



PSG College of Arts & Science
An Epitome of Quality Learning

M.Com
(INTERNATIONAL BUSINESS)

2015 - 2017

**MASTER OF INTERNATIONAL BUSINESS PROGRAMME
SCHEME OF EXAMINATIONS
(for students admitted from 2014-15 & onwards)**

Code No.	Subject	Duration (Hrs)	Max. Marks			Credit Points
			CA	CE	Total	
First Semester						
14MIB01	International Management	3	25	75	100	4
14MIB02	International Marketing Management	3	25	75	100	4
14MIB03	International Business Environment	3	25	75	100	4
14MIB04	Executive Communication	3	25	75	100	3
14MIB05	International Economics	3	25	75	100	3
14MIB06	Accounting for Decision Making	3	25	75	100	3
Second Semester						
14MIB07	International Trade Procedures & Documentation-Practical	-	100	-	100	4
14MIB08	India's Foreign Trade	3	25	75	100	3
14MIB09A	Core Elective-I: Foreign Exchange & Risk Management in International Business (or)	3	25	75	100	5
14MIB09B	International Financial Management					
14MIB10	Cross- Cultural Consumer and Industrial Buyer Behavior	3	25	75	100	3
14MIB11	Business Research & Business Intelligence	3	25	75	100	3
14MIB12	Business Statistics and Mathematical Optimization Techniques(Allied-ST)	3	25	75	100	3
14MIB13	Computer Practical (Allied-ST)		100		100	2
14SBP01	Skill Based Subject : Cyber Security	---	100	---	100	2
One month Institutional Training in export import procedures and documentation, customs clearance.						

Code No.	Subject	Duration (Hrs)	Max. Marks			Credit Points
			CA	CE	Total	
Third Semester						
14MIB14	International Trade Logistics	-	100	-	100	4
14MIB15	International Business Law	3	25	75	100	3
14MIB16A	Core Elective-II: Air Transportation Management (or)	3	25	75	100	5
14MIB16B	Transportation and Distribution Management					
14MIB17	Business Ethics (Self study)	-	100	-	100	2
14MIB18	International Advertising & Brand Management	3	25	75	100	3
14MIB19	Supply Chain Management	3	25	75	100	4
14MIB20	Institutional Training	-	40	60	100	2
14MIB21A/	Cluster IDC : Professional English (EN) OR	3	25	75	100	4
14MIB21B/	Computer Hardware and Maintenance (EL) OR					
14MIB21C/	Fashion & Visual Merchandising (CD) OR					
14MIB21D	Introduction to Multimedia (Elect. Media)					
Fourth Semester						
14MIB22	International Financial Markets and Instruments	3	25	75	100	3
14MIB23	World Resources	3	25	75	100	3
14MIB24	Project Work	-	80	120	200	4
14MIB25	International Business Strategies	3	25	75	100	4
14MIB26	Customer Relationship Management	3	25	75	100	3
Total						90

OTHER REQUIREMENTS TO EARN THE DEGREE

S.no	Components	Credits
1	Foreign language-Certificate level	2
2	EOU/EPZ/SEZ Visit	1
3	Port Visit	2
4	International Level Trade Fair and Exhibitions	2
5	Empowerment Workshop-Technical, Soft skill & Entrepreneurship	2

- *Students must earn 99 credits to earn degree.*

Cluster IDC offered by the Department

14ENP15D/14ELP17D/14CDP22A/14EMP18D - Intellectual Property Rights
(for MA English, MSc Applied Electronics, MSc Costume Design & Fashion,
MSc Elect. Media)

14MIB01

INTERNATIONAL MANAGEMENT

I Semester

**Credit Points: 4
Hrs**

Total 60

OBJECTIVES: To expose the students to strategic and behavioral dimensions of International Management.

12 hrs

UNIT I Management– Need & Importance. Managerial Functions: Planning- Types and Process of Planning - Concept of MBO, MBE, MBWA - Organizing- Process of Organizing - Departmentation - Centralization Vs decentralization- Forms of Organization - Direction – Control Process - Requirements for effective control - Critical Control Standards and Techniques – Coordination.

UNIT II
hrs

12

International Management- Trends, Challenges and opportunities: Different schools of Thought of International Management- Comparative Management: Importance and scope; Models of comparative management: Organizational structure of International Corporations

UNIT III

12 hrs

International Perspective of Organizational Behavior: Motivating Employees in International context Perception and attitudes across Cultures: Leadership, Communication - Group Behavior, Group Formation, Group Development.

UNIT IV

Organizational Development: Concept, need for change, resistance to change, theories of planned change - Strategies of change management - Organizational Diagnosis- Organizational Conflict: Functional & dysfunctional organizational conflicts

12
hrs

UNITV

International Human Resource Management: Selection, development, performance appraisal and compensation: Managing groups across cultures: International Human resource strategy.

12 hrs

Text Books

1. Koontz and Welrich, Management-The Global and Entrepreneurial Perspective., Tata McGraw Hill, 2010.

Reference book

1. Hodgetts, International Management., Tata McGraw Hill, 2009

Total 72 Hrs

OBJECTIVES: To give exposure to the Students about the conceptual framework of International Marketing Environment

UNIT-I International Marketing: Basic concepts-Orientation and involvement-Global Marketing-Importance of Global marketing- Driving and restraining forces of Global Marketing- Multi National Enterprise

15Hrs

UNIT-II International market selection and entry: International Market segmentation, foreign market selection-International market entry decision- analyzing and targeting global marketing opportunities-Global marketing information systems and research.

14Hrs

UNIT-III Global marketing Strategy –Entry and Expansion strategies; Marketing and outsourcing-Decision criteria for international business-competitive analysis and strategy: Industrial analysis forces influencing competition

14Hrs

UNIT-IV Creating global marketing programs- Current trends in International buyer behavior, Product decisions; Basic concepts-Product positioning-Product design considerations-New products in Global marketing –Pricing decisions-Environmental influences on pricing decision-Global pricing Objectives and strategies.

