

M.B.A. (International Business) Syllabus of IPS Academy, Institute of Business Management and Research, Indore (M.P.)
(NAAC A++ Accredited, UGC Autonomous Institute)

IPS ACADEMY

Institute of Business Management and Research, Indore

(NAAC A++ Accredited, UGC Autonomous Institute)

Affiliated to Devi Ahilya Vishwavidyalaya, Indore



M.B.A (International Business) 2 Years Degree Program

Semester: I to IV

to be implemented from the academic session 2022-23

(As per D.A.V.V Ordinance 14)

IPS Academy, Institute of Business Management and Research, Indore

(NAAC A++ Accredited, UGC Autonomous Institute)

Affiliated to Devi Ahilya Vishwavidyalaya, Indore

MBA (International Business)

w.e.f. academic session 2022-2023

Program Objectives

The MBA (International Business) program aims at imparting professional education and training in modern management techniques for handling international business operations in a highly dynamic and competitive environment. The Program aims at providing a comprehensive coverage incorporating all the important subject areas and disciplines relevant to international business. Equal emphasis has been placed on the quantitative and analytical approach to the study of International Business Management. It also attempts to provide comparative perspectives in many facets of International Business by covering methods of doing business as well as trade and business practices, procedures and documentation in other countries. Besides, effective use of computers and modern information technology is made in pedagogy. Recognizing the importance of communication in international business, special attention is given to developing proficiency in one of the three foreign languages, currently under offer, namely French and German.

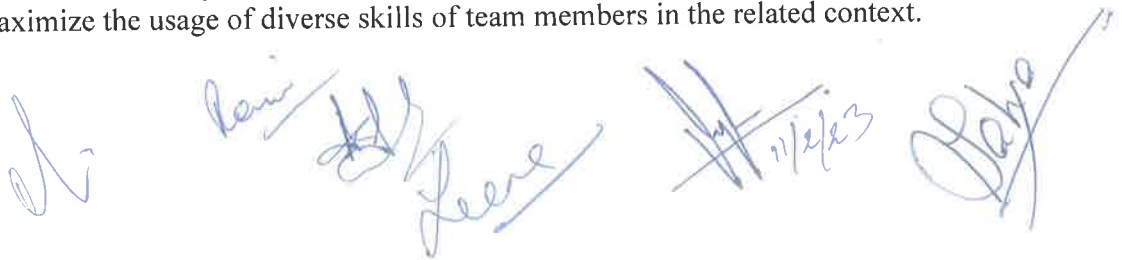
1. To familiarize the participants on the fundamental concepts of management.
2. To expose the participants to the challenges in the emerging competitive business environment in an increasingly globalized world.
3. To relate the management concepts to business situations and help the participants to develop analytical and decision skills so as to evolve effective National and International Business Strategy.
4. To develop socially responsive managers for International Business and help in shaping up their personality.
5. To equip for career opportunities in International Business.



Program/Learning Outcomes

The learning outcomes specify the knowledge, skills, values and attitudes that students are expected to attain in MBA program as below:

- **International Business Environment and Domain Knowledge (IBEDK):** Economic, legal and social environment of Indian as well as foreign business. Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, involvement of business enterprises and exploring the entrepreneurial opportunities.
- **Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI):** Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.
- **Global Exposure and Cross-Cultural Understanding (GECCU):** Demonstrate a global outlook with the ability to identify aspects of the global business and Cross-Cultural Understanding.
- **Social Responsiveness and Ethics (SRE):** Developing responsiveness to contextual social issues problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.
- **Effective Communication (EC):** Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).
- **Leadership and Teamwork (LT):** Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.



MBA (International Business) 2 Years Program

Proposed Syllabus

to be implemented from the Academic Session 2022-23

Nomenclature and Course Outline

w.e.f. Academic year 2022-2023

First Year

MBA (International Business) First Semester

S. No.	Subject Code	Course Type	Subject Name	Course Credit	Cumulative Course Credit
1	MI-101	Core	Principles & Practices of Management and Organizational Behavior	3	3
2	MI-102	Core	Managerial Economics	3	6
3	MI-103	Core	Quantitative Techniques	3	9
4	MI-104	Core	Marketing Management	3	12
5	MI-105	Core	International Economics	3	15
6	MI-106	Skill Enhancement	Business Communication	3	18
7	MI-107 A	*General Elective	International Trade Operations & WTO	3	21
	MI-107 B		German/ French Language		
8	MI-108	Virtual Credit	Comprehensive Viva Voce	4	
			Total credits up to first semester		21

*Choose any one from General Elective.

