

MBA- International Business

The Master of Business Administration (MBA) programme is designed to provide advanced work in major areas of theory of business practices, subject matter competence and thesis research. The program offers an alternative to the traditional thesis that allows an immersion experience in an international work/internship experience. The program is designed to provide a developmental, integrated progression toward these goals. Students learn how business and management work and how they relate to the global environment. Students are introduced to the functional activities of organisations, learn managerial skills, the use of analytical tools for decision-making and have an opportunity to apply them in an international setting.

Subject Code	Subject	Credits	Subject Code	Subject	Credits
SEMESTER I			SEMESTER III		
MBA-01	Managerial Tasks and Behavioural Dynamics	5	MBA-13	Research Methodology	5
MBA-02	Corporate Communication and Managerial Economics	5	MBA-14	Total Quality Management	5
MBA-03	Legislative Framework of Business	5	MBA-15	International Business Management	5
MBA-04	Accounting and Taxation for Managers	5	IB-01	International Business Environment & Economics	5
MBA-05	Quantitative Techniques for Managerial Decisions	5	IB-02	International Trade Documentation & Procedures	5
MBA-06	Business Development and Entrepreneurship	5	IB-03	International Marketing Management	5
SEMESTER II			SEMESTER IV		
MBA-07	Human Asset Management	5	IB-04	International Business Culture	5
MBA-08	Corporate Finance and Services	5	IB-05	International Financial Management	5
MBA-09	Marketing Planning and Management	5	IB-06	International Logistics & Supply Chain Management	5
MBA-10	Production Technology and Industrial Engineering	5	IB-07	Global MNC Management	5
MBA-11	Information Science for Managers	5	IB-08	International Economic Treaties and Institutions	5
MBA-12	Strategic Management and Corporate Governance	5	MBA-16	Project Work	6
				Viva-voice	3
				GRAND TOTAL	124

SUBJECT CODE: MBA-01**SUBJECT: MANAGERIAL TASKS AND BEHAVIOURAL DYNAMICS**

This course helps to prepare the students to understand the basic application of managerial functions in day to day operations and activities of corporate and business enterprises.

OBJECTIVES:

1. To understand the role and responsibilities of manager
2. To learn the process of management in corporate enterprises.
3. To comprehend the behavior of others and adapt to managerial success.
4. To make the students to equip the necessary changes and developments in an organization.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 MANAGERIAL FUNCTION AND RESPONSIBILITIES**

- Unit 1: Manager Role, Responsibilities and Tasks
- Unit 2: Managerial Functions and Their Characteristics
- Unit 3: Evolution of Management and Schools of Thought
- Unit 4: Social Responsibilities and Business Ethics & Corporate Governance

BLOCK 2 PLANNING AND ORGANIZING FUNCTION

- Unit 1: Planning Nature, Types and Process
- Unit 2: Decision Making and MBO
- Unit 3: Organizing Principles and Structural Design
- Unit 4: Delegation, Span of Control, Decentralization, Line and Staff Authority

BLOCK 3 DIRECTING, CONTROLLING AND CO ORDINATION

- Unit 1: Directing, Motivating, And Leadership
- Unit 2: Controlling Nature and Techniques
- Unit 3: Co Ordination the Essence of Management
- Unit 4: Contemporary Trends in Management

BLOCK 4 INTRODUCTIONS TO BEHAVIOURAL DYNAMICS

- Unit 1: Evolution, Challenges and Opportunities of Organization Behaviour
- Unit 2: Personality and Behavioural Assessment
- Unit 3: Emotions and Learning
- Unit 4: Perceptions and Stress Management

BLOCK 5 ORGANIZATIONAL BEHAVIOURAL DYNAMICS

- Unit 1: Change Management
- Unit 2: Organizational Climate
- Unit 3: Management of Conflicts
- Unit 4: Organizational Development Interventions

REFERENCE BOOKS:

1. Peter F Druker, Management Tasks and Responsibilities, Truman Talley Books, New York.
2. Stephen P Robbins, Fundamental of Management, Pearson 2003
3. Koontz & Weirich, Essentials of Management, Tata McGraw Hill, New Delhi
4. Stephen P Robbins, Organization Behaviour, Prentice Hall Of India, 6th Edition
5. C B Gupta, Management Principles And Practice, Sultan Chand & Sons, New Delhi
6. L M Prasad, Organization Behaviour, Sultan Chand & Sons, New Delhi
7. Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk- Pearson/PHI,8/E
8. Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
9. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
10. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
11. Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing

SUBJECT CODE: MBA-02**SUBJECT: CORPORATE COMMUNICATION AND MANAGERIAL ECONOMICS**

This course enables the students to develop their communication and analytical abilities in terms of effective presentation and economic uncertainties by applying modern and contemporary tools and techniques for competitive advantage.

OBJECTIVES

1. To adopt the modern application of communication and presentation of ideas
2. To understand the basic principles of effective correspondence and idea generation.
3. To make the decision and evaluation through application of economic tools and techniques.
4. To equip and adapt the changing and challenging environmental threats and opportunities.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 CONCEPT OF CORPORATE COMMUNICATION**

- Unit 1: Meaning Importance Principles and Objectives Of Communication
- Unit 2: Verbal and Non Verbal Communication
- Unit 3: Speech & Technical and Non Technical Presentation
- Unit 4: Group Discussion, Conference and Interview Techniques

BLOCK 2 APPLICATION OF COMMUNICATION IN BUSINESS

- Unit 1: Business Letters: Concept And Introduction
- Unit 2: Inquiries, Circulars, Quotation, Order, and Acknowledgement
- Unit 3: Complaints, Collection, Memos, Minutes and Resume Preparation
- Unit 4: Banking, Insurance, and Sales Correspondences

BLOCK 3 INTRODUCTIONS TO MANAGERIAL ECONOMICS

- Unit 1: Managerial Economics Role and Responsibilities
- Unit 2: Law of Demand and Elasticity Of Demand
- Unit 3: Utility Analysis and Indifference Curve
- Unit 4: Demand Forecasting and Demand Distinctions

BLOCK 4 PRODUCTIONS, COST AND MARKET STRUCTURE

- Unit 1: Production Functions and Laws of Returns
- Unit 2: Cost Functions and Marginal Cost Theory
- Unit 3: Market Structure and Price Determination
- Unit 4: Pricing Strategies and Techniques

BLOCK 5 ENVIRONMENTAL ASSESSMENTS AND DIAGNOSIS

- Unit 1: Corporate Environment and Assessment
- Unit 2: Indian Economic Environment
- Unit 3: International Trade and Trends
- Unit 4: Money, Banking, Inflation and Business Cycles

REFERENCE BOOKS

1. Rajendrapal, Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi,
2. Peterson Lewis, Managerial Economics, Prentice Hall of India, New Delhi, 2002
3. Varshney & K L Maheshwari, Managerial Economics, Sultan Chand & Sons, New Delhi

4. N S Raghunathan & B Santhanam, Business Communication, Margham Publication, Chennai.
5. Business Communication - Asha Kaul (2000), New Delhi, Prentice Hall of India
6. Effective Business Communication - Murphy and Hildebrandt (1991),
New York: McGraw Hill
7. Communication in India : Some Observations and Theoretical
implications - J.S. Yadava, IIMC
8. Communication Theory: Eastern and Western perspective- Lawrence D.

SUBJECT CODE: MBA-03**SUBJECT: LEGISLATIVE FRAMEWORK OF BUSINESS**

This course presents the rules and conduct of business in terms of legislative framework. This study helps the manager to lead the business in a smooth and orderly manner as per the legal prescription by the Indian Government.