15Hrs

UNIT-V Global marketing channels and physical distribution: Channel Objectives and constraints, distribution channels-Physical distribution, and logistics. Global advertising-Branding-Positioning-Global e-marketing, the future of Global marketing.

14Hrs

Text Book

1. Warren J Keegan, Global Marketing Management., Prentice hall of India Ltd, 2014, 8th Edition.

Reference Books

1. Cook, Curtis, Phillip Hunsaker and Robert Coffey, Management and Organization Behaviour., McGraw Hill Co., New York, 2000.
2. Fayerweather, John, International Marketing., Prentice hall, New Delhi, 2011.

14MIB03 INTERNATIONAL BUSINESS ENVIRONMENT I Semester

OBJECTIVES: To expose the students to the environment dynamics of International Business and their impact on international business operations of a firm.

UNIT-I Introduction to the field of International Business-Globalization trends-International trade -recent trends; Trade by region; Global investment flows; New drivers of FDI in changing Global setting –Changing Global FDI Drivers- International Trade theories
12 Hrs

UNIT-II The Global Marketing Environment; Social and cultural Environment, Cultural Environment: Identification and dynamics of cultures-Behavioral practices affecting culture-strategies for dealing with cultural difference. 12 Hrs

UNIT-III Economic Environment- and economic description of countries-Key macro and micro issues affecting business strategy-translation to a market economy- Balance of Payment and international economic linkages –Uses of Balance of Payments
12Hrs

UNIT-IV Technological Environment-Technology transfer-World trading system and institutions- WTO- Multinational trading system- Regional economic grouping-International Commodity agreements-International Financial Institutions. Global Warming and Climate Change.
12 Hrs

UNIT-V Political, legal and regulatory environment. International Standards and certifying bodies on ISO9000, ISO14000, ISO 18000,Oeko-tex,AS800,Fairtrade Certification, ALUGA ,Green Certification, OSHA: Occupational Safety and Health Administration, and similar International certifications. Social Accountability.
12Hrs

12Hrs Total 66 Hrs

Text Books

1. Sukumar Nandi,International Business Environment. Tata McGraw-Hill Education, 2010,3rd Edition

Reference Books

1. V K Bhalla and Shivarmu, International Business- Environment & Management., Anmol Publications,2009,7th Edition.
2. John D Daniels & Lee H Radebaugh, International Business Environment & Operations., Pearson Education, 2013.

OBJECTIVES :To develop effective business communication skills.

Unit-I Role of Communication –Types-Models of communication- Communication Environment- Media of Communication –Barriers to communication- Principles of good communication. The Seven C’s of the Effective Communication

8 Hrs

Unit-II Principles of effective business writing –Direct and indirect business writing- Inquiries and replies-Orders and their execution- Business and credit refusals- Handling refusals- requisites for collection –sales letters –letter of application for employment

10 Hrs

Unit-III Business reporting –Types of Business reports –Essential of a good report- Preparation of reports-Reports by individuals- reports by committees- Letters relating export and import trade-Mechanics of Writing, Use of social media in communication

10 Hrs

Unit-IV Reading Skills - Public speaking and oral reporting- Making formal speeches- Selection of the topic- Determination and presentation method- Consideration of personal aspects. Audience analysis- Appearance and bodily actions, Use of voice and visual aids- Telephone conversation

10 Hrs

Unit-V Conducting and participating in meetings- Interviewing –Requirements- Conducting and attending interviews for a situation- Addressing business meetings face to face-Listening and problems in listening. Front office and back office communication.

10Hrs

Total 48 Hrs

Text Book

1. Bovee, Courtland L.,Thill, John V. Business Communication Today., Prentice Hall,2014
12th Edition

Reference

1. Varinder Kumar, Bodh Raj. Business Communication Skill., Kalyani Publishers,2011,
8th Edition

Web Resources:

<http://learnenglish.britishcouncil.org/en/https://owl.english.purdue.edu/>

Total 60 Hrs

OBJECTIVE : To enable the students to understand the basic concepts in the field of International Economics.

UNIT-I Introduction to Economics: Meaning and Concepts – The economics of effective management. Demand and Supply Analysis: The demand function – Law of demand – Types of demand – Supply – Price Determination. Production and Cost Analysis: The Production function – Production and Costs under alternative Returns to Scale – The Cost function.

12 Hrs

UNIT-II Classical and modern theories of International trade–Classical theories: Absolute Cost theory and comparative cost theory-Modern theories: Heckscher Ohlin trade model, Samuelson factor-price Equalization theorem and Rybezynski theorem

12 Hrs

UNIT-III Business Decisions and Government: National Income – Inflation – Deflation – Business Cycle – Government Policies and Regulations. Markets and Competition: Market Structure – Perfect Competition – Monopoly – Monopolistic Competition –Oligopoly - Duopoly

12 Hrs

UNIT-IV Terms of Trade – Free trade-Protection – Tariffs – Quotas – International Cartels – Balance of Trade - Non-tariff barriers –Dumping- Trade laws: Labour, Environment and investment.International Monetary Economics; Brief review

12 Hrs

UNIT-V International Trading on Carbon Credits,Carbon Management: Carbon Credits, Carbon Finance,Carbon Markets,Carbon Credits,Emission Trading system.Global Warming and Climate Change.New International Economic order.

12 Hrs

Text Book:

1. M L Jhingan, International Economics, Vrinda Publications, New Delhi, 2011.

Reference Books:

1. Bo Sodersten, International Economics,Palgrave Macmillan., 2008, 7th revisedEdition.

Total 60 Hrs

OBJECTIVES: To enable the students to understand the accounting tools and techniques used for decision making.