MBA (International Business) Second Semester

S. No.	Subject Code	Course Type	Subject Name	Course Credit	Cumulative Course Credit
1	MI-201	Core	Operation Research	3	24
2	MI-202	Core	International Marketing	3	27
3	MI-203	Core	Business Finance and Accounting	3	30
4	MI-204	Core	Human Resource Management	3	33
5	MI-205	Core	Foreign Trade Policy, Procedures and Documentation	3	36
6	MI-206	Skill Enhancement	International Marketing Research and Consumer Behaviour	3	39
7	MI-207 A	*General Elective	Computer Applications	3	42
	MI-207 B		German/ French Language		
8	MI-208	Virtual Credit	Comprehensive Viva Voce	4	
			Total credits up to second semester		42

*Choose any one from General Elective.

w.e.f. academic session 2022-23

Second Year

MBA (International Business) Third Semester

S. No.	Subject Code	Course Type	Subject Name	Course Credit	Cumulative Course Credit
1	MI-301	Core	International Business Finance	3	45
2	MI-302	Core	International Trade Logistics and Supply Chain Management	3	48
3	MI-303	Core	Commodity derivative and Price risk management	3	51
4	MI-304	Core	Import Management	3	54
6	MI-305	Skill Enhancement	Select Market & Thrust Product	3	57
7	MI-306 A	*General Elective	Management Information System	3	60
	MI-306 B		Entrepreneurship & New Ventures		
8	MI-307	Project Work	Major Research Project	4	64
9	MI-308	Virtual Credit	Comprehensive Viva Voce	4	
Total credits up to third semester					64

*Choose any one from General Elective.

MBA (International Business) Fourth Semester

S. No.	Subject Code	Course Type	Subject Name	Course Credit	Cumulative Course Credit
1	MI-401	Core	Comparative International Management	3	67
2	MI-402	Core	Foreign Exchange and Exchange Control	3	70
3	MI-403	Core	International Business Law	3	73
4	MI-404	Core	Overseas Project Management	3	76
5	MI-405	Core	Strategic Management	3	79
6	MI-406	Skill Enhancement	Business Ethics & Environment	3	82
7	MI-407 A	*General Elective	Service Marketing	3	85
	MI-407 B		Digital Marketing		
8	MI-408		Comprehensive Viva Voce	4	
Total credits up to fourth semester					85

*Choose any one from General Elective.

[Handwritten signatures and dates]

MBA (IB) First Semester

MI-101 PRINCIPLES & PRACTICES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

COURSE OBJECTIVE

Course Type: Core

The objective of this paper is to develop managerial skills in (i.e. students to cope up with the changing business environment and becoming successful entrepreneur).

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Gain an understanding of functions & responsibilities of manager and develop managerial skills to analyze & understand the environment of business.
- CO2: Integrate management principles into management practices to cope up with changing business environment.
- CO3: Demonstrate an understanding of key terms, theories concept and practices within the field of OB and apply them to solve issues relating to administration of human resource.
- CO4: Understanding the human behavior to have efficiency & effectiveness with the total development of organization.

COURSE CONTENTS

Section A-Principles of Management

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

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.

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 Weihrich, "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 Weihrich, "Management: A global/Perspective", New Delhi, Tata McGraw Hill. Publication.
- g. Robert Krietner, "Management", Houghton mifflin Co, 7th edition 1994.
- h. Stephen P. Robbins and Merry Coulter, "Management", New Delhi Prentice Hall of India, 2002.

MI-102 MANAGERIAL ECONOMICS

COURSE OBJECTIVE

Course Type: Core

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

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Analyze and apply basic economic principles, policies, theories, models and analytical methods in managerial economics
- CO2: Analyze the demand and supply conditions and assess the position of a company
- CO3: Design Competitive strategies, including costing, pricing, product differentiation and market environment according to the nature of product and structure of the market.
- CO4: To analyze the circular flow and identify the causes of prosperity, growth, economic changes over time with mechanics of fiscal and monetary policies.

COURSE CONTENTS

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; Basic concept and estimation of GDP, GNP, and NI, Consumption, Saving and Investment functions.
7. Components of Money supply and Money Multiplier
8. Monetary and Fiscal Policy - Objectives and Instruments
9. Inflation, Stagflation, Recession and Trade Cycles

Recommended Books

- P.L. Mehta¹ - Managerial Economics. Sultan chand and sons, 2005
- R.L. Varshriey- Managerial Economics, Sultan chand and sons.
- O.S;Qupta_i -Managerial Economics, Tata McGraw Hill Publication 1994.
- H.C. Peterseh - Managerial Economics, Printice Hall of India, 1995.