OBJECTIVES

1. To understand the nature of laws governing the Indian business.
2. To understand the economic and labour laws pertaining to corporate perspectives.
3. To govern the business as per the legislative requirements.
4. To examine the recent requirements of the government from the business.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 ELEMENTS OF BUSINESS LEGISLATION**

- Unit 1: The Contract Act 1872, And Their Special Contracts
- Unit 2: Indian Partnership Act 1932
- Unit 3: Sale of Goods Act 1930
- Unit 4: Negotiable Instruments Act 1881

BLOCK 2 ELEMENTS OF ECONOMICS LEGISLATION

- Unit 1: Information Technology Act 2000
- Unit 2: The Consumer Protection Act 1986
- Unit 3: The Environment Protection Act 1986
- Unit 4: Competition Law 2002
- Unit 5: Intellectual Property Tax Laws

BLOCK 3 BANKING AND INSURANCE LAWS

- Unit 1: The Banking Regulation Act 1949
- Unit 2: The Reserve Bank of India Act 1934
- Unit 3: The Insurance Act and IRDA Regulations

BLOCK 4 LABOUR LEGISLATION

- Unit 1: Factories Act 1948 & Workmen Compensation Act 1923
- Unit 2: Employee State Insurance Act 1948 & EPF and Miscellaneous Provisio`n Act 1952
- Unit 3: Industrial Disputes Act 1947 & Trade Union Act 1926
- Unit 4: The Minimum Wages Act 1948 & the Payment of Wages Act 1936
- Unit 5: The Payment Of Bonus Act 1965 & The Payment Of Gratuity Act 1972.

BLOCK 5 CORPORATE LEGISLATION

- Unit 1: The Indian Companies Act 1956
- Unit 2: The Securities Contracts and Regulation Act 1956
- Unit 3: sebi rules

REFERENCE BOOKS

1. N D Kapoor, elements of merchantile law, sultan chand & sons, New Delhi.
2. Essential bare acts
3. Majumdar, G k Kapoor, corporate laws and secretarial practice, taxmann publication, new delhi
4. M tannan, banking law and practice,
5. Business Law – S.S. Gulshan

6. Saravanavel & Sumathi- Business Law for Management – HPH
7. M C Kuchhal -Business Law -Vikas, 4/e, 2005
8. BARE ACTS -
 - Indian Contract Act 1872
 - Negotiable Instruments Act 1881
 - Indian Partnership Act 1932
 - Foreign Exchange Management Act 1999
 - Sale Of Goods Act 1930
 - Consumer Protection Act 1986
 - Information Technology Act 2000
 - Companies Act 1956
 - Environmental Protection Act 1986
 - Right To Information Act

SUBJECT CODE: MBA-04**SUBJECT: ACCOUNTING AND TAXATION FOR MANAGERS**

This course enables the students to acquaint the knowledge of application of accounting and financial process of organization framework. It also enables to assess and evaluate the financial results for future organization.

OBJECTIVES

1. To understand the basic ideology of recording, classifying and summarizing financial records.
2. To assess and diagnose the financial condition and position of business results.
3. To apply the costing and managerial tools and techniques for decision making.
4. To ensure the tax laws governing the business conditioning and regulation.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1 BASIC ACCOUNTING CONCEPTS AND PRINCIPLES**

- Unit 1: Accounting Principles and Theory
- Unit 2: Indian Accounting Standards
- Unit 3: Users of Accounting Information and Accounting Equation
- Unit 4: Double Entry Principles – Journal, Subsidiary Books, Ledger and Trial Balance

BLOCK 2 FINANCIAL STATEMENTS ANALYSIS

- Unit 1: Financial Statements – Corporate and Non Corporate Bodies
- Unit 2: Financial Statement Analysis and Ratio Analysis
- Unit 3: Funds Flow and Cash Flow Analysis

BLOCK 3 COST ACCOUNTING

- Unit 1: Elements of Cost and Cost Statement
- Unit 2: Marginal Costing and Break Even Analysis
- Unit 3: Budgeting and Budgetary Techniques
- Unit 4: Standard Costing and Variance Analysis

BLOCK 4 MANAGEMENT ACCOUNTING

- Unit 1: Long Term Investment Appraisal
- Unit 2: Costing For Decision Making
- Unit 3: Process and Service Costing
- Unit 4: Responsibility Accounting and Transfer Pricing

BLOCK 5 TAXATION FOR MANAGEMENT

- Unit 1: Taxation Principles and System
- Unit 2: Direct Taxation: The Income Tax Act 1961 and Wealth Tax Act
- Unit 3: Indirect Taxation: Central Excise, Central Customs and Sales Tax Act
- Unit 4: service tax

RECOMMENDEND TEXT BOOKS

1. M C Shukla, T S Grewal, S C Gupta, Advanced Accounts, Sultan Chand & Company, New Delhi
2. Saxena & Vashist, Cost and Management Accounting, Sultan Chand & Sons, New Delhi
3. S P Jain and K L Narang Advanced Accountancy, Kalyani Publishers, New Delhi.
4. Vinod K Singhania, Kapil Singhania, Direct Tax Laws, Tax Mann Publications,
5. V S Datey, Indirect Taxation, Taxmann Publications. New Delhi.
6. Cost Accounting - Khan & Jain
7. Management Accounting 3rd Ed. - Khan & Jain
8. Theory & Problems in Management & Cost Accounting - Khan & Jain
9. Cost Accounting - Jawaharlal

SUBJECT CODE: MBA-05

SUBJECT: QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

This course presents the various statistical and optimization models for managerial application

OBJECTIVES

1. To understand the fundamentals of the quantitative techniques and tools
2. To learn the optimal allocation of resources by mathematical modeling,
3. To estimate the likelihood of chances and probability application in business.
4. To evaluate the resources availability and utility by resource optimization and allocation techniques.

STRUCTURE OF THE COURSE CONTENT

BLOCK 1 BASIC STATISTICAL ANALYSIS

Unit 1: Meaning Of Statistics, Data Types and Collection

Unit 2: Tables, Graphs and Frequency Distribution

Unit 3: Measures of Central Tendency, Variation and Skewness

Unit 4: correlation and regression

BLOCK 2 THEORIES OF PROBABILITY AND DECISION MAKING

Unit 1: Theory of Probability and Probability Distribution

Unit 2: test of hypothesis – t test, f test and chi square test.

Unit 3: Statistical Decision Making

Unit 4: Time Series and Index Numbers

BLOCK 3 RESOURCE OPTIMIZATION TECHNIQUES - I

Unit 1: Operation Research and Linear Programming – Meaning and Uses

Unit 2: Graphical Method

Unit 3: Simplex Method

Unit 4: dual programming

BLOCK 4 RESOURCE OPTIMIZATION TECHNIQUES - II

Unit 1: Assignment

Unit 2: Transportation

Unit 3: Inventory Models

Unit 4: Replacement and Sequence Analysis

BLOCK 5 RESOURCE OPTIMIZATION TECHNIQUES - III

Unit 1: game theory

Unit 2: queuing theory

Unit 3: pert and cpm

Unit 4: simulation

REFERENCE BOOKS

1. Richard L Levin & David S Rubin, Statistics for Management,
2. S P Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi
3. U K Srivatsava, G V Shenoy, S C Sharma, Quantitative Techniques for Managerial Decision, Prentice Hall Of India, 2nd Edition,
4. V K Kapoor, Operation Research, Sultan Chand & Sons, New Delhi.
5. Statistics and Quantitative Techniques - M.G.Dhaygude
6. Operations Research - V.K.Kapoor
7. Operations Research - J.K.Sharma
8. Quantitative Techniques - N.D.Vohra
9. Introduction to Operations Research – Hiller
10. Introduction to Operations Research - Gillett

SEMESTER 1: SUBJECT CODE: MBA-06**SUBJECT: BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP**

The purpose of this course is to provide a strong theoretical framework for business innovation, development and growth issues for initiation of new business ideas. It also helps to develop the skills to start a new venture and becomes entrepreneur in future career.

OBJECTIVES:

1. To prepare a groundwork for business creation, development and initiation.
2. To build the necessary caliber and competencies for running and conducting new business.
3. To help the students to prepare desirable and feasible project report for business project.
4. To create new ideas for successful entrepreneurship and launching technical know how in a pragmatic business application.