Unit I

Basic accounting – Principles – Concepts – Conventions – Policies – Accounting equation – capital discount rate – Final accounts – Preparation of Balance sheet – Trading and Profit and Loss Account. 12 Hrs

Unit II

Financial statement analysis – Ratio analysis 12 Hrs

Unit III

Fund flow statement – Cash flow statement 10 Hrs

Unit IV

Cost accounting – Nature and Scope – Advantages and Limitations of Cost accounting – elements of cost – Preparation of cost sheet – Marginal costing – meaning and importance. 12 Hrs

Unit V

Budgetary control – Budget – Types of Budget – Cash Budget – Master Budget, Flexible Budget, Production budget, Sales budget. IFRS 14 Hrs

Text Book:

1. Jain.S.P, Narang.K.L, 'Advanced Accountancy', Volume - I Kalyani Publishers, New Delhi, 2013.
2. Shashi.K.Gupta and Sharma.R.K, 'Management Accounting', Kalyani publishers, New Delhi, 2013.

Reference Books

1. Gupta.R.L&Radhaswamy.M., 'Advanced Accountancy' Volume - I, Sultan Chand & Sons, New Delhi, 2013.
2. Reddy.T.S&Murthy.A., 'Advanced Accountancy' Volume -I,MarghamPublications, Chennai, 2012.

14MIB07 INTERNATIONAL TRADE PROCEDURE & DOCUMENTATION PRACTICALS

II Semester

Total 66 Hours

OBJECTIVES: To acquaint the students with the procedures and documentation formalities relating to export and import transactions.

UNIT-I Export Import Documentation and policies: Export Import trade-Foreign Trade Policy- Regulatory framework- Export import Documents – Regulatory and commercial Documents-Electronic Data Interchange System

12Hrs

UNIT – II Export Financing – Pre shipment and Post shipment finance- Procedures and documents - ECGC and its services -procedures- Import Financing and documents.Quality Inspection procedure-BBQ-EIA-SGA -Fumigation and ISPM. Financing Imports- Import licenses-Import loan-Import trust receipt-clearing through clearing agent. Trade credits for Imports. EXIM bank of India.

12Hrs

UNIT III Export import trade operation: Preparing for shipment – Procedure for shipment of Export Cargo and its documents- Clearing Freight forwarding – Procedure for custom clearance of import cargo and its documents- Cargo insurance.

12Hrs

UNIT IV Export Assistance and support measures: Institutional setup for export promotion in India- DGFT – EPC - Commodity boards – FIEO - Chambers of commerce– Export assistance in India- Duty drawback-DEPB-MDA-EPCG-Tariff Concession – Procedure for claiming Export Assistance and documents needed.

12 Hrs

UNIT V Export & Import Procedures and Documentation with special reference to Apparel – Leather – Gem & Jewellery-Handicrafts-Textiles-Engineering Goods-Spices-Processed Food and Agricultural Products

12 Hrs

Text Book

C.Jeevanandam, International Trade Procedures& Documentation, Sapna, 2013

Reference Books

1. EXIM Policy Manual 2014-2019 - Government of India.
2. Hand book of procedures – Government of India

Total 48 Hrs

OBJECTIVES: To acquaint the students with the theoretical framework of India's Foreign policy and trade promotion measures.

Unit-I Foreign trade policy- Industrial Investment policy- India' Balance of Payments- Export promotion in India Schemes of Export promotion, Special Economic Zones, 100% Export oriented units and Star houses, EHTP, STP.

10 Hrs

Unit-II India's Export Trade –Trends Nature: Commodity exports & Project exports- Composition of exports- Traditional and Non-traditional products- Direction of export trade.

10 Hrs

Unit-III Trade Prospects of Agricultural & processed foods products- Role of APEDA, agricultural export zones- Textiles & Garments – Role of TEXPROCIL, EEPC, CAPEXIL and AEPC -Gem and Jewellery, Handicrafts and leather products and other EPCs.

10 Hrs

Unit-IV Export potential analysis in electronic commodities. Engineering goods- chemical goods-Chemical trade fairs -marine products –Role of MPEDA- Service exports & Consultancy services –State trading Corporations- Commodity agreements.

10Hrs

Unit-V India's trade prospects with USA, European Union, ASEAN, NAFTA, SAPTA, SAARC, Japan, and China-Indian Ocean Trade Blocks/Trade/Regional Economic Blocks- Effect on export by regional groupings.

8 HRS

Text Book

1. Dr.FrancisCherunilam, International Trade and Export Management., Himalaya Publication 2013

Reference Books

1. T A S Balagopal, Export Management., Himalaya Publishing House, Mumbai, 2009
2. P. K. Khurana, Export Management., Galgotia Publishing Company, New Delhi 2010.

14MIB09A

**CORE ELECTIVE-I
FOREIGN EXCHANGE AND RISK MANAGEMENT
IN INTERNATIONAL BUSINESS**

II Semester

OBJECTIVES: To understand the conceptual framework of foreign exchange and financing of foreign trade in India.

Total 48 Hrs

Unit-I Foreign exchange: Meaning - Foreign currency accounts-Nostro, Vostro and Loro accounts- EEFC account -Features of Exchange markets-Transaction in Inter-bank markets-Two way Quotation- Spot and Forward Transactions. Foreign Exchange Control in India-FEMA- Nature, scope and applications.

10Hrs

Unit-II Spot Exchange rates- Purchase and sale transactions, Basis for merchant rates, Types of buying and selling rates, Exchange margin, Forward margin, cross rates. Forward Exchange contracts- Fixed & option forward contracts, Currency future and options - Execution, cancellation and extension of forward contracts- SWAP deals.