MI-103 QUANTITATIVE TECHNIQUES

COURSE OBJECTIVES

Course Type: Core

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 ends semester examination. There will be 40 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written tests and the third will be assignment/presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The Semester Examination will be worth 60 marks. It will have two sections, A and B. Section A will contain four questions from Part I Business Mathematics. Similarly, Section B will contain four questions from Part II-Business Statistics. A student will be required to attempt any five questions with a minimum of two questions from each section. The questions will contain theoretical as well as numerical and/or cases/ practical problem(s). All questions will carry equal marks.

COURSE OUTCOMES

After completion of the course the students should be able

CO1. To prepare students for lifelong learning and successful careers using their mathematical and statistical skills.

CO2. To develop decision making skills pertinent to the practice of mathematics and statistic including the students' abilities to formulate problems, to think creatively, and to synthesize information.

CO3. To train students thoroughly in methods of analysis and algebra, including the computational skills appropriate for mathematicians to use when solving problems.

CO4. To teach students to use current mathematical and statistical concepts and data analysis techniques for problem solving.

COURSE CONTENTS

PART I – BUSINESS MATHEMATICS

UNIT I

Sets and Functions: Venn diagram and its applications, Operations on sets, Cartesian product of sets. Functions - Algebraic functions (polynomial - linear, quadratic and rational), transcendental functions (exponential). Business Applications of Sets and Functions.

UNIT II

Differentiation concepts: Derivatives of algebraic function, derivatives of sum, difference, product and quotient (algebraic functions), Maxima and Minima- Concept and Uses. Applications of differentiation in economic and managerial problems.

UNIT III

Integration Concepts: Elementary integration for algebraic functions, Simple definite integrals for algebraic functions, Economic Application, Consumer Surplus and Producer Surplus.

UNIT IV

Matrices and Determinants with Business application: Matrices, Types of matrices, operations on matrices, Adjoint of matrix, Inverse of a matrix, Elementary row operations.

Solution of simultaneous linear equations, Input/Output analysis.

PART II – BUSINESS STATISTICS

Statistical Preliminaries-

Measures of Central Tendency: Mean, Median, Mode.

Measures of Dispersion: Dispersion – Range - Quartile deviations, Mean deviation, Standard Deviation -Properties of standard deviation, Coefficient of Variance.

(Students should be familiar with the concepts but there will be no questions from preliminaries in the examination).

UNIT V

Probability and Probability Distributions: Introduction of Probability, Definition of probability, Addition Theorem, Multiplication Theorem, Bayes Theorem, Conditional Probability, Introduction to Probability Distributions - Discrete probability distributions - Continuous probability distributions (Binomial Distribution, Poisson Distribution, Normal Distribution).

UNIT VI

Correlation Analysis: Introduction, Correlation - Causation and Correlation - Types of Correlation -Measures of Correlation - Scatter diagram - Karl Pearson's correlation coefficient, Probable Error, Spearman's Rank Correlation Coefficient.

UNIT VII

Regression Analysis - Concept, Least Square Method for Linear and Non-Linear Equations, Solving two lines of Regression and properties of Regression coefficients.

UNIT VIII

Time Series Analysis: Components of Time series, Additive and multiplicative models, Measurement of trend by moving averages and by least square methods. Construction of seasonal indices by sample averages and ratio to moving averages.

UNIT IX

Statistical Decision Theory: Decision making process, Decisions under Uncertainty and Decisions under Risk.

TEXT READINGS

1. J.K. Sharma, "Mathematics for Management and Computer Applications", Galgotia Publication, Latest Edition.
2. R. K. Ghosh and S. Saha, "Business Mathematics and Statistics", New Central Book Agency, Latest Edition.
3. Bharat Jhunjhunwala, "Business Statistics", S. Chand Publications, Latest Edition.
4. Anderson, "Statistics for Business & Economics", Cengage Learning, India, Latest Edition.
5. Ajay Goel and Alka Goel, "Mathematics and Statistics", Taxmann's Publication, Latest Edition.
6. David Levine, T. Krenbil, P.K. Viswanathan, "Business Statistics", Pearson Education, Latest Edition.
7. R.P. Gupta and Pratibha Gupta, "Business Mathematics", Galgotia Publication, Latest Edition.
8. R.S. Bhardwaj, "Mathematics and Statistics for Business", Excel Book Publication, Latest Edition.

9. S.C. Gupta, "Business Statistics", Himalaya Publication House, Latest Edition.
10. T.N.Srivastava, "Statistics for Management", TMH, Latest Edition.

SUGGESTED READINGS

1. J. N. Kapur and H. C. Saxena. "Mathematical Statistics", New Delhi, Sultan Chand and Company Ltd., Latest Edition.
2. R. Jayprakash Reddy and Y. Mallikarynna Reddy, "A Text book of Business Mathematics", New Delhi, Ashish Publishing House, Latest Edition.
3. K. B. Dutta, "Matrix and Linear Algebra", New Delhi, PHI Learning, Latest Edition.
4. D. C. Sancheti and V. K. Kapoor, "Statistics: Theory, Methods and Applications", New Delhi: Sultan Chand and Sons, Latest Edition.
5. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "Fundamentals of Statistics", Allahabad: KitabMahal, Latest Edition.



