market instruments and their salient features; Integration of financial markets and approach; Arbitrage opportunities; Role of financial intermediaries.

UNIT-IV

International Money Market Instruments and Institutions - GDRs, ADRs, IDRs, Euro Bonds, Euro Loans, Repos, CPs, derivatives, floating rate instruments, loan syndication and Euro deposits; IMF, IBRD, Development Banks.

UNIT-V

Global Shopping for funds and Investments - Comparison of Domestic, Foreign and Euro Currency Markets for Lending and Investment – Forex Risk – Interest Rate Parity – Cover deals – Using global markets for Hedging – Arbitrage – speculation – Cost comparisons.

REFERENCES

Buckley, Adrian, MULTINATIONAL FINANCE, *Prentice Hall of India, New Delhi*

Henning, C.N., Piggot, W. and Scott, W.H., INTERNATIONAL FINANCIAL MANAGEMENT, *Mc Graw Hill, Int. Ed., New York.*

Maurice, Levi, INTERNATIONAL FINANCE, *McGraw Hill, Int. Ed., New York.*

Rodriquez, R.M and E.E Carter, INTERNATIONAL FINANCIAL MANAGEMENT, *Prentice Hall of India, Delhi.*

Shaprio, A.C., MULTINATIONAL FINANCIAL MANAGEMENT, *Prentice Hall of India, New Delhi.*

MBA (International Business) - IV Semester

PAPER - XVII FOREIGN TRADE AND POLICY

Course Code: 38

Paper Code: MBIB 4002

Objectives

- To understand the policy framework of India which will enhance the conceptual knowledge, and
- Ability to apply the fundamental concepts to apply the fundamental concepts to complex business realities.

UNIT-I

International Trade - Theories of foreign trade – absolute and comparative advantage theories; Modern theory of trade – Hecksher- Ohlin theory; Terms of trade; Theory of international trade in services; Balance of payments and adjustment mechanism.

UNIT-II

Commercial Policy Instruments - Tariffs, quotas, anti dumping/countervailing duties; Technical standards; Exchange controls and other non-tariff measures.

UNIT-III

India's Foreign Trade and Policy - Direction and composition of India's foreign trade; Export – Import policy; Export promotion and institutional set – up; Deemed exports; Rupee convertibility.

UNIT-IV

Instruments of Export Promotion - Export assistance and promotion measures; EPCG scheme; Import facilities; Duty exemption schemes; Duty drawback; Tax concessions; Marketing assistance; Role of export houses, trading houses and state trading organizations; EPZs and SEZs & EOUs.

UNIT-V

Foreign Investment Policy - Policy and frame work for FDI in India; Policy on foreign collaborations and counter trade arrangements; Indian joint ventures abroad; Project and consultancy exports.

REFERENCES

Gupta, R.K., ANTI-DUMPING AND COUNTERVAILING MEASURES, *Sage Publications, New Delhi.*

Nabhi's EXPORTER'S MANUAL AND DOCUMENTATION, *Nabhi Publication, Delhi*

Sodersten, B.O, INTERNATIONAL ECONOMICS, *MacMillan, London.*

Varsheny R.L. and B. Bhattacharya, INTERNATIONAL MARKETING MANAGEMENT, *Sultan Chand & Sons, New Delhi.*

Verma, M.L, *International Trade, Commonwealth Publishers, Delhi.*

MBA (International Business) - IV Semester

**PAPER - XVIII
CROSS CULTURAL BUSINESS MANAGEMENT**

Course Code: 38

Paper Code: MBIB 4003

Objective

- The course seeks to develop a diagnostic and conceptual understanding of the cultural and related behavioural variables in the management of global organization

UNIT -I

Introduction - Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stake-holders [managers, employees, share holders, suppliers, customers and others] – An Analytical frame work

UNIT -II

Culture and Global Management - Global Business Scenario and Role of Culture- A Frame work for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & High Performance Winning Teams and Cultures; Culture Implications for Team Building

UNIT -III

Cross Culture – Negotiation & Decision Making - Process of Negotiation and Needed Skills & Knowledge Base – Over view with two illustrations from multi cultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.

UNIT -IV

Global Human Resources Management - Staffing and Training for Global Operations – Expatriate - Developing a Global Management Cadre.. Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.

UNIT -V

Corporate Culture - The Nature of Organizational Cultures Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.