10 Hrs

Unit-III Risk management for international Business – Types of Risks – Risk management and control methods – Risk management information system – Corporate risk management models – Enterprise Risk management – Risk Exposures

10Hrs

Unit-IV Export credit insurance – schemes of ECGC – standard policies – specific policies – whole turnover packing credit guarantee- whole turnover post shipment guarantee- overseas investment insurance. Marine insurance – marine insurance policies, perils of sea – aviation insurance.

10 Hrs

Unit-V Risk Avoidance – Risk Mitigation - Risk Transfer & Risk retention - Risk Financing Techniques – Hedging. Interest Rate Risk management – Interest rate swaps - Exchange risk, Transaction exposure including time delay– Translation and economic exposure

8
Hrs

Note: Theory 80 % Problems 20% (Problems only from Unit II)

Text Books

1. Jeevanandam C, Foreign Exchange and Risk Management., Sultan Chand and sons, New Delhi, 2009.

Reference Books

1. P.G.Apte, International Financial Management.,Tata McGraw Hill, New Delhi, 2010
2. VergheseSK Foreign Exchange and Financing Foreign Trade,Vikas publications, 2013.

CORE ELECTIVE -I
14MIB09B INTERNATIONAL FINANCIAL MANAGEMENT

II Semester

Total 48 Hrs

OBJECTIVES: To acquaint the students with the financial management problems of the multinational corporations and prepare them to tackle these problems.

Unit-I Introduction: Complexities and issues in financial decisions of a multinational firm: Foreign investment decisions: Exchange rate movement and decision to invest: Foreign direct investment theories and strategies: Green field investment vs. acquisitions.
10 Hrs

Unit-II International Accounting Foreign currency translation; Multinational transfer pricing and performance measurement; Consolidated financial reporting international accounting standards and practices. International Portfolio Management: Decision to invest in portfolio: International CAPM; Identification of optimum portfolio.
10 Hrs

Unit-III International Project Financing: Concepts, type's techniques and key elements; Capital structure decision. International Working Capital Management: Cash management; Receivables and inventory management. International Working Capital Management: Cash management; Receivables
10 Hrs

Unit-IV Currency and Interest Rate Risk Management: Exposure and risk; Transaction, translation and real operating exposure; Exposure management contractual and natural hedging; interest rate risk assessment and management.
0 Hrs

movements – types of Indices – desirable attributes of an index .

Unit-V

Text Book

1. Apte P G Multinational Financial Management., Tata -Mcgraw Hill, New Delhi, 2010.

Reference Book

1. Shapiro, Allen C., Multinational Financial Management, John Wiley & Sons, 2011.
2. Levi, Maurice, International Finance, McGraw Hill Inc., New York, 2006.

OBJECTIVES: To enable students to carry out research in current business problems.

UNIT I Meaning And Definition Of Research – Objective Of Research – Types Of Research – Significance of Research – Research Process – Criteria Pf Good Research – Research Problem – Selecting and Defining the Problem.

10Hrs

UNIT II Research design - features of good research design – concepts relating to research design. Sources of data – primary data – secondary data – criteria for primary and secondary data – sampling procedure- different methods of sampling – pilot study – pre testing.

10Hrs

Unit III Methods of data collection – Questionnaire and schedule – Types of questionnaire – contents of questionnaire – points to be considered while drafting a questionnaire – merits and demerits of questionnaire – interview – observation.

10Hrs

UNIT IV Report writing – Steps to be followed in writing report – layout of the research report – types of report – precautions to be taken for writing research report – Evaluation of report

8 Hrs

UNIT V Business intelligence in a global world - Understanding the BI process and choosing- private and public intelligence The practice of private and public intelligence: the choice of means -Strategies of information gathering, The distinction between intelligence, information and data, Information asymmetry and competitive advantage, intelligence model and conducting the analysis,

10 Hrs

Text Book

1. C.R. Kothari, Research Methodology., New Age International, 2008

Reference Books

1. Jerzy Surma, Business Intelligence, Business Expert Press, 2012.

**BUSINESS STATISTICS & MATHEMATICAL
OPTIMIZATION TECHNIQUES**

14MIB12

Semester - II

OBJECTIVE: To learn the application of statistical tools and techniques for decision making.

UNIT I (9 hrs)

Statistics – meaning – scope & uses in business- limitations- Graphical presentation of data – univariate tools: Measures of central tendency – Mean, Median & Mode- Dispersion- SD and Coefficient of variation – Coefficient of skewness - Concepts and problems.

UNIT II (12 hrs)

Bivariate analysis tools: Simple correlation and regression – concepts & problems- Inferential Statistics: Basic concepts and application of Binomial, Poisson and Normal probability distributions – Random sample- sampling error – parametric estimation – Interval estimation- Testing of hypothesis – Large sample test for single mean, two means single proportion and two proportions only.

UNIT III (10 hrs)

Small sample test: t- test for single mean, two means, paired test and significance of correlations. Non-parametric methods- advantages – Chi square test for non-parametric application – Test of independence and goodness of fit. Multivariate analysis: Scope and uses of Multivariate techniques in business – Multiple correlations and multiple regressions – simple problems. Analysis of variance techniques – One-Way classification.

UNIT IV (9 hrs)

Operations research – scope origin and applications – transportation problems – North West corner rule, least cost method and Vogel's approximation methods – assignment problems.

UNIT V (10 hrs)

Statistical decision theory – decision environment – decision under uncertainty – decision making under risk – EMV and EOL criterion – Game theory – Two players zero sum competitive game- problems without saddle point- 2x2 games- Dominance principle.

Note: Case study testing of hypothesis only – Theory carries 40% & Problems carry 60%

TEXT BOOK:

1. Statistical Methods – S.P. Gupta- Sultan Chand & Sons
2. Operations Research- Kantiswarup, PK Gupta, Manmohan - Sultan Chand & Sons.

COMPUTER PRACTICAL

14MIB13

Semester – II

Objective: To train the student to apply the statistical software (SPSS) packages for problem solving.