MI-104 MARKETING MANAGEMENT

COURSE OBJECTIVE

Course Type: Core

The objective of this paper is to develop creative skills in the students to understand the dynamics of the competitive market and positioned distinctively.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Identify core concepts of marketing & role of marketing in business & society
- CO2: Understand the market segmentation, target & positioning strategies
- CO3: Develop decisions making abilities related to product development and product life cycle process
- CO4: Develop understanding regarding decision making & marketing processes and its practical application in the business world

COURSE CONTENTS

1. Measures of marketing demand and its estimation.
2. Marketing Concepts: Customer Value and Satisfaction, Customers Delight. Value chain, scanning the Marketing Environment. Marketing Philosophies
3. Market Segmentation, targeting, positioning, market segmentations. Levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation Positioning.
4. Basics of Marketing Information System and Marketing Research Process.
5. Product Decision: Objectives, Product classification, Product-Mix, Product life cycle strategies. branding, introduction of packaging, & labeling.
6. Pricing Decisions: Factors affecting price, pricing methods and strategies.
7. Distribution Decisions: Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Distribution Channel Members.
8. Promotion Decisions: A view of Communication Process, developing effective communication, Promotion-Mix elements.
9. Marketing Strategies for Leaders, Challengers, Followers and Nichers
10. Emerging Trends in Marketing: An introduction to Internet Marketing, and introduction of CRM & EVENT marketing.

Books recommended:

1. Geoffrey, Randall, "Principles of Marketing" Thomson Learning Asia Pte Ltd New Delhi.
2. Faria, A. J. "Marketing" Thomson Learning Asia Pte, Ltd. New Delhi.
3. Principle of Marketing Management - Philip Kotler, Pearson Education.
4. Marketing Management S. A. Sheralkar Himalaya Publishing House.
5. Fundamentals of Marketing William J. Stanton, Me Grawhill-Publication.

MI-105 INTERNATIONAL ECONOMICS

COURSE OBJECTIVE

Course Type: Core

The objective of this paper is to understand the theories of international economics and its application in the field of trade and business.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1 : To have conceptual understanding of key concepts of international trade & international finance.
- CO2 : To analyze the link between trade, international finance & economic growth of various countries.
- CO3 : To assess the determinants of exchange rates & balance of payments.
- CO4 : To understand the distributional consequence of trade & issues surrounding globalization.

COURSE CONTENTS

1. Distinct features of international trade. The classical theory of international trade Concept of reciprocal demand in the theory of comparative costs. Modern theory of international trade-relevance and applications.
2. Terms of trade. Factors affecting terms of trade: Free trade Vs protection. Commercial policies - Tariffs* Dumping and Countervailing measures.
3. Balance of Payments - Composition and significance.: Disequilibrium in BOP -causes and measures for correcting. Marshall-Lerner! Approach of devaluation. Foreign trade multiplier.
4. Foreign Exchange determination - The purchasing power and BOP theory. Fixed and flexible exchange rates. Exchange Control - meaning, objective and methods of exchange control, Appreciation and Depreciation of currency, Spot and forward exchange rates. Volatility of exchange rates and their effects. Volatility of exchange rates in relation to dollar & Euro. Convertibility of Currency.
5. Directions & Trends in India's balance of payment position since reform period

Recommended Books:

1. International Economics— B O Sodersten, the Macmillan Press Ltd London, 1994
2. International Economics— Vrinda Publishing House Ltd.
3. International Economics—H.G.Mannur, Vikas publishing House Ltd, 1999
4. International Economics - D.MMithani,Himalaya Publish House, 2004

MI-106 BUSINESS COMMUNICATION

COURSE OBJECTIVES

Course Type: Skill Enhancement

The objective of the course is

1. To create awareness and sensitize management students towards the significance of effective communication skills and its role in business
2. To acquire the basics of Business Communication
3. To hone up different skills of effective communication viz. listening, speaking, reading and writing of management students
4. To sensitize the students towards the imperative need for developing interpersonal and group communication and enable them to overcome to certain extent the challenges in effective communication with different stakeholders
5. To evaluate their skills on a comprehensive parameter of listening, speaking and writing

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical)