STRUCTURE OF THE COURSE CONTENT**BLOCK I BUSINESS INNOVATION AND CREATIVITY**

- Unit 1: Skills and Styles of Innovation and Creativity
- Unit 2: Creative Organization
- Unit 3: Functional Innovation
- Unit 4: Personal Innovation and Self Awareness Plan

BLOCK II ENTREPRENEURSHIP

- Unit 1: Role and Functions of Entrepreneurs
- Unit 2: Entrepreneurial Competencies and Culture
- Unit 3: Entrepreneurial Motivation and Performance
- Unit 4: Women and Social Entrepreneurship

BLOCK III BUSINESS IDEAS

- Unit 1: Sources of Business Ideas
- Unit 2: Business Planning and Measurement of Success
- Unit 3: Commencement of Internet Business
- Unit 4: Presentation of Feasibility Report

BLOCK IV ENTREPRENEURIAL TRANSITIONS

- Unit 1: Entrepreneurial Growth and Management Structure
- Unit 2: Legal and Intellectual Property Issues
- Unit 3: Venture Capital and Entrepreneurial Finance
- Unit 4: Crisis and Symptoms of Business Failures

BLOCK V INSTITUTIONAL FRAMEWORK OF ENTREPRENEUR

- Unit 1: Role of Government for Promotion of Entrepreneur
- Unit 2: Agencies for Entrepreneurship Development
- Unit 3: Turnaround Strategies and Rehabilitation Measures
- Unit 4: Global Entrepreneurship

REFERENCE BOOKS:

1. Bellon Whittington, "Competing Through Innovation", Prentice.
2. Peter F Drucker, "Innovation and Entrepreneurship"
3. Vasant Desia, Management of Small Scale Enterprise, Himalaya Publishing House, New Delhi.
4. J C Verma and Gurpal Singh, Small Business and Industry – A Handbook for Entrepreneurs, Sage Publications, New Delhi.
5. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977

6. Bhide, Amar V., The Origin and Evolution of New Businesses, Oxford University Press, New York, 2000.
7. Desai, Vasant, Small Scale Enterprises Vols. 1-12, Mumbai, Himalaya Publishing House. (Latest edition).
8. Dollinger, Mare J., Entrepreneurship: Strategies and Resources, Illinois, Irwin, 1955.
9. Holt, David H., Entrepreneurship: New Venture Creation, Prentice-Hall of India, New Delhi, latest Edition.

SUBJECT CODE: MBA-07**SUBJECT: HUMAN ASSET MANAGEMENT**

This course will help the students to explore, recognize and analyse the multiple paradoxes related to the study and application of human resource as an asset in an organization. This course will help the students to understand the basic nature, functions, activities, operations and complexities of human resource management in the corporate realm.

OBJECTIVES:

1. To introduce conceptual and theoretical foundations of human resource management.
2. To aware the importance of human and recognize as an asset in an organization.
3. To acquire the skills of interaction and execution of managerial duties with the help of human resources.
4. To understand the values and utilities of human resources in an competitive environment.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1: HUMAN RESOURCE – INTRODUCTORY PERCEPTION**

Unit 1: Human resource management – concept, scope, objectives, philosophy and trends

Unit 2: Functions organization and environment of human resource management

Unit 3: HRM models, theories, approaches and fish bone diagram approach

BLOCK 2: PROCUREMENT AND ACQUISITION OF HUMAN RESOURCES

Unit 1: Human Resource Planning, Inventory and Forecasting Techniques

Unit 2: Job Analysis and Employment Security

Unit 3: Recruitment, Selection, Placement, Induction and Socialization

BLOCK 3: DEVELOPMENTS OF HUMAN RESOURCES

Unit 1: Employee Training

Unit 2: Executive Development and Managerial Growth

Unit 3: Career Planning and Management

Unit 4: Promotion, Transfer and Separation

Unit 5: Performance Appraisal and Merit Rating

BLOCK 4: WAGES AND SALARIES ADMINISTRATION

Unit 1: Theory of wages and job evaluation

Unit 2: Pay plans and executive compensation

Unit 3: Performance and financial incentives

Unit 4: Benefits and services and employee commitment

BLOCK 5 : MAINTENANCE OF HUMAN RESOURCES

Unit 1: Discipline Administration, Grievances and Industrial Relations

Unit 2: Collective Bargaining and Trade Unionism

Unit 3: Employee Health, Safety and Security Welfare Measures

Unit 4: Human Resource Audit, Accounting, Report and Information System

Unit 5: Human Resource Empowerment

REFERENCE BOOKS

1. David A Decenzo & Stephen P Robbins, Personnel/Human Resource Management, Prentice Hall of India Ltd. Pearson.
2. N G Nair & Latha Nair, Personnel Management and Industrial Relations, Sultan Chand And Company New Delhi.

3. C B Mamaria and Mamaria, Personnel Management,
4. P C Tripathy, Human Resource Development, Sultan Chand & Sons, New Delhi
5. C B Gupta, Human Resource Management, Sultan Chand & Sons, New Delhi.
6. Chopra, S, and P. Meindl, 2004, *Supply Chain Management ? Strategy, Planning and Operation*, 2nd edition, Pearson Education (ISBN 81-297-0172-3).
7. Sople, V. V. (2004). Logistics Management: Supply Chain Imperatives, New Delhi: Pearson Education.
8. Verma M.M., Materials Management, New Delhi, S. Chand & Sons
9. Raghuram, G. and N. Rangaraj, 2000, *Logistics and Supply Chain Management: Cases and Concepts*, Macmillan, New Delhi

SUBJECT CODE: MBA-08

SUBJECT: CORPORATE FINANCE AND SERVICES

This course ensures to acquaint the students with the broad and contemporary framework of financial decision making in a corporate strategic business unit. This course also imbibes the modern tools and techniques of analytical information of finance.

OBJECTIVES:

1. To familiarize the changing environment of acquisition, allocation and distribution of financial resources.
2. To learn the importance of new tools and techniques of financial evaluation and decision variables.
3. To develop the skills of application of financial theories in the corporate market.
4. To aware the services and infrastructural facilities of financial system and markets.

STRUCTURE OF THE COURSE CONTENTS

BLOCK 1 CORPORATE FINANCE AND VALUATION CONCEPTS

- Unit 1: Corporate finance functions, scope, goals, organization and activities
- Unit 2: Concepts of valuation and return
- Unit 3: Portfolio theory, CAPM and Risk Diversification
- Unit 4: Corporate financial policy & strategy and shareholder value creation

BLOCK 2 ACQUISITIONS OF CORPORATE FINANCIAL RESOURCES

- Unit 1: Avenues of Short Term Fund Procurement
- Unit 2: Avenues of Long Term Fund Procurement
- Unit 3: Avenues of International Fund Procurement
- Unit 4: Indian and International Financial Environment

BLOCK 3 ALLOCATIONS OF CORPORATE FINANCIAL RESOURCES

- Unit 1: Investment Analysis and Capital Budgeting Process
- Unit 2: Cost of Capital and Leverage Analysis
- Unit 3: Capital Structure Theories and Debit Analysis
- Unit 4: Dividend Policy and Theories

BLOCK 4 CORPORATE FINANCIAL SYSTEMS

- Unit 1: Banking System in India
- Unit 2: Development banks
- Unit 3: Money market and capital market operations and their recent trends

BLOCK 5 CORPORATE FINANCIAL SERVICES

- Unit 1: Mutual funds and derivatives
- Unit 2: Merchant banking and corporate counseling
- Unit 3: Housing, leasing, consumer and export finance
- Unit 4: Factoring, venture capital, credit rating and depositories

REFERENCE BOOKS:

1. Van Horne, Financial Management and Policy, Prentice Hall of India Ltd.
2. I M Pandey, Financial Management, Vikas Publishing House, New Delhi
3. S N Maheshwari, Management Accounting and Financial Control, Sultant Chand & Sons, New Delhi
4. S Gurusamy, Financial Services, Vikas Publishing House, New Delhi
5. B Santhanam, Financial Services, Margham Publications, Chennai.
6. Saunders, Anthony, *Financial Markets and Institutions: A Modern Perspective*
7. Assigned Articles (provided in class and on blackboard)
8. The Wall Street Journal
9. Financial Calculator (TI BA II Plus Recommended)

SUBJECT CODE: MBA-09**SUBJECT: MARKETING PLANNING AND MANAGEMENT**

This course presents the ideas of understanding market, marketing, marketing planning, organizing and controlling aspects in the current scenario. This study helps the modern marketers to arrange the resources strategically according to changing marketing needs and requirements.