List of Practical Exercises

1. Computation of basic Statistics
Compute mean, median, range, QD, SD, CV for minimum sets of data.
2. Computation of bivariate correlation
Compute simple correlation matrix for a minimum sets of variables X_1 , X_2 , X_3 , X_4 and X_5 .
3. Computation of multiple correlations
Compute multiple correlation matrixes for minimum sets of variables X_1 , X_2 , X_3 , X_4 , and X_5 .
4. Finding Regression equations - Minimum sets of data
5. Finding Multiple Regression equations - Minimum sets of data
6. Testing the significance of mean (one sample t-test)
7. Testing equality of two means (Independent samples t test)
8. Testing equality of two means (paired 't' test)
9. Testing of means using one way classifications
10. Chi-square test for independence of attributes.
11. Chi-square homogeneity of data



Total 60 Hrs

OBJECTIVES: To acquaint the students with the fundamentals of logistics as applied to international business.

Unit-I The Logistical renaissance— Logistics operations integration :The work of logistics – Barriers of internal integration-Logistics performance cycle -Customer's service: – global logistics – logistics positioning.

12

Hrs

Unit-II Warehousing – inventory management & order handling – material handling - multi-modalization – packaging – bar coding – Logistics costing. Distribution network planning – various factors in distribution - delivery lead time and local facilities.

12

Hrs

Unit-III World seaborne trade and world shipping – Indian shipping – types of ports –types of ships , International sea routes, linear freighting practices –tramp chartering practices – freight structure and practices – comparative shipping & air freight rates – UN convention on linear code of conduct. NVOCC

12 Hrs

Unit-IV Co-ordination role of intermediaries – freight forwarders – freight brokers – stevedores – shipping agents ,port system – major and minor ports in India – issues in Indian shipping – port infrastructure development – shipment of government controlled cargo-organization and functions of trans chart .Maritime frauds and unethical practices – institutional arrangements for resolving shippers problems.

12 Hrs

Unit-V Containerization – ICD-roles & functions – export clearance and ICD- clearance procedure for imports – CONCOR-Multimodal transportation – intermodal operations – combined transport document – legislation for multimodal transport – multimodal transportation of goods act of 1993. - E Freight. ERP, ICT in Logistics and Reverse Logistics.

12Hrs

Textbooks

1. Donald J Bowersox& David J Clos,Logistics Management.,McGraw Hill, 2011
2. S.SudalaimuthuSAnthony Raj, Logistics Management for International Business., PHL learning pvtLimited, 2012.

Reference Books

1. Desai H.P , Indian shipping perspectives ,Anupam Publications ,New Delhi, 2007

Total 60 Hrs

OBJECTIVES: To make the students familiar with the legal dimensions of international business and strategies compatible with laws and treaties governing international business operations.

Unit-I International Law of sales – united nations convention on contracts for the international sale of goods.(CISG)- CISG Sales – Negotiations – formation of contract – sellers obligation – Buyers obligations. Central Sales Tax – Service Tax – VAT.

12 Hrs

Unit-II International Law of Transport- International Trade Terms-Inland Carriage- CMR Convention –COTIF Convention- Carriage of goods by sea- International Carriage contracts- Liability Limits

Hrs

12

Unit-III Charter parties – voyage charter parties – maritime liens – enforcement of lien – carriage on goods by air – Montreal protocol – Warsaw Convention – Kyoto Protocol

12 Hrs

Unit IV Intellectual Property Rights – creation of IP rights – Patents – Trademarks – Registration – Licensing Regulation – WTO –TRIPS-TRIMS International Business Disputes- Dispute Settlement- Mechanism of WTO for dispute settlement.

12 Hrs

Unit V Intellectual Property organizations – WIPO – Council for Trade related aspects of IP rights – IP Treaties – Artistic property agreements – Transfer of intellectual property.

Hrs

12

Textbooks

1. Motiwal OP, Awasthi, International Trade – The law and Practice; Bhowmik and company, New Delhi. 2006

Reference Books

1. Lew, Julton D M and Clive Stand brook (Eds); International Trade law and practice; Euro money publications, London. 2005

14MIB16A

CORE ELECTIVE-II
AIR TRANSPORTATION MANAGEMENT III Semester

Total 48 Hrs

OBJECTIVE: To empower students with the practical knowledge of air travel industry and air cargo.

Unit-I Air transportation – Aircraft- Types of aircrafts – Major services- Passenger and Cargo Airplanes , Parts of aircraft, Aircraft Dimensions, Air Traffic Control – ATCT-ARTCC, Airport classification- International airports in India-Privatization. Airport charges- Charters and its types

10 Hrs

Unit-II Indian Airline Industry: Growth – Market size- Industry characterization- International Air transportation - Importance, Scope & benefits, present policies & practices, International Airlines- India's International Airlines. Air cargo industry-. World air cargo growth - Air cargo Clearance- Air cargo tariff structure-IATA

10 Hrs

Unit-III. Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. Customs formalities – Arrival & Exit formalities - Embarkation and Disembarkation card – Travelers Cheque

8 Hrs

Unit-IV: Aviation Geography: Time Difference, Flight Time, Elapse Time, And Division of World by IATA, Airports of World, Minimum connecting time, Airport Codes .International Air routes, Air Corporation Act.

10 Hrs

Unit-V Dangerous Goods-Classification of Dangerous Goods, List of Dangerous goods, Background of the transport of dangerous goods, Limitations of transport, Requirements for shippers. Classification and identification, packing, marking, labeling and documentation. Acceptance and Recognition of undeclared dangerous goods.Storage and loading, Provisions for passengers or crew, Emergency procedures.