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES

After the completion of the course the students should be able

- CO 1. To effectively communicate at both interpersonal and at organizational levels, with all the stakeholders of the organization
- CO 2. To converse effectively in the basic formats, and styles of business writing so that he/she will be thoroughly prepared to take part in real-world business situations
- CO 3. To respond appropriately in a confident and concise style (oral and written) in a given situation
- CO 4. To identify and apply effective usage of the requisite skill in a given business set-up

COURSE CONTENTS

UNIT I

Basics of Communication: Define Communication and its objectives in a business set up, Distinguish between Business Communication and General Communication; Principles of Effective Communication; Process of Communication explained through various Models and its examples, Importance of Feedback and critique; Barriers to effective communication

UNIT II

Communication Networks: Channels of Communication: Formal - Upward, Downward, Lateral; Informal – Grapevine, Advantages and Disadvantages of grapevine; Comparing Formal and Informal Channels in various situations; Verbal Communication: significance of choice of words and style of communication, significance of language as an essential tool for communication; Non-Verbal Communication: Importance of non-verbal communication,

Kinesics, Proxemics, Paralanguage; Cultural differences in Non-Verbal Behavior

UNIT III

Factors affecting Communication: Barriers to Effective Communication and ways to overcome them; **Listening:** Importance of Listening, Types of Listening, activities to develop listening Skills; Barriers to Listening and overcoming them, workshop on Understanding the relevance and effectiveness of communication through Transactional Analysis
(Activity –based)

UNIT IV

Business Writing: Basic patterns of business letters: Cover letters, Applications, Sales and Credit letters, etc.; Directness in good news and neutral situations; Indirectness in bad news and persuasive messages; E-mails, Memos and Circulars; Writing Reports and Proposals.

UNIT V

Resume Writing :Types of resumes viz. Chronological, Functional/ Skill-based, Combination and Targeted; Understanding the advantages and disadvantages of the same; tailoring the content to suit the requirements; Significance of writing resumes for internship and recruitment purposes;
(Handout based)

UNIT VI

Presentation Skills: Preparing for and conducting Presentations; Designing and delivering online Presentations; Interviewing and being interviewed; Group Discussions; Speeches and Public Speaking; Situation specific role plays as relevant to the discipline
(Assignment based)

UNIT VII

Reading Comprehension: Understanding the significance of reading and comprehension; Understanding the value of significant reading to develop the ability to comprehension and critical insight; Developing language proficiency and enhance vocabulary and grammar
(Handout based)

TEXT READINGS

1. Penrose, Business Communication for Managers, Latest edition, Cengage Learning, India
2. P.D. Chaturvedi, Business Communication Concepts Cases & Applications, Latest edition, Pearson Education.
3. Raymond V. Lesiker, Business Communication – Connecting in a Digital World, McGraw Hill Education, Latest edition, New Delhi.
4. Debashish & Das, Business Communication, PHI, Latest edition.
5. Courtland L. Bovee Business Communication Today, Latest edition.
6. Agarwal Rohini, Business Communication Organization and Management, New Delhi: Taxmann Publication, Latest edition.

SUGGESTED READINGS

1. Asha Kaul, Business Communication, Latest edition, PHI Learning
2. Courtland L. Bovee, Techniques of Writing Business Letters, Memos and Reports, Jaico Publishing House, Latest edition.
3. Krizan, Effective Business Communication, Latest edition, Cengage Learning, India.
4. Madhukar, Business Communication, Vikas Publishing House, Latest edition.
5. Sushil Bahl, Business Communication Today, Response Books, Reprint, Latest edition.



6. Meenakshi Raman & Prakash Singh Business Communication, Oxford Higher Education, Latest edition.



MI-107A INTERNATIONAL TRADE OPERATIONS & WTO

COURSE OBJECTIVE

Course Type: General Elective 1

The objective of this paper is to understand the working of WTO in promotion of trade and its policy implications in India's trade operations.

EXAMINATION SCHEME

Student shall be evaluated on two components: 40 internal and 60 end semester examination. There will be 40 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections A and B. Section A worth 40 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: To understand the basics of international trade operation.
- CO2: To learn the skills related to international trade operation
- CO3: To develop the insight regarding Regional economic Integration.
- CO4: To know the working of world trade organization.

COURSE CONTENTS

1. International trade operations - Bilateral v/s multilateral trade agencies for multinational trade. Theories of International trade.
2. International Economic Operations - International Monetary fund, World Bank, UNCTAD.
3. Regional Economic Integrations - European Union, NAFTA, SAARC, ASEAN, & SAFTA.
4. International Capital Flight - Multinational Cooperation, Transfer of technology, FDI and FII, Global investment scenario.
5. GATT/WTO and Global Liberalization function, organizational structure, WTO agreements and summits, TRIPS and TRIMS, Intellectual Property Rights and Indian patent law, dispute settlement mechanism, Anti dumping measures and WTO, WTO and developing nations.
6. Globalization of Indian Companies, Impact of WTO on agriculture, industry and service sectors of Indian economy, Important provisions and Agreements of WTO in context to India, challenges and opportunities to grow Indian industries, India's WTO commitments and the success rate.