OBJECTIVES:

1. To understand the fundamental concepts and approaches of marketing
2. To learn the buyer behavior and marketing segmentation
3. To familiarize the 4p's in marketing system
4. To learn about the market and marketing analysis.

STRUCTURE OF THE COURSE CONTENTS**BLOCK 1 MARKETING CONCEPTS AND TASKS**

- Unit 1: Customer value satisfaction and marketing tasks
- Unit 2: Digitalization, customization and e marketing
- Unit 3: Market and marketing research and information system
- Unit 4: Concept, approaches and functions of marketing

BLOCK 2 MARKETING STRATEGIC PLANNING

- Unit 1: Marketing Action Plans
- Unit 2: Strategic Marketing Process
- Unit 3: Marketing Audit and Evaluation System
- Unit 4: Marketing Models and Competitor Analysis

BLOCK 3 MARKETING PROGRAMMES

- Unit 1: Consumer Behavior
- Unit 2: Marketing Segmentation
- Unit 3: Services Marketing
- Unit 4: Marketing Ethics and Legislation

BLOCK 4 PRODUCT MANAGEMENT

- Unit 1: Meaning policy and development of product
- Unit 2: Product line strategy
- Unit 3: Product identification branding and packaging
- Unit 4: Pricing of products

BLOCK 5 MARKETING COMMUNICATION MANAGEMENT

- Unit 1: Sales Promotion Tools and Techniques
- Unit 2: Advertising
- Unit 3: Management of physical distribution
- Unit 4: Sales force management

REFERENCE BOOKS

1. Philip Kotler, Marketing Management Analysis, Planning and Control, Prentice Hall.
2. Guiltman J P & Gordon W P , Marketing Management Strategies & Programmes, Mc Graw Hill, New York.
3. Ramasamy & Namakumari, Marketing Management Planning, Control And Implementation, Macmillan India
4. SA Sherleker, Marketing Management, Vikas Publications.
5. S Jayachandran, Marketing Management, Tata Mc Graw Hill, 2003.

6. Border, N.H. and: Advertising Management-Text and Cases,
Marshall, W.V Richard D. Irwin Inc. 1967.
7. Howard. J.M. : Consumer Behaviour in Marketing Strategies, Prentice Hall, 1989.
8. Montgomery, D.B.: Management Science in Marketing,
& Urban. G.L. Prentice Hall, 197

SUBJECT CODE: MBA-10**SUBJECT: PRODUCTION TECHNOLOGY AND INDUSTRIAL ENGINEERING**

This course focuses on basic managerial issues arising in the production and operations of both manufacturing and service industries. The objectives are to familiarize students with the problems and issues confronting production technology managers and to introduce language, conceptual models, and analytical techniques that are broadly applicable in confronting such problems.

OBJECTIVES:

1. To address rapid changes in technology application to production and industrial engineering management
2. To focus on some fundamental concepts and techniques of production system
3. To provide some significant background of pragmatic implementation of technology in managerial decision making.
4. To emphasize the theory of work design, product development, order delivery and customer service through by business process.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1: TECHNOLOGY OF PRODUCTION TECHNIQUES**

- Unit 1: Meaning and implication of technology
- Unit 2: Technology forecasting
- Unit 3: Machine tools process technology
- Unit 4: FMS, JIT, MRP –I, MRP-II and advanced techniques

BLOCK 2: PRODUCTION PLANNING

- Unit 1: Integrated Production Planning System
- Unit 2: Procurement Planning and Inventory Policy
- Unit 3: Scheduling and Optimization
- Unit 4: Production Monitoring System

BLOCK 3: PRODUCTION DESIGN AND ECONOMICS

- Unit 1: Facilities Location and Layout
- Unit 2: Capacity and Work System Design
- Unit 3: Management Information System for Production Technology
- Unit 4: Maintenance and Waste Management

BLOCK 4: PRODUCTIVITY

- Unit 1: Measurement of productivity
- Unit 2: Work study and sampling
- Unit 3: Cost reduction and value analysis
- Unit 4: Cost and financial impact of operational activities

BLOCK 5: INDUSTRIAL ENGINEERING

- Unit 1: Quality assurance
- Unit 2: Methods of engineering and ergonomics
- Unit 3: Manufacturing Automation
- Unit 4: Materials Handling
- Unit 5: Stores and Purchase Management

REFERENCE BOOKS

1. Adam & Ebert, Production and Operation Management, Prentice Hall
2. Op Khanna, Industrial Engineering And Management, Dhanbat Rai & Sons, New Delhi

3. T Hill, Production/Operation Management, Prentice Hall, London
4. Berk J and Berk S, Total Quality Management, Implementing Continuous Improvement, Excel Books, New Delhi.
5. Chary S N, Production and Operation Management, Tata Mcgraw Hill, New Delhi.
6. Willie Harruner, Occupational Safety Management and Engineering, latest edition. Prentice-Hall. ISBN 0-13-629437-5.
7. M.S. Sanders, Human Factors in Engineering and Design, 7th Edition. McGraw-Hill, 1993.
8. R.S. Bridger, Introduction to Ergonomic. McGraw-Hill, ISBN 0-07-007741-X.
9. Laudon & Laudon, Management Information Systems: A Contemporary Perspective, latest edition. MacMillan, 1991.

SUBJECT CODE: MBA-11**SUBJECT: INFORMATION SCIENCE FOR MANAGERS**

The purpose of this course is to present the fundamentals of the computer, data processing techniques, and concepts of e mail, e commerce and tele working. It helps the modern manager to process business applications in payroll generation, bill generation, e commerce and e communication or complicated decision making in computerized environment.

OBJECTIVES:

1. To know the development of computer & communication technology and its application in managerial decision making.
2. To learn the concept and need of system development in managerial work
3. To understand the impact of information technology in corporate environment.
4. To assess the changes and requirements of business appraisal in terms of information technology.

STRUCTURE OF THE COURSE CONTENT**BLOCK 1: COMPUTER SYSTEM**

- Unit 1: Computer and data processing
- Unit 2: Computer peripherals and hardware
- Unit 3: Operating system an introduction
- Unit 4: Selection and analysis of computer system

BLOCK 2 : MANAGEMENT INFORMATION SYSTEM

- Unit 1: Structure and Development of MIS
- Unit 2: Prerequisites and Installation of MIS
- Unit 3: MIS Reports
- Unit 4: Computer Based MIS

BLOCK 3: COMPUTER APPLICATIONS IN BUSINESS

- Unit 1: electronic data processing system and flow charts
- Unit 2: computer application in accounting
- Unit 3: computer application in inventory control
- Unit 4: computer application in payroll

BLOCK 4: SYSTEM ANALYSES AND DESIGN

- Unit 1: System development phases
- Unit 2: Master development plan
- Unit 3: System documentation
- Unit 4: System implementation

BLOCK 5 DATA PROCESSING

- Unit 1: Data Representation
- Unit 2: Data processing resources
- Unit 3: Data processing standards and documentation
- Unit 4: Data processing and EDP environment

REFERENCE BOOKS

1. Davis Gordon B & Olson Margrethe H, Management Information System Tata Mc Graw Hill International Edition
2. Mundick Robert G, Ross, Joel E and Claggett, James R, Information Systems for Modern Management, Prentice Hall of India. New Delhi.
3. V K Kapoor, Information Technology and Computer Application, Sultan Chand & Sons, New Delhi.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall

5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia
6. Management Information Systems, Schulthesis, Tata McGraw Hill
7. Management Information Systems - Sadagopan, Prentice Hall
8. Management Information Systems - Jayant Oke

SUBJECT CODE: MBA-12**SUBJECT: STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE**

This course helps the students to craft a strategy and choose a superior competitive position by analyzing and exploring conceptual frameworks and models to gain practical knowledge and application in management and execution arena.