10
Hrs

Text Book

1. S.SudalaimuthuSAnthony Raj, Logistics Management for International Business., PHL learning pvtLimited, 2012.

Reference Books

1. Holloway, J.C, The Business of Tourism, McDonald and Evans, Plymouth.

WebResources:<http://www.worldtimezone.com>/www.world-airport-codes.com;/www.airfarewatchdog.com

CORE ELECTIVE - II

III

14MIB16B

Semester

TRANSPORTATION AND DISTRIBUTION MANAGEMENT

Total 48 Hrs

Objectives:

The main aim of this course is to understand role of distribution-designing various distribution channels- networking the role of transportation.

Unit I

Role of distribution in supply chain – Designing distribution channels 8
Hrs

Unit II

Distribution networks-Factors influencing distribution networks decisions-Networking design and optimization approach and techniques. 10
Hrs

Unit III

Role of transportation in supply chain – Factors influencing transportation decision –Modes of transportation – Transportation selection process-Transportation principles and participants- Transportation participation and participation modes-Performance characteristics and selection 10 Hrs

Unit IV

Transportation performance-Cost and values measures – Factors driving transport cost-Categories of transport costs – Transportation routing decisions 10 Hrs

Unit V

Transit operation soft ware- Benefits of transportation software – Advanced fleet-Management system- Inter model freight technology- transportation security initiatives and role of technology 10
Hrs

Text Books

1. Management of modern city Transportation system, M.Mustafa k kDewan, Deep & Deep Publications Pvt. Ltd., First Edition, 2004

Referance Books

1. Transportation management- Imperatives and best practices, S.Jaya Krishna, ICFAI University press, 2007.
2. Marine transportation management, Henry S Marcus, Auburn House Pub.co.1986.

Total 24 hours (2 Hours per Cycle)

OBJECTIVE: This subject aims to transform the perception of work and to develop the ethical consciousness of the students.

Unit I: Framing Business Ethics: Business Ethics and the Law, Defining morality, ethics and ethical theory, Importance of Business Ethics, ethics in different organizational contexts, Globalization and business ethics: a new global space to manage, new local challenges to address. Key features of a corporation, Social responsibilities of a corporation, CSR in an international context, Stakeholder theory of the firm.

Unit II: Evaluating Business Ethics: Normative ethical theories, Western modern ethical theories, Alternative perspectives on ethical theory, Pragmatic use of ethical theory, Models of ethical decision-making, Individual influences on ethical decision making, Situational influences on ethical decision making

Unit III: Managing Business Ethics: Components of business ethics management, setting standards of Ethical behavior: Designing and implementing code of ethics, managing stakeholder relations, Assessing ethical performance, Organizing for business ethics management. Contextualizing Business Ethics: Shareholders and business ethics, Ethical issues in corporate governance, Shareholders and globalization, Shareholders as citizens of the corporation

Unit IV: Employees and Business Ethics: Employees as stakeholders, Ethical issues in the firm-employee relation, Employing people worldwide: the ethical challenges of globalization, The corporate citizen and employee relations, Towards sustainable employment .Consumers and Business Ethics: Consumers as stakeholders, Ethical issues, marketing and the consumer, Globalization and consumers: the ethical challenges of the market place, Consumer and corporate citizenship: consumer sovereignty and the politics of purchasing, Sustainable consumption. Suppliers and competitors as stakeholders, ethical issues and suppliers, ethical issues and competitors, Globalization, suppliers, and competitors: The corporate citizen in the business community: ethical sourcing and fair trade, Sustainability and business relationships: towards industrial ecosystems.

Unit V: Civil Society and Business Ethics: Civil society organizations as stakeholders, Ethical issues and CSOs, Globalization and civil society organizations, Corporate citizenship and civil society: charity, collaboration, enterprise, regulation, Civil society business and sustainability. Challenges of the New Age World: Challenges of Cyber Age: Information technology and its moral significance to business, Data Identity and Security, Crime and punishment, Intellectual property rights. Government , Regulation and Business Ethics: Government as a stakeholder, ethical issues in the relation between business and government, Globalization and business-government relations, Corporate citizenship and regulation; business as a key player in the regulatory game. Government, business and sustainability

Text Book:

1. Andrew Crane , Dirk Matten, Business Ethics,Oxford University Press, 2010.

Reference Book:

1. Daniel Albuquerque, Business Ethics.,Oxford University Press, 2010

**14MIB18 INTERNATIONAL ADVERTISING AND BRAND MANAGEMENT
III Semester**

Total Hrs: 48 hrs

Objective: To expose students to the rigors of advertising and brand management and equip them to be able to manage the advertising and branding activities in the international markets.

UNIT-I Advertising: Its importance and nature; Communication model; Persuasion Process – perception, learning and attitude change; Major advertising decisions and influencing factors; Determining advertising Objectives and budget. Determining advertising message and copy - Headline, body copy, logo, illustration and layout; Creative styles and advertising appeals; Media planning – media selection and scheduling Advertising through Internet.

12 Hrs

UNIT-II: Organisation and Evaluation of Advertising Efforts: In-house arrangements; Using advertising agencies – selection, compensation and appraisal of advertising agency; Evaluating Advertising Effectiveness.

10 Hrs

UNIT-III: International Advertising: Complexities and issues; Developing international advertising campaign; Advertising of India products abroad.

6 Hrs

UNIT-IV: Basics of Branding: Importance of branding; Basic Branding concepts -Brand personality, brand image, brand identify, brand equity and brand loyalty; Product vs. corporate branding; Major branding decisions. Managing Brand Equity and Loyalty: Brand Building in Different Sectors - Customers, industrial, retail and service brands. Building brands through Internet.

10 Hrs

UNIT-V: Brand Creation and Development: Identifying and selecting brand name Building brand personality, image and identity; Brand positioning and re-launch; Brand extension; Brand portfolio; communication for branding Enhancing brand image through sponsorship and even management. Managing Brand Equity and Loyalty: Brand Building in Different Sectors - Customers, industrial, retail and service brands. Building brands through Internet - Building Indian brands for global markets.