RECOMMENDED BOOKS

1. International Trade - M.L. Vrema, vikas Publishing House Ltd. 1995
2. International Trade - T.K. Valayudbam Wheelar Publication
3. International Trade - Raj AgrftwaK, Excel Books, 2004
4. World Trade - K-R-Guptai Atlantic Publication & Distribution, 1995
5. WTO and International Trade - ty .B.-Rao, Vikas Publishing House Ltd
6. WTO Text & Cases - Palle Krishna Rao, Excel Books, 2005



MI-107B GERMAN/FRENCH LANGUAGE

COURSE OBJECTIVE:

Course Type: General Elective 2

The objective of this paper is to impart working knowledge of one of the foreign languages in the changing perspective of the Global Economy.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Based on the interest student can opt either German or French.

COURSE OUTCOMES (CO)

CO1 : Enable students to understand the culture and history of the language.

CO2 : Create ability to read and write German / French language.

CO3 : Enhance and enrich students to deal with Verbs, Nouns and Prepositions of German / French language.

CO4 : Enrich students to converse a German / French

COURSE CONTENTS

GERMAN

1. Introduction to Germany, German, culture. People, a brief about its history and geography.
2. Greetings basic pleasantries, dialogues based on situations like personal Introduction, finding the way around town, ordering food, making reservations. Vocabulary building for informal., conversations.
3. Verbs - regular, irregular, helping, tramcar, modal verb conjugations.
4. Nouns with gender, articles and their usage in different cases. Personal and possessive pronouns. Singular and plural forms.
5. Prepositions - temporal and local.
6. Reading comprehension and informal letter writing.

FRENCH

1. Articles, Nouns & Pronouns -the definite article and contraction of the definite articles, indefinite articles, nouns - regular plurals, irregular plurals, gender identification by word ending, the portative article.
2. The Interrogation- formation of question by inversion, simple tense interrogative forms, negation - formation of negative sentences, formation of negative interrogative. Adjectives - qualifying adjective, possessive adjectives, demonstrative adjectives, regular forms and irregular



adjective, plurals of adjectives.

3. Prepositions - uses of certain prepositions, prepositions to indicate location or direction, prepositions with geographical names, prepositions with modes of transport, prepositions with expression of time, Prepositions of cause, Numbers -cardinal and ordinal numbers.
4. Dates, Time and Seasons. Verbs - regular and irregular (I, II & III group of verbs), conjugation of verbs in simple present tense.
5. General Conversation - to present oneself and others, to greet others to tell- time, date, seasons, days of the week, the months of the years.



**MBA (IB) SECOND SEMESTER
MI-201 OPERATIONS RESEARCH**

COURSE OBJECTIVES

Course Type: Core

The objective of this course is to help the students acquire quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks. The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 12 marks, will consist of four theory questions, out of which students will be required to attempt any two questions. Section B, worth 48 marks, will have six numerical/practical problems, out of which a student will be required to attempt any four questions

COURSE OUTCOMES (CO)

After the completion of the course the students should be able
CO1. To gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing/service firms.

CO2. To understand the interdependence of the operations function with the other key functional areas of a firm.

CO3. To apply analytical skills and problem-solving tools to the analysis of the operations problems.

CO4. To increase the knowledge, and broaden the perspective of the world in which you will contribute your talents and leadership in business operations.

COURSE CONTENTS

UNIT I

Introduction to Operations Research: Meaning, Scope of Operations Research in Management, Advantages and Limitations of Operation Research, OR Models.

UNIT II

Linear Programming: Meaning of Linear Programming, General Mathematical Formulation of LPP, Graphical Analysis, Simplex Method, Two-phase Method, Big M-Method. Duality and Post Optimality Analysis Advantage and Limitations of LPP.

UNIT III

Transportation Model: Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) Using Modified Distribution Method and Stepping Stone Method.

UNIT IV

Assignment Problem: Assignment Model as a Particular Case of Transportation Model, Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization and Maximization) Route Allocation, Travelling Salesman Problem.

UNIT V

Waiting Line Models: Introduction, Scope in Management Decisions, Queuing Models M/M/1 (Infinite and Finite Population), Probability Calculations and Application of M/M/C (Infinite Population).

UNIT VI

Replacement Models: Introduction Scope in Management, Single Equipment Replacement Models and Group Replacement.

UNIT VII

Game Theory: Introduction to Games, Maximin and Minimax Principles, Pure and Mixed Strategies, Solution of Games Using-Algebraic and Graphical Methods.