OBJECTIVES:

1. To identify and choose the best strategy for competitive advantage
2. To explore models and paradigms for strategic insights.
3. To assess the critical conditions and challenging puzzles in business.
4. To incorporate the best governance practice in the world of corporate business.

STRUCTURE OF THE COURSE CONTENT**BLOCK I INTRODUCTION TO STRATEGY**

- Unit 1: What Is Strategy And Strategic Management?
- Unit 2: Strategic Management Process and Models
- Unit 3: Role of Top Management and Board Of Directors
- Unit 4: Strategic Intent

BLOCK II RESOURCES DYNAMICS

- Unit 1: Scanning and Diagnosis of Environment
- Unit 2: Strategic Advantage Profile
- Unit 3: Corporate and Industry Analysis
- Unit 4: Business Level Strategies

BLOCK III STRATEGIC IMPLEMENTATION AND CONTROL

- Unit 1: Strategic Choice and Analysis
- Unit 2: Strategic Implementation
- Unit 3: Strategic Control and Audit
- Unit 4: International Strategic Issues

BLOCK IV BUSINESS ETHICS

- Unit 1: Concept of Business Ethics
- Unit 2: Value Based Organizations
- Unit 3: Discriminatory and Prejudicial Employee Practice
- Unit 4: Ecological Consciousness

BLOCK V CORPORATE GOVERNANCE

- Unit 1: Overview of Corporate Governance
- Unit 2: Directorial Competence and Board Effectiveness
- Unit 3: Disclosure and Investor Protection
- Unit 4: Corporate Reputation, Legitimacy and Crime

REFERENCE BOOKS:

1. Arthur A Thompson A J Strickland John E Gamble Arun K Jain Crafting And
2. Executing Strategy Concepts And Cases Tata Mcgraw- Hill Publishing 2006
3. Azhar Kazmi Business Policy And Strategic Management Tata Mcgraw- Hill Publishing 2002
4. Francis Cherunilam Strategic Management Himalaya Publishing House 1998
5. John A Pearce Richard B Robinson Strategic Management Tata Mcgraw- Hill Publishing 2005
6. M.Jeyarathnam Business Policy And Strategic Management Himalaya Publishing House 2007
7. Bhatia S K, Business Ethics And Managerial Values, Deep And Deep Publication, 2001.
8. Manual G Valasquez, Business Ethics – Concepts and Cases, Pearson Education, 2002.
9. N. Gopalasamy, Corporate Governance, Wheeler Publishing, 1998.

SUBJECT CODE: MBA-13

SUBJECT: RESEARCH METHODOLOGY

This course enables the students to apply the theoretical knowledge in the pragmatic corporate environment to identify the solution to various managerial difficulties and complexities. This course presents the basic concepts and theories of research to choose the optimal decision in managerial problems.

Objectives:

1. To understand the basics of research methods in managerial and corporate areas.
2. To learn the techniques of assessment and evaluation of research design for managerial paradigm.
3. To aware the various methods of data analysis and application in its decision making.
4. To learn the format and presentation of research report

Structure of the course content

BLOCK I RESEARCH AN INTRODUCTION

- Unit 1: Meaning and Types Of Research
- Unit 2: Research Process
- Unit 3: Problem Identification
- Unit 4: Research Design

BLOCK II SAMPLING DESIGN

- Unit 1: Meaning and Steps in Sampling
- Unit 2: Types of Sampling
- Unit 3: Data Collection
- Unit 4: Data Processing

BLOCK III TESTING OF HYPOTHESIS

- Unit 1: Meaning, Sources and Types of Hypothesis
- Unit 2: Parametric Test of Hypothesis
- Unit 3: Non Parametric Test of Hypothesis
- Unit 4: Techniques of Measurement and Scaling

BLOCK IV DATA INTERPRETATION AND REPORT PRESENTATION

- Unit 1: Meaning of Interpretation
- Unit 2: Report Meaning and Types
- Unit 3: Presentation of Report
- Unit 4: Mechanics of Writing of Research Report

BLOCK V SOFTWARE APPLICATION OF RESEARCH

- Unit 1: SPSS Application for Research Methodology
- Unit 2: MS- Excel Application for Research Methodology

REFERENCE BOOKS

1. C R Kothari, Research Methodology,
2. Donald R Cooper, And Pamela S Schindler, Business Research Methods, Tata Mcgraw Hill, New Delhi.
3. Rao K V, Research Methods for Management and Commerce, Sterling Publications.
4. P C Tripathy, Research Methods for Social Sciences, Sultan Chand & Sons, New Delhi.
5. Uma Sekeran, Research Methods for Business, Wiley Publications.
6. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)
7. Saunders - Research Methods for Business students (Pearson Education, 2nd Edition, 2007)
8. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008)
9. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)

SUBJECT CODE: MBA-14**SUBJECT: TOTAL QUALITY MANAGEMENT**

This course provides in depth understanding of problems and issues in total quality management. It also incorporates the managerial reasoning and analyzing in order to derive an appropriate course of action by focusing quality in products and services.

OBJECTIVES:

1. To understand the quality implication in business set up.
2. To ensure the principles and tools used in total quality management.
3. To create an awareness about the quality certification process.

STRUCTURE OF THE COURSE CONTENT**BLOCK I CONCEPT OF QUALITY MANAGEMENT**

- Unit 1: Concept, Principles and Role of TQM Implementation.
- Unit 2: Quality Control Techniques
- Unit 3: Cost of Quality
- Unit 4: Kaizen and Continuous Improvement

BLOCK II PRINCIPLES OF TQM

- Unit 1: Customer Specification and Perception
- Unit 2: Employee Involvement and Retention
- Unit 3: Supplier Relationship Movement
- Unit 4: Service Quality

BLOCK III QUALITY ANALYSES

- Unit 1: Introduction to Statistics
- Unit 2: Statistical Control Charts
- Unit 3: Probability Estimation
- Unit 4: Measurement of Reliability and Sampling
- Unit 5: Experimental Designs

BLOCK IV QUALITY SYSTEMS

- Unit 1: ISO 9000
- Unit 2: Six Sigma
- Unit 3: Certification Requirements
- Unit 4: Standards for Quality

BLOCK V BENCHMARKING AND QUALITY CIRCLE

- Unit 1: Introduction to Benchmarking
- Unit 2: Quality function Deployment
- Unit 3: Quality Circle
- Unit 4: Quality Awards

REFERENCE BOOKS:

1. James Evans and William M Lidsay, The Management and Control of Quality, Thomson Learning, 2002
2. Narayana V and N S Sreenivasan, Quality Management-Concepts and Tasks, New Age International, 1996.
3. Shailendra Nigam, Total Quality Management, Excel Books, New Delhi.
4. James R.Evans & William M.Lidsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
5. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.
6. Oakland.J.S. "Total Quality Management Butterworth – Heinemann Ltd., Oxford. 1989.
7. Zeiri. "Total Quality Management for Engineers Wood Head Publishers, 1991.
8. Feigenbaum.A.V. "Total Quality Management, McGraw-Hill, 1991.

SUBJECT CODE: MBA15**SUBJECT: INTERNATIONAL BUSINESS MANAGEMENT**

This course is to impart special knowledge of global aspects of business and operations so as to equip the students suitable for entry level managerial positions in the field of international business management.

OBJECTIVES

1. To gain in depth understanding and analytical skills to conduct the business globally.
2. To effectively carrying the international business operations in complex structure.
3. To acquaint with international business environment and its impact on business operation.