10 Hrs

Text Books

1. Akaker, David A., Batra, Rajeev and Myers, John G., Advertising Management, Prentice Hall, New Jersey, 2012.
2. Arnold, David, The Handbook of Brand Management, Random Century House, 2012

Reference Book

1. Aaker David A, Managing Brand Equity, The Free Press, New York, 2010.
2. Bergh, Bruce, Vanden, G and Katz, Helen, Advertising Principles: Choice Challenge, and Change., NTC Business Books, Illinois, 2009.

Total 72 Hours

OBJECTIVES: To acquaint the students with the application of supply chain management concepts.

UNIT-I Supply Chain Management – Concepts and definition, Objectives and Importance – Decision Phases –Framework of SCM: Process View – SCM Drivers – Obstacles – Key issues in supply chain management. SCM areas, MRP,EOQ, Bull Whip Effect Introduction Simulation. 14 Hrs

UNIT-II Designing the Supply Chain Network: Modelling for supply Chain. Designing and Planning Transportation Networks. – Supply chain integration-Push, pull and Push-Pull Systems –Demand Driven strategies, Simulation.

15 Hrs

UNIT-III Procurement & Sourcing. Procurement: Role, Objectives and Activities. Supplier Selection and Evaluation.Total Cost of Ownership. Make or Buy decisions. Strategic Sourcing – Global Sourcing and Procurement Organization – Revenue Management,Simulation 15 Hrs

UNIT-IV Collaborative Practices: Collaborative planning, Supplier & Vendor managed Inventory, Consignment Stock, Continuous Replenishment Program – Strategic Alliances-Retailer –Supplier partnerships- SRM,. Coordination in SCM, Simulation 14 Hrs

UNIT-V E-Business- Impact of Internet on Supply chain. Supply Chain Information Technology- Goals, Supply chain Management system components- Integrating Supply chain information technology 14 Hrs

Text Books:

1. David Simchi D Levi, Philip Kaminsky, Designing & Managing the Supply Chain Concepts, Strategies & Case Studies. Tata McgrawHil, 2011.

Reference Books

1. Reguram G &Rangaraj Logistics and Supply Chain Management – Cases & Concepts, Macmillan India Ltd, 2012
2. Suhay B S Supply Chain Management for Global Competitiveness –Macmillan India Ltd, 2011

Web Resources:

<http://scgames.bauer.uh.edu/gamesonscmtopic>

Objective: To train the students in the procedures followed in export oriented units.

Students will undergo training for a period of one month in MNCs or Logistics or Export and Import oriented companies. After completion of the training, the students are to submit a report. The student should obtain a “Satisfactory Training Completion” letter from the Institution.



14MIB22 INTERNATIONAL FINANCIAL MARKETS AND INSTRUMENTS

IV Semester

Total 60Hrs

OBJECTIVES: To acquaint the students with the problems and techniques of financial management in Multi National Corporations

UNIT-I Financial markets an over view-Multinational Financial System- Long term source of finance- International Long term financial market- ADR's, IDR's and GDR's

12 Hrs

UNIT-II International Money market- Money market instruments –Inter-bank market-Floating rates. International Capital market –International Investors-Bond Market-Bond Issue-

12 Hrs

UNIT-III International cash management- Leads and Lags-Netting – Bi-lateral & Multi lateral netting – SWIFT, ACU, E-fund transfer- Accounts receivable management – Credit extension – inventory management- International Transfer Pricing- Double Taxation Avoidance Agreement.

12 Hrs

UNIT IV Instruments deal with New York Tokyo Singapore and Mumbai Stock exchanges. Financial Derivatives- Forward rate agreements –Futures and Options

12Hrs

UNIT-V Euro Currency Market- Euro Deposits and loans- Spreads and Maturity –Global Debt market & instruments

12 Hrs

Text Books

1 Allen C Shapiro, Multinational Financial Management., Prentice Hall, New Delhi. 2011

Reference Books

1. Maurice D Levi, International Finance, McGRawHill., 2008

2. Buckley, Adrian, Multinational Finance, Prentice Hall, New Delhi, 2010

OBJECTIVES: To enable the students to gain knowledge about the availability of resources of the world and optimum utilization of economic resources

UNIT-I Meaning and nature of resources- Need for resource consciousness- Major natural regions- Equatorial, Tropical, Temperate, Polar regions, World population.

10Hrs

UNIT-II World Resource Institute – Role and Importance. World Resource Institute India. EMBARQ - Role and Importance.

10Hrs

UNIT-III Agricultural Resources- Food crops, Industrial Crops-Other Crops Marine, Animal and Forest resources- Energy resources,-Coal, Petroleum and Natural Gas, Electric, Power, Mineral Resources

10Hrs

UNIT-IV Manufacturing Industries –Textile, Iron and steel, Engineering, chemical, Sugar and Paper Industries

10Hrs

UNIT-V Economics of Transportation-Land, Air, WaterTransportation-Ports and Harbors

8Hrs

Text Books

1. K KKhanna and DrVGupta, Economic and commercial Geography., Sultan Chand & Sons, Eight Edition, 2012.

Reference books

1. Herman Daly, Rob Dietz, Dan O'Neill, Enough Is Enough: Building a Sustainable Economy in a World of Finite Resources. Routledge Publications, 2013.

Web Resources

- www.uis.unesco.org/.../world-development-indicators-education-2013-en.
- www.nationsonline.org

Individual Project Work will be assigned to the students under the supervision and guidance of staff members in the areas of International Marketing, International Finance, Logistics, Supply Chain Management. The internal guide and external examiner shall jointly evaluate the project report by conducting viva-voce and marks will be awarded.



Total Hours 72

OBJECTIVE: To acquaint the students with the process of organizing Multinational Corporations.