UNIT VIII

Simulation: Introduction to simulation, Monte Carlo Technique and Its Applications

UNIT IX

Markov Chain Analysis: Computation of Sequential Probability of States for Different Periods, Steady State Probability of States and Application of Markov Chain.

TEXT READINGS

1. Anderson, **Introduction to Management Science**, Cengage Learning, Latest Edition
2. Hamdy A. Taha, **Operations Research: An Introduction**, Pearson, Latest Edition,
3. N.D. Vohra, **Quantitative Techniques in Management**, McGraw Hill Education; Latest Edition.
4. H.M. Wagner, Principles of Operations Research with Application to Managerial Decisions, PHI Learning, Latest Edition.
5. Chawla, **Operation Research**, Kalyani Publication Ludhiana, Latest Edition.
6. Sharma Anand, **Operation Research**, Himalaya Publishing House, Latest Edition.
7. J K Sharma, Operations Research Theory & Applications, Macmillan India Ltd, Latest Edition.
8. Kalawati, **Operations Research**, Latest Edition, Vikas Publication Pvt.ltd, Latest Edition.

SUGGESTED READINGS

1. Winston, Operation Research Application and Algorithm, Latest Edition, Cengage Learning.
2. Krajewski, Ritzmen, Malhotra, Operations management: Process & value, Latest Edition, Pearson.
3. V. K. Kapoor, Problems and Solutions in Operations Research, Latest Edition, New Delhi, Sultan Chand and Sons.
4. F. Hillier, Introduction to Operation Research, Latest Edition, TMH
5. Bobby Srinivasan and C.L. Sandblom, Quantitative Analysis for Business Decisions, Latest Edition, McGraw Hill Publications



MI-202: INTERNATIONAL MARKETING

COURSE OBJECTIVE:

Course Type: Core

The objective of this paper is to have knowledge of strategies adopted in the foreign markets to succeed with a suitable market plan.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Apply knowledge paradigms in international marketing to gain insights into similarities/differences across cross-cultural markets and their marketing implications
- CO2: Gain an understanding of international marketing effort related to market entry and marketing mix strategies
- CO3: To gain a solid understanding of the theoretical and conceptual principles of International Marketing
- CO4: Develop International marketing plans

COURSE CONTENTS

1. International Marketing environment, economic, cultural, legal, technological and political.
2. Process of entering international marketing management, Decision criteria forentry methods in the international market and the various entry methods(Indirect exporting and direct exporting method, M&A, takeovers, strategic alliance, joint ventures, Management contract and contract manufacturing) for the international market. Transition of company from domestic to global company.
3. Product policy decisions, Product Standardization and Product Adaptation. Packaging, Labeling and Positioning.
4. New product development, Adoption and Diffusion of new products, Product line extensions, International product life cycle.
5. Managing Foreign Distribution— Through distributors and through firm's presence in the international market, Types of intermediaries —Direct and Indirect Channel, Channel Adaptation, Channel Development.
6. Physical distribution- Modes of transportation,
7. Export pricing-Objectives, Frame work of international pricing, Factors Gray market, Price escalation,, Foreign exchange risk, transfer pricing.
8. International Promotion,, Role of Advertising, advertising decisions taken for international market, Personal selling. Sales promotion, public relations andt rade shows.

Recommended Books

1. International Marketing Analysis and Strategy – Onk VisitSak John J.Shaw, Pearson Education

2006

2. International Marketing Management - Subhash Jain, CBS Publishing & Distribution 2001
- 3 International Marketing— P.K.Vasudeva, Excel Books, 2004
4. International Marketing—F. Cherunilam, Himalaya Publishing House Ltd
5. International Marketing Management—M.N.Mishra, Oxford& IBH Publication Pvt
6. International Marketing Management—R.L. Varshney and B.L.Bhattacharya
ulttanchand& Sons



MI-203: BUSINESS FINANCE AND ACCOUNTING

COURSE OBJECTIVE:

Course Type: Core

The objective of this paper is to go through the financial concepts and understand the techniques to manage the finance for the organization.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 12 marks, will consist of four theory questions, out of which students will be required to attempt any two questions. Section B, worth 48 marks, will have six numerical/practical problems, out of which a student will be required to attempt any four questions.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Acquaintance with the basic concept of finance, cost accounting & financial management.
- CO2: Preparation & financial analysis of financial statement. Analyze financial data & develop critical thinking skills to manage the finance of an organization.
- CO3: Methodology to present accounting data effectively to make information meaningful & knowledgeable.
- CO4: & knowledgeable.