REFERENCES

Deresky Helen, INTERNATIONAL MANAGEMENT: MANAGING ACROSS BORDERS AND CULTURES, *PHI, Delhi*

Esenn Drlarry, Rchildress John, THE SECRET OF A WINNING CULTURE: *PHI, Delhi*

Cashby Franklin, REVITALIZE YOUR CORPORATE CULTURE: *PHI, Delhi*

MBA (International Business) - IV Semester

PAPER - XIX

INTERNATIONAL LOGISTICS MANAGEMENT

Course Code: 38

Paper Code: MBIB 4004

Objectives

- The course provides the analytical framework for understanding the logistics model and supply chain techniques in an international perspective

UNIT - I

Marketing Logistics - Concept, objectives and scope; System elements; Importance – Elements of Logistics system - Relevance of logistics in international marketing; International supply chain management and logistics; Transportation activity – internal transportation, inter-state goods movement – Factors influences Distribution and Logistics.

UNIT - II

Transportation - Containerization; CFS and inland container depots; Dry ports – Road – Multimodal transportation - CONCOR; Role of intermediaries including freight booking, shipping agents, C&F agents.

UNIT - III

General Structure of Shipping - Characteristics - Types of shipping - liner and tramp - Conference chartering operations - Freight structure and practices - Chartering principles and practices; UN convention on shipping information – Documents for shipping of goods.

UNIT - IV

Air Transport - Air transportation –total cost concept, advantages, freight structure and operations; Carrier consignee liabilities – Cargo handling – Information support System

UNIT - V

Inventory Control and Warehousing - Inventory management – concepts and application to international marketing; Significance and types of warehousing facilities; Total cost approach to logistics.

REFERENCES

Asopa, V.N., SHIPPING MANAGEMENT: CASES AND CONCEPTS, *Macmillan, New Delhi.*

Desai, H.P., INDIAN SHIPPING PERSPECTIVES, *Anupam Publications, Delhi,*

Khanna, K.K., PHYSICAL DISTRIBUTION, *Himalaya Publishing, Delhi.*

Lambert, D et al, STRATEGIC LOGISTIC MANAGEMENT, *Tata McGraw Hill, New Delhi.*

Shipping Documents and Reports, UNCTAD

MBA (International Business) - IV Semester

PAPER – XX

FOREX MANAGEMENT AND CURRENCY DERIVATIVES

Course Code: 38

Paper Code: MBIB 4005

Objectives

- To enable the students to have an in-depth understanding of the principles and procedures relating to Forex markets and different types of currency derivatives and its operations.

UNIT-I

The Foreign Exchange Market - Organisation – Spot Vs Forward Markets – Bid and Ask rates – Interbank Quotations – International Market Quotations – Cross Rates – Merchant Rates – FEDAI Regulations – Role of RBI

UNIT-II

Exchange Rates - Exchange rate systems – Gold Standard – Bretton Woods – Fixed Vs Floating Exchange Rate systems – Determinants of Exchange Rates – Exchange Controls.

UNIT-III

Foreign Exchange Transactions – Purchase and Sale transactions – Spot Vs Forward transactions – Forward Margins – Interbank Deals – Cover deals – Trading – Swap deals – Arbitrage Operations – Factors determining Forward margins – Different types of Foreign exchange exposer.

UNIT-IV

Ready and Forward Exchange Rates – Principle types of Ready Merchant rates – Ready rates based on cross rates – Forward exchange contracts – Execution of Forward contracts – cancellation and Extensions - Dealing position – Exchange position – Cash position.

UNIT-V

Currency Derivatives – Currency Forwards – Currency Futures – Currency Options – Exchange traded transactions – Financial Swaps – Forward Rate agreements – Interest Rate Options.

REFERENCES

Alan C Shapiro, MULTINATIONAL FINANCIAL MANAGEMENT, *Prentice Hall*, Delhi
Francis Cherunilam, INTERNATIONAL ECONOMICS, *Tata Mc Graw Hill Pub Ltd*, Delhi

Ian H Giddy, GLOBAL FINANCIAL MARKETS, *AITBS Publishers and Distributors*, New Delhi

C Jeevanandam, FOREIGN EXCHANGE: PRACTICE, CONCEPTS, *Sultan Chand & Sons*, New Delhi

Vijayabhaskar P and Mahapatra B., DERIVATIVES SIMPLIFIED, *RESPOSE BOOKS, Sage Publications*, New Delhi.