Unit-I Strategic Leadership: Managing the Strategy-Making Process for Competitive Advantage: Superior Performance and Sustainable Competitive Advantage, Main Components of the Strategy- Making Process, Strategic Leadership. External Analysis : The Identification of Opportunities and Threats, Porter's Five Forces Model, Industry Life Cycle Analysis, The Role of the Macro environment.

14 Hrs

Unit-II Internal Analysis: Distinctive Competencies, Competitive Advantage, and Profitability, Value Creation and Pricing Options, The Value Chain, Building Blocks of Competitive Advantage, Analyzing Competitive Advantage and Profitability, The Durability of Competitive Advantage Building Competitive Advantage Through Functional-Level Strategy, Achieving Superior Efficiency, Primary Roles of Value-Creation Functions, Implementing Reliability Improvement Methodologies, Attributes Associated with a Product Offering, Building Competencies in Innovation, Achieving Superior Innovation, Achieving Superior Responsiveness to Customers.

15 Hrs

Unit-III Building Competitive Advantage Through Business-Level Strategy, Identifying Customer Group and Market Segments, The Four Principal Generic. Business-Level Strategies, Competitive Positioning: Strategic Groups Business- Level Strategy and the Industry Environment, Navigating Through the Life Cycle to Maturity, Strategies for Deterring Entry of Rivals, Strategies for Managing Industry Rivalry, Game Theory, Declining Industries, Strategy in High-Technology Industries

15 Hrs

Unit IV Strategy in the Global Environment: National Competitive Advantage, Increasing Profitability and Profit Growth through Global Expansion, Four Basic Strategies, Basic Entry Decisions, Global Strategic Alliances. Corporate Strategy: Horizontal Integration, Vertical Integration, and Strategic Outsourcing, Diversification. Corporate-Level Strategy: The Multi-Business Model, Strategic Outsourcing, Formulating and Implementing Related and Unrelated Diversification, Entry Strategies to Implement Multibusiness Model , JVs.

14 Hrs

Unit V Corporate Performance, Governance, and Business Ethics, Stakeholders and Corporate Performance - The Unique Role, Governance Mechanisms, A Balanced Scorecard Approach, Behaving Ethically. Implementing Strategy in Companies That Compete in a Single Industry, Tall and Flat Structures, Types of Strategic Control Systems, Building Distinctive Competencies at the Functional Level, Implementing Cost Leadership and Differentiation , Implementing Strategy in Companies That Compete Across Industries and Countries

14 Hrs

Text Book

1. Charles WI Hill. Gareth R. Jones ,An integrated approach to strategic Management, Indian Edition, Cengage learning,2013

Reference Books:

1. V S P Rao, V Hari Krishna, Strategic Management-Excel Books ,2004

Total 60 Hours

OBJECTIVES: To acquaint the students with the application of worldwide customer relationship management and Retailing Concepts.

UNIT-I Introduction to CRM - Cost of Acquiring Customers - Customer Acquisition to Customer Loyalty - Customer Experience- Analytical CRM – Customer Retention, Behavior and prediction.

12

Hrs

UNIT-II CRM in Marketing – CRM Marketing Initiatives: Cross Selling & Up-Selling - Relationship Marketing – Customer Profitability & Value Modeling – Multi channel CRM – Channel Optimization and Personalization – Event Based Marketing.

12 Hrs

UNIT-III CRM in International Trade- Target Marketing-CRM and Customer Service- Call center- Workforce Management- Sales Force Automation – Delivering CRM: Preparing CRM Business Plan – CRM implementation.

12 Hrs

UNIT- IV CRM in Retailing – Definition & Scope - Retailers role in Distribution Channels – Classification of Retailers – Benefits of Retailing – Evolution of Retailing – Retailing Environment- Multi Channel Retailing – Measures of Retail CRM.

12 Hrs

UNIT-V CRM in logistics Distribution –Replenishment – Managing Home Delivery - Transport – Warehousing- CRM through E-Tailing CRM in front office & back office activities of service industry.

12

Hrs

Text Books

1. Sheth J N Customer Relationship Management –Emerging Concepts, tools& applications Tata McGraw Hill Publishing Co. 2010.
2. Ed Peelen ,Customer Relationship Management., Pearson Education, 2008.

Reference book

1. Dyche J, The CRM hand book, Pearson Education, 2009

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14ENP15D/14ELP17D/

14CDP22D/14EMP18D

Intellectual Property Rights

III Semester

(For MA English, MSc Applied Electronics, Costume Design & Electronic Media)

Unit-I Meaning and Rationale for protection- Forms of Intellectual Property Rights – Artistic Property – Industrial Property
8 Hrs

Unit-II Copy rights: Meaning- Pecuniary Rights of the author – Work in material forms and right to communicate – Moral rights of the author – Neighbouring rights – Work covered under copy right – Acts of Infringement of Copy rights – Defense against infringement – Remedies
10 Hrs

Unit-III Trade mark: Meaning and rationale of Trade mark – Definition and conception of trade mark – Advantages – Marks that cannot be registered – True Trade mark – Trade name – Service mark – Collective Mark – Certification mark. Registration of Trade Mark – Infringement of Trade mark – Remedies, Offences, and Penalties.
10 Hrs

Unit-IV Patents: Meaning, Object of Patent law –Purpose and policy, application of Patent law by inventor, companies, employer and foreigner. Inventions – Discovery Patentable and Non patentable invention – Procedure for obtaining patent rights and obligation of patent holder, infringement – Remedies.
10 Hrs

Unit-V Traditional knowledge and geographical indication – Protection of new plant varieties and farmer's rights – Protection of biological diversity.
10 Hrs

Total 48 Hours

Text Book

Acharya NK Text Book on Intellectual Property Rights – Asian Law House. 2011

Reference Book

Ray August International Business Law Text Cases & Readings – Pearson Education International, 2012