COURSE CONTENTS

1. Introduction to Financial Accounting-Meaning & function of Accounting; Accounting Concepts & Conventions; Nature of Accounts; Rules for Debiting & Crediting; Journalizing the transactions; Posting from the Journal to the Ledger & preparation of Trial Balance. Depreciation - meaning and need. Fixed installment method and Reducing balance method of charging depreciation

2. Final Accounts, Adjustment entries; preparation of financial Statements - Profit & Loss Account, and Balance Sheet.

3. Interpreting the Financial Statement 1 - Financial Ratio Analysis-Calculation, Analysis & Interpretation of financial ratios. Preparation of Balance Sheet on the basis of ratios.

Current Ratio, quick ratio, inventory turnover, receivables or debtors turnover, creditors turnover, total assets turnover, fixed assets turnover, current assets turnover, capital turnover, defensive-interval ratio, Debt-Equity ratio, Debt to capital ratios, interest coverage, dividend coverage, total coverage, gross profit margin, net profit margin, expenses ratios, ROA, ROCE, ROE, EPS, DPS, Dividend pay-out ratio, P/E ratio, Earnings yield, Net Worth.

4. Funds flow analysis - Meaning, significance and preparation of Fund Flow statement

5. Cash flow analysis Meaning, significance and preparation of cash flow statement as per AS - 3

6. Leverages-Analysis of Operating, Financial, Combined Leverages; analyzing alternative financial plans

7. Analysis of financial statements of any public limited company.

Recommended Books

1. Advanced Accountancy-Vol I by R.L. Gupta & M. Radhswamy, Sultanch and Sons. 1999
2. Financial Management -- Khan & Jain, Tata McGraw Hill Publication, 2004
3. Financial Management-- I.M. Pandey., Vikas Publishing House Pvt. Ltd., 1999
4. Financial Management-- Prassanna Chandra, Tata McGraw Hill Publication, 2008
5. Financial Management - Maheshwari, Sultanchand & Sons, 2004



MI-204: HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVE:

Course Type: Core

The objective of this paper is to understand the human management to get the satisfied and competitive workforce to build strength of the organization.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: To make the students aware of various concepts, process and practices of HRM in the present corporate world
- CO2: To enable the students to work as a catalyst who can enhance work relations for strengthening the organization.
- CO3: To understand the need and usage of Training & Development for individual and organizational development.
- CO4: To understand the causes for grievances and resolving them in the best possible manner.

COURSE CONTENTS

- 1 The Field of 'HRM: Need and significance of HRM, HRM function, environmental influence on HRM, HR Audit, ASTD HRM Model.
- 2 HR Policies: Formulation and Essentials of Sound Personnel Policies.
- 3 Acquisition of Human Resources: Job Analysis, Job Description, Job Specification. Manpower Planning—Objective, Importance and Process, Recruitment -Recruitment Policy, Sources, Techniques Of Recruitment, Selection—Method, Induction, placement.
- 4 Development of Human Resources:, Training and Development – Training Methods, Performance Appraisal - Methods, 'Career and Succession Planning.
- 5 Maintenance of Human Resources; Job Evaluation, Designing, and Administering the Wage and Salary Structure, Employee Incentives.
- 6 Grievance Handling! Grievance Handling Procedure and Solution.
- 7 Separation Processes: Turnover. Retirement. Layoff and VRS.
- 8 Research and the Future: Current trends and future Challenges for HRM.

Recommended Books

- 1 "Human Resource Management —Robert L. Mathis and John H. Jackson,"South Western College Publishing.
- 2 "Human Resource and Personnel Management",—W.IHam B. Werther Jr. andKeith Davis, Singapore,

McGraw hill publication,

- 3 Human Resource Management—C.B.Gupta, Sultancvhand and Sons, 2005
- 4 Human Resource & Personnel Management—K.Aswhatha, Tata McGraw-Hill Publication Ltd.
- 5 Human Resource Management—S.P.Robbins, Printice HallPublication.Human Resource Planning—Bhattacharya, Excel Books, 2002



MI-205 FOREIGN TRADE POLICY, PROCEDURES AND DOCUMENTATION

COURSE OBJECTIVE:

Course Type: Core

The objective of this paper is to understand the Foreign Trade Policy of India and various benefits offered thereof, the process and procedure of exports, relevant documentation and the roles of respective organizations at various stages of exports.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: To know the basics of Export and Import
- CO2: To develop the skills which are required to start the export business from India.
- CO3: To learn the export documentation formalities in India
To understand the custom and quality control formalities and schemes in foreign
- CO4: trade policy 2015-2020.

COURSE CONTENTS

Section A: FTP (Exim Policy) and Procedures

1. Historical review of Export - Import Policy of India, Detailed analysis, Highlights of current FTP (chapter wise). Introduction to Structure of