

New - 2011 Batch

M.B.A. (International Business)

Course Curriculum

Semester I, II, III & IV

MBA (International Business)

I Semester

S.No.	Course Title	M.M.	Internal Assessment	End Semester Exams
1	Principles & Practices of Management and Organizational Behaviour	100	15	85
2	Managerial Economics	100	15	85
3	Quantitative Techniques & Statistical Methods	100	15	85
4	Marketing Management	100	15	85
5	International Economics	100	15	85
6	Business Communication	100	15	85
7	International Trade Operations & WTO	100	15	85
8	Comprehensive Viva Voce	100	--	100
	French/ German	100	15	85

II Semester

S.No.	Course Title	M.M.	Internal Assessment	End Semester Exams
1	Computer Applications	100	15	65+20*
2	International Marketing	100	15	85
3	Business Finance & Accounting	100	15	85
4	Human Resource Management	100	15	85
5	Foreign Trade Policy, Procedure & Documentation	100	15	85
6	Commodity, Derivative and Price Risk Mang.	100	15	85
7	International Marketing Research & Consumer Behaviour	100	15	85
8	Comprehensive Viva Voce	100	--	100
	French/German	100	15	85

*** 20 marks for Computer Practical Examination**

III Semester

Course Code	Course Title	M.M.	Internal Assessment	End Semester Exams
1	International Business Finance	100	15	85
2	Select Market & Thrust Product	100	15	85
3	International Trade Logistics & Supply Chain Management	100	15	85
4	Strategic Management	100	15	85
5	Management Information System	100	15	85
6	Import Management	100	15	85
7	Services Marketing	100	15	85
8	Comprehensive Viva Voce	100	--	100

IV Semester

Course Code	Course Title	M.M.	Internal Assessment	End Semester Exams
1	Comparative International Management	100	15	85
2	Business Ethics & Environment	100	15	85
3	International Business Law	100	15	85
4	Overseas Project Management	100	15	85
5	Major Research Project	100	--	100
6	Comprehensive Vice Voce	100	--	100

Note: Minimum pass marks and marks for divisions will be as per the Ordinance of P.G. Examination

MBA (IB) First Semester

911 Principles of Management & Organizational Behaviour

Section A-Principles of Management

Objective: *The objective of this paper is to develop managerial skills in the students to cope up with the changing business environment and becoming successful entrepreneur.*

1. **Introductory:** Concept of management including functions of management, functions and responsibilities of managers, Fayol's principles of management.
2. **Planning:** Nature and purpose of planning including strategic planning, principles of planning, Types of Planning, Advantages and Limitations of planning.
3. **Concept and nature of Objectives:** Types of objectives, Importance of objectives, setting objectives, Management by objectives
4. **Strategies and Policies:** Concept of corporate strategy, formulation of strategy, types of strategies, TOWS matrix, the Portfolio matrix, three generic Competitive strategies by Porter, effective implementation of strategies,
5. **Organizing:** Nature and purpose of organizing, Bases of Departmentation, Span of management, Line and Staff relationship, Line-staff conflict, Delegation, kinds of delegation, Delegation and Decentralization, Methods of decentralization.
6. **Control:** Concept and process of control, Control techniques, control as a feedback system, feed forward control, Preventive control.

Section B-Organizational Behavior

Objective: *The objective of this paper is to understand the human behavior to have efficiency and effectiveness with the total development of the organization.*

1. **Foundations of Individual and Organizational Behavior:** OB Models, Personality Determinants and Attributes, Learning and Learning Theories, Perception-Factors affecting Perception.
2. **Motivation:** Needs, Contents and Processes; Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Reinforcement Theory.
3. **Foundations of Group Behavior:** Defining and Classifying Groups, Group Structure and Processes, Process of Group formation, Group Decision Making, Group v/s Team, Team Effectiveness.
4. **Leadership:** Trait theories, Behavioral theories-- Ohio State Studies, Michigan Studies, and Managerial Grid. Contingency theories, Leader-Member Exchange theory, Path Goal theory, Charismatic Leadership.
5. **Conflict & Organizational Change:** Interpersonal Conflict, Inter group Conflict, Organizational Conflict, forces of Change, Resistance to Change

Note: *The syllabus is divided into two sections A and B. At least two questions will be asked from each section. At least five Cases should be discussed within the class from each section.*

Books Recommended :

- a. David S. Decenzo and Stephen P. Robbins, "Personnel/Human Resource Management", New Delhi, Prentice Hall Publication.
- b. Stephen P. Robbins, "Organizational Behaviour: Concepts, Controversies, and Applications", New Delhi, Prentice Hall Publication.
- c. Fred Luthans, "Organizational Behaviour", New York, McGraw Hill.
- d. Harold Knootz'Donnell and Heinz Wehrich, "Essentials of management", New Delhi, Tata McGraw Hill Publication.
- e. R.D. Agrawal, "Organization and Management "New Delhi, Tata McGraw Hill Publication..
- f. Harold Koontz, O'Donnell and Heinz Wehrich, "Management: A global Perspective", New Delhi, Tata McGraw Hill. Publication.
- g. Robert Krietner, "Management", Houghton miffin Co, 7th edition 1994.
- h. Stephen P. Robbins and Merry Coulter, "Management", New Delhi, Prentice Hall of India, 2002.

912 Managerial Economics

Objective: *The objective of this paper is to understand the application of economics in the field of marketing and finance.*

1. Basic concepts in Managerial Economics. Role of Economics in Management,
2. Laws of Demand and Supply, Elasticity of Demand, Supply and Substitution
3. Laws of Returns to scale and factors, Economies of scale.
4. Different Market Structures: Perfect Competition, Meaning, Price & Output Determination, And Individual Firms Equilibrium.
5. Monopoly- Price Determination, Discriminating Monopoly, Monopoly Power Monopolistic Competition- Meaning & Price Determination. Price Determination under different Oligopolistic Market Structures
6. Managerial theories of firm.
7. Basic concept and estimation of GDP, GNP, and NI, Consumption, Saving and Investment functions.
8. Components of Money supply and Money Multiplier
9. Monetary and Fiscal Policy – Objectives and Instruments
10. Inflation, Stagflation, Recession and Trade Cycles

Note: At least five Cases should be discussed within the class from each section.

Recommended Books

- P.L. Mehta - Managerial Economics, Sultan chand and sons, 2005
R.L. Varshney - Managerial Economics, Sultan chand and sons
G.S. Gupta - Managerial Economics, Tata McGraw Hill Publication 1994
H.C. Petersen - Managerial Economics, Printice Hall of India 1995