STRUCTURE OF THE COURSE CONTENT**BLOCK I INTERNATIONAL BUSINESS ENVIRONMENT**

Unit 1: Nature and Scope of International Business Environment

Unit 2: Environmental Analysis

Unit 3: Theories of International Business

Unit 4: India's International Trade: Trends, Directions and Compositions

BLOCK II INTERNATIONAL INSTITUTIONS

Unit 1: WTO and GATT

Unit 2: World Bank and IMF

Unit 3: Regional Economic Integration

BLOCK III MNC AND FOREIGN INVESTMENT

Unit 1: FDI Theories

Unit 2: Nature and Management of MNC

Unit 3: Strategic Analysis of International Merger

Unit 4: Business Process Outsourcing

BLOCK IV INTERNATIONAL TRADE OPERATIONS

Unit 1: Export Documentation and Procedures

Unit 2: Export Financing Methods

Unit 3: Formalities of Claiming Export Incentives

Unit 4: Legal Framework of International Trade

BLOCK V INTERNATIONAL BUSINESS MANAGEMENT

Unit 1: International Marketing

Unit 2: International Logistics

Unit 3: International Business Negotiations

Unit 4: International Business Culture

REFERENCE BOOKS:

1. V K Bhalla, International Business, Anmol Publications, New Delhi.
2. Export Import Policy, Government of India,
3. S C Jain, International Marketing Prentice Hall, New Delhi.
4. Denies John D and Radebaugh Lee H, International Busines Environment and Operations.
5. Francis Cherunilam, International Business Environment, Prentice Hall of India.
6. Alan C Shapiro : Multinational Financial Management, Prentice Hall, New Delhi
7. Ian H Giddy: Global Financial Markets, AITBS Publishers and Distributors, New Delhi
8. C Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi
9. Vijayabhaskar P and Mahapatra B., Derivatives Simplified, Respose Books, Sage Publications, New Delhi

SUBJECT CODE:IB-01

SUBJECT: INTERNATIONAL BUSINESS ENVIRONMENT & ECONOMICS

BLOCK – I INTERNATIONAL BUSINESS ENVIRONMENT

- Unit 1: International Business: Nature, Importance and Scope;
- Unit 2: Framework for Analyzing International Business Environment
- Unit 3: Geographical, Economic, Socio-cultural Environment
- Unit 4: Political and legal environment.

BLOCK – II: INTERNATIONAL ECONOMIC ENVIRONMENT:

- Unit 1: World Economic and Trading Situation; International Economic Institutions
- Unit 2: Agreements – WTO, UNCAD, IMF, World Bank;
- Unit 3: Generalized System of Preferences[GSP]
- Unit 4: International Commodity Agreements.

BLOCK – III : MULTINATIONAL CORPORATIONS:

- Unit 1: Conceptual Framework of MNCs;
- Unit 2: MNCs and Host and Home Country Relations;
- Unit 3: Technology Transfers
- Unit 4: Importance and Types of MNCs.

BLOCK – IV: INTERNATIONAL ENVIRONMENTAL ANALYSIS

- Unit 1: Nature of International Business Environment: Forces – Political Environment – Legal Environment.
- Unit 2: Technology & Cultural Environment.
- Unit 3: Country Classifications.
- Unit 4: Economic Trade Policies.

BLOCK – V FOREIGN DIRECT INVESTMENT

- Unit 1: Foreign Investment: Capital flows
- Unit 2: Types and Theories of Foreign Investment;
- Unit 3: Foreign Investment Flows and Barriers.
- Unit 4: Foreign Direct Investment

REFERENCES

1. Adhikary, Manab: Global Business Management, Macmillan, New Delhi.
2. Bhattacharya.B: Going International Response Strategies for Indian Sector, Wheeler Publishing Co, New Delhi.
3. Black and Sundaram: International Business Environment, Prentice Hall of India, New Delhi.
4. Gosh, Biswanath: Economic Environment of Business, South Asia Book, New Delhi
5. Aswathappa, International Business, Tata Mc Graw Hill publications, New Delhi
6. The International Business Environment by Anant K. Sundaram / J. Stewart Black-Prentice Hall
7. International Business environments and Operations John D Daniel, Lee H Radebaugh, Daniel P Sullivan- Pearson Education, 10th ed, 2004
8. Dynamics of successful International Business Negotiations by Robert T. Moran, William G. Stripp – JAICO
9. The International Environment of Business by Gerald M. Meier – Oxford press, 2006

SUBJECT: IB-02

SUBJECT: INTERNATIONAL TRADE DOCUMENTATION AND PROCEDURES

BLOCK -I POLICY ASPECT OF INTERNATIONAL TRADE

- Unit 1: Policy Framework for India's Foreign Trade in Pre- and Post-liberalization Era; Export-Import Policy, Infrastructural Support for India's Foreign Trade;
- Unit 2: Policy Formulating, Consultative and Deliberative Bodies; Export Promotion Councils, Commodity Boards and Product Development Authorities;
- Unit 3: Support Organizations and Services – IIFT, ITPO, Export Inspection Agencies;
- Unit 4: Indian Council of Arbitration; FIEO, Commercial Representatives Abroad; State Governments and their Role in Trade Promotion;

BLOCK –II INTERNATIONAL TRADE CONTRACTS

- Unit 1: Canalization Policy and Role of Public Sector Organizations.
- Unit 2: Setting up Export Company, IEC Number / RCMC from Export Promotion Council,
- Unit 3: Benefits and Costs.
- Unit 4: Export Sales Contracts - Terms / Conditions , Terms of Shipment, Processing of Export Order

BLOCK -III INTERNATIONAL TRADE DOCUMENTATIONS

- Unit 1: Documentation: Proforma Invoice, Commercial Invoices and Its Attestation,
- Unit 2: Packing List, Inspection Certificate, Certificate of Origin,
- Unit 3: Shipping Bills, AR4 Form, Mate's Receipt, GR Form, Marine Insurance Policy, ECGC Policy, Bill of Exchange, Bank Realization Certificate
- Unit 4: Bill of lading, Airway Bill, BSP Certificate / Spl Consular Invoice and other related documents.

BLOCK -IV INTERNATIONAL TRADE PROCEDURES

- Unit 1: Procedure for Filing Claims; Quality control and Pre-shipment Inspection; Excise and Custom Clearance; Export Incentives:
- Unit 2: Major Incentives and Procedures for Claims
- Unit 3: Procurement for Exports – Planning and Methods of Procurement for Exports; Custom Clearance of Imports – Regulations and Procedures; Managing Risks Involved in Importing
- Unit 4: Duty Exemption Schemes: Objectives, Benefits, Procedures and Documentation; Schemes for Import of Capital Goods: Procedures for New/Second Hand Capital Goods.

BLOCK -V INTERNATIONAL FINANCING PROCEDURES

- Unit 1: Foreign Trade Financing and Insurance Schemes: Pre-and Post-shipment Export Credit Schemes, Import Financing Schemes;
- Unit 2: Role of EXIM Bank and Commercial Banks; Export Credit and Foreign Exchange Covers, Export Credit and Guarantee Corporation (ECGC)
- Unit 3: Financial Guarantees; Export / Trading/ Star trading/ Superstar Trading Houses: Objective Criteria and Benefits; Procedures and Documentation;
- Unit 4: Policy for EOU/FTZ/EPZunits: Objectives, Criteria and Benefits; Procedures and Documentation.

Reference Books:

1. IMPEX Times, various issues.
2. Export Manual
3. Indian Trade Journal
4. Foreign Trade Policy (2002-2004).
5. Ram Paras (2004). Export: What, Where and How? Anupam Publications.
6. Deb. Kalipade: Export Strategy in India – (Delhi, S. Chand).
7. Jain O.P.: Small Industrial Export – (Delhi S. Chand)
8. Majaro: International Marketing: A strategic Approach to world Market (Delhi, S. Chand).
9. Rathorx, R. S.: Export Marketing – (Bombay, Himalaya Publishing House).
10. Balgopal, T. A. S. P: Export Management – (Bombay Himalaya Publishing House).

SUBJECT: IB-03

SUBJECT: INTERNATIONAL MARKETING MANAGEMENT

BLOCK – I: INTRODUCTION TO INTERNATIONAL MARKETING:

- Unit 1: Nature and significance; Complexities in International Marketing;
- Unit 2: Transition from Domestic to Transnational Marketing;
- Unit 3: International Market Orientation- EPRG framework;
- Unit 4: International Market Entry Strategies.

BLOCK – II: INTERNATIONAL MARKETING ENVIRONMENT:

- Unit 1: International Marketing Environment;
- Unit 2: Internal Environment;
- Unit 3: External environment- Geographical, Demographic, Economic, Socio-Cultural, Political and Legal environment;
- Unit 4 : Impact of Environment on International Marketing Decisions.

BLOCK – III: PRODUCT DECISIONS:

- Unit 1: Product Planning for Global Markets; Standardisation vs Product adaptation;
- Unit 2: New Product Development; Management of International Brands;
- Unit 3: Packaging and Labeling;
- Unit 4: Provision of Sales Related Services.

BLOCK – IV: PRICING DECISIONS:

- Unit 1: Environmental Influences on Pricing Decisions;
- Unit 2: International Pricing Policies and Strategies.
- Unit 3: Promotion Decisions: Complexities and Issues; International Advertising,
- Unit 4: Personal Selling, Sales Promotion and Public Relations.

BLOCK – V: DISTRIBUTION CHANNELS AND LOGISTICS:

- Unit 1: Functional and Types of Channels;
- Unit 2: Channel Selection Decisions;
- Unit 3: Selection of Foreign Distributors/Agents and Managing Relations with Them;
- Unit 4: International Logistics Decisions.

REFERENCES

1. Czinkota, M.R: International Marketing, Dryden Press, Boston.
2. Fayerweather, John: International Marketing, Prentice Hall, New Delhi
3. Jain, S.C.: International Marketing, CBS Publications, New Delhi
4. Keegan, Warren J.: Global Marketing Management, Prentice Hall, New Delhi
5. Onkvisit, Sak and John J.Shaw: International Marketing: Analysis and Strategy, Prentice Hall, New Delhi.
6. Alan C Shapiro : Multinational Financial Management, Prentice Hall, New Delhi
7. Francis Cherunilam : International Economics, Tata Mc Graw Hill Pub Ltd, New Delhi
8. Ian H Giddy: Global Financial Markets, AITBS Publishers and Distributors, New Delhi
9. C Jeevanandam, Foreign Exchange: Practice, Concepts, Sultan Chand & Sons, New Delhi

SUBJECT: IB-04**SUBJECT: INTERNATIONAL BUSINESS CULTURE**

This course aims to develop the understanding of cross cultural framework of doing business globally. It helps to identify the cultural differences and their impact on business so as to choose the strategy optimally.

OBJECTIVES:

1. To develop a solid understanding of the foundations of international business culture
2. To examine the policies and practices of MNCs regarding ethics, social responsibilities and the environment.
3. To establish a cognitive framework to appreciate the effect of international culture on managerial behavior.
4. To interpret behavior and use a repertoire of behavioral skills to adopt different inter cultural situations.

STRUCTURE OF THE COURSE CONTENT**BLOCK I INTRODUCTION TO CULTURE**

- Unit 1: Key Concepts and Determinants of Cultural Identity
- Unit 2: Mapping of Indian Culture
- Unit 3: Cultural relativity of Management Theory
- Unit 4: Globalization of business.

BLOCK II INTERNATIONAL CULTURES

- Unit 1: National Differences in the International Economy
- Unit 2: International Ethics
- Unit 3: Cross Cultural management
- Unit 4: Cultural Values and Differences

BLOCK III INTERNATIONAL CULTURE AND BEHAVIOUR

- Unit 1: Countries Cultural Framework
- Unit 2: Cultural Intelligence
- Unit 3: Global Economic Crisis
- Unit 4: Strategic Alliance and Entry Strategies

BLOCK IV APPLICATION OF INTERNATIONAL CULTURE

- Unit 1: Executive Decision Making Models Across Cultures
- Unit 2: Language, Codes and Conventions
- Unit 3: International Eco Consciousness
- Unit 4: Racism, Gender and Inequalities in International Relations

BLOCK V RECENT TRENDS IN INTERNATIONAL CULTURE

- Unit 1: Corruption and International Business
- Unit 2: Cross Cultural Communication
- Unit 3: Negotiation Styles
- Unit 4: International Business Conflict

Recommended Books:

1. Johns Hill, International Business Managing Globalization, Sage Publications.
2. Maureen Guirdham, Culture and Business in Asia, Macmillan publications 2009.
3. Charles Mitchell, International Business Culture, World Trade press.
4. The International Business Environment by Anant K. Sundaram / J. Stewart Black-Prentice Hall
5. International Management Managing Across Borders and Cultures Fourth Edition by Helen Deresky – PHI

6. The International Environment of Business by Gerald M. Meier – Oxford press, 2006
7. Dynamics of successful International Business Negotiations by Robert T. Moran, William G. Stripp – JAICO
8. International Business environments and Operations John D Daniel, Lee H Radebaugh, Daniel P Sullivan- Pearson Education, 10th ed, 2004

SUBJECT: IB-05

SUBJECT: INTERNATIONAL FINANCIAL MANAGEMENT

This course extends the principles of Finance to an international context. In an international context, aside from asset risk, firms face the additional component of exchange rate and interest rate risk management to its global investment and financing decisions.

OBJECTIVES:

1. To provide students with the knowledge, understanding and skills required to operate effectively in international finance.
2. To allow students to make financial decisions in a fast moving international environment.
3. To provide a source of highly skilled graduates to the financial services industry.
4. To prepare students for high level positions in industry, commerce and banking

STRUCTURE OF THE COURSE CONTENT

BLOCK I: INTERNATIONAL FINANCIAL MANAGEMENT IN GLOBAL CONTEXT

Unit 1: Nature, Scope, Importance and Theories of Ifm

Unit 2: Domestic Financial Markets and Off Shore Markets

Unit 3: BOP –Components and Impact on Indian Global Economy

BLOCK II INTERNATIONAL MONETARY SYSTEMS

Unit 1: Multilateral Financial Institutions

Unit 2: Exchange Rate Regimes

Unit 3: Foreign Exchange Risk Management

Unit 4: Interest Rates –PPP, IRP Theories

BLOCK III THE FOREIGN EXCHANGE MARKET

Unit 1: Structure of Foreign Exchange Market

Unit 2: Transaction Types and Settlement

Unit 3: Arbitrage and Speculation

BLOCK IV FOREIGN EXCHANGE EXPOSURES

Unit 1: Management of Transaction Exposure

Unit 2: Management of Translation Exposure

Unit 3: Management of Economic Exposure

Unit 4: Management of Political Exposure

BLOCK V EXCHANGE RATE DETERMINATIONS

Unit 1: Exchange Rates and Quotations

Unit 2: Exchange Rate Behavior, Cross Rates

Unit 3: Foreign Exchange Market Participants

Unit 4: Forecasting Exchange Rates

RECOMMEND TEXT BOOKS

1. V. Sharan, International Financial Management, 4th edition, Prentice hall of India
2. Alan .C. Shapiro, International Financial Management, PHI
3. Levi, International Finance, McGraw Hill international series.
4. Adrian Buckley, Multinational Finance, PHI
5. Buckley, Adrian: Multinational Finance, Prentice Hall of India, New Delhi
6. Henning, C.N., Piggot, W. and Scott, W.H: International Financial Management, Mc Graw Hill, Int. Ed., New York.
7. Maurice, Levi: International Finance, McGraw Hill, Int. Ed., New York.
8. Rodriquefe, R.M and E.E Carter: International Financial Management, Prentice Hall of India, Delhi.
9. Shapiro, A.C: Multinational Financial Management, Prentice Hall of India, New Delhi.

SUBJECT: IB-06

SUBJECT: INTERNATIONAL LOGISTICS & SUPPLY CHAIN MANAGEMENT

BLOCK –I : GLOBAL SUPPLY CHAIN MANAGEMENT

- Unit 1: Supply Chain Management - Concepts, Issues in Supply Chain Management;
- Unit 2: Demand Volatility and Information Distortion, Managing Networks and Relationships;
- Unit 3: Sourcing Internationally, Subcontracting within an International Dimension
- Unit 4: The Architecture of Physical Distribution Network in a Global Operation Approach,

BLOCK –II: INTERNATIONAL DISTRIBUTION MANAGEMENT

- Unit 1: International Distribution Management: Types of Intermediaries,
- Unit 2: Channel Objectives and Constraints,
- Unit 3: Channel Selection and Management and Global Retailing,
- Unit 4: International Channel Innovation.

BLOCK –III: INTERNATIONAL LOGISTICS

- Unit 1: Logistics Framework – Concept, Objective, Scope; Transportation, Warehousing
- Unit 2: Inventory Management; Packing and Unitization; Control and Communication,
- Unit 3: Role of Information Technology in Logistics
- Unit 4: Logistics service firms and Third Party Logistics.

BLOCK –IV: LOGISTICS OPERATIONS

- Unit 1: Logistics Network Design for Global Operations: Global Logistics Network Configuration, Orienting International Facilities:
- Unit 2: Considerations and Framework, Trade-offs Associated with each approach, Mapping the different approaches
- Unit 3: Capacity Expansion Issues; Information Management for Global Logistics The global LIS/LITS
- Unit 4: Capabilities and Limitations, Characteristics of Logistics Information and Telecommunications Systems.

BLOCK –V: LOGISTICS STRUCTURES

- Unit 1: Key Activities Performance information,
- Unit 2: Measuring Performance in Functional Integration, Measuring Performance in Sartorial Integration;
- Unit 3: Organisational Structure for Global Logistics Excellence; The Organizational Implications of Sectorial Logistics cooperation
- Unit 4: The International Factor in Global Organisations.

Reference Books:

1. Christopher Martin. (3rd Edition, 2004). Logistics & Supply Chain Management Creating Value Adding Networks. Pearson Education.
2. Ballou, R. H. (5th edition, 2004). Business Logistic Management. Prentice Hall, New Delhi.
3. Bowersox, D. J., David, J & Cooper (2002). Supply Chain Logistic Management. Prentice Hall, New Delhi.
4. Rushton, A., Oxley, J & Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
5. Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill.

6. WTO Agreement and Indian Agriculture by A.Huda SSP(OL)
7. World Class Supply Management - Burt, Dobbler, Starling , TMGH, 7th ed.
8. Supply Chain Logistics Management - Bowersox, Closs & Cooper – McGrawHill, 2nd Indian ed.
9. Global operations & Logistics- Philippe - Pierre Dornier, John Wiley & sons Inc, New York, 2002.
10. Designing and Managing the supply chain - David Simchi, Levi & Philip Kaminsk, McGraw-Hill Companies Inc., 2000.

SUBJECT CODE: IB-07

SUBJECT: GLOBAL MULTINATIONAL COMPANY MANAGEMENT

BLOCK - I INTERNATIONAL MANAGEMENT

- Unit 1: Introduction to International Management
- Unit 2: Trends in International Management
- Unit 3: Challenges and Opportunities;
- Unit 4: Different Schools of Thought of International Management.

BLOCK -II MNC MANAGEMENT

- Unit 1: Growth and Development of MNCs:
- Unit 2: Role and Significance of MNCs, Pattern of Growth, Country of Origin
- Unit 3: Different Management Styles of MNC
- Unit 4: Strategic Issues

BLOCK -III COMPARATIVE MANAGEMENT

- Unit 1: Comparative Management: Importance and Scope;
- Unit 2: Methods of comparative management; Management Styles and Practices
in US ,Japan, China, Korea, India;
- Unit 3: Organizational Design and Structure of International Corporations;
- Unit 4 Loci of Decision Making; Headquarter & Subsidiary Relations in
International Firms.

BLOCK -IV STRATEGIC ANALYSIS OF MNC

- Unit 1: International Business Strategy: Creating strategy for International Business;
- Unit 2: Management of Production, Services Technology and Pperations;
Marketing financial, legal and political dimensions;
- Unit 3: Ethics and Social Responsibility of Business.
- Unit 4: Strategic Alliances: Acquisitions and Mergers; Management of Joint
ventures and Other International Strategic Alliances.

BLOCK -V GOVERMENT REGULATIONS OF MNC IN INDIA

- Unit 1: Indian Perspectives And Policy: Internationalization Of Indian Business Firms
- Unit 2: Indian Mnc Operations In Abroad
- Unit 3: International Mergers And Acquisitions.
- Unit 4: Changing Government Policy On Entry Of Fis And Fiis

REFERENCES

1. Hodgetts : International Management. Tata McGraw Hill, New Delhi.
2. Koonts and Whelrich : Management: The Global Perspective , Tata McGraw Hill, New Delhi.
3. Nagandhi, Anant.R: International Management, Prentice Hall of India Ltd., New Delhi.
4. Thakur, Manab,Gene E. Burton, and B.N. Srivastava: International Management: Concepts and Cases, Tata McGraw Hill, New Delhi.
5. Christophher Bartlett and Sumantra Ghoshal, Transnational Management: Text and Cases, Tata Mc Graw Hill, New Delhi
6. Daniels, John, Emest W. Ogram and Lee H. Redebungh: International Business, Environments and operations.
7. Lew, Julton D.M and Clive Stand brook (eds), International Trade Law and Practice, Euromoney Publications, London.
8. Schmothoff C.R: Export Trade – The Law and Practice of International Trade
9. Motiwal OP, Awasthi HIC: International Trade – the law and practice; Bhowmik and Company, New Delhi.
10. Kapoor ND: Commercial Law; Sultan Chand & Co., New Delhi.

SUBJECT CODE:IB-08**SUBJECT: INTERNATIONAL ECONOMIC TREATIES AND INSTITUTIONS**

This course enables the students to aware the various international business and trade related agreements, treaties and conventions to conduct the business in an orderly manner.

OBJECTIVES:

1. To understand the various norms for regulation of international business
2. To claim the awareness of International Regional Trade Blocks particularly from the view point of India.
3. To create an understanding of various economic agreements affecting International Business.

STRUCTURE OF THE COURSE CONTENTS**BLOCK I REGIONAL ECONOMIC CO OPERATION**

- Unit 1: Dynamics of Regional Trade Groupings
- Unit 2: Free Trade Areas
- Unit 3: Customs union
- Unit 4: Common Markets

BLOCK II INTERNATIONAL INTERVENTIONS

- Unit 1: Determinants of International Interventions
- Unit 2: Types of International Interventions
- Unit 3: Institutional Framework of International Business Promotion
- Unit 4: Negotiations : Code of Conduct

BLOCK III ECONOMIC AGREEMENTS

- Unit 1: UNCTC
- Unit 2: Technology Transfer
- Unit 3: ILO Tripartite Declarations
- Unit 4: OECD Guidelines

BLOCK IV WTO AND GATT

- Unit 1: Introduction, Evolution and Features of GATT
- Unit 2: Organization and Functional Profile of WTO
- Unit 3: Important Agreements and Their Code of Conducts
- Unit 4: Dispute Settlements

BLOCK V SELECTED ECONOMIC ARRANGEMENTS

- Unit 1: EC
- Unit 2: NAFTA
- Unit 3: ASEAN
- Unit 4: SAARC
- Unit 5: ALADI

RECOMMENDED BOOKS:

1. Selected Websites of WTO and GATT
2. David A Gantz, Regional Trade Agreements Law Policy and Practice, World Bank
3. Tran Van Hoa and Charles Harvie, Regional Trade Agreements in Asia, Edward Elgar Publishing,2008.
4. M. Hoy, J. Li vernois, C. McKenna, R. Rees, T. Stengos (1996), Mathematics for Economics, Addison-Wesley.
5. A.C. Chiang (1992), Elements of Dynamic Optimization, McGraw Hill.

6. C. Jones (1998), *Introduction to Economic Growth*, Norton.
7. W. Branson (1989), *Macroeconomic Theory and Policy*, 3rd Edition, Harper Collins.
8. L. Taylor (1991), *Income Distribution, Inflation and Growth*, MIT.
9. R. Dornbusch (1980), *Open Economy Macroeconomics*, Basic Books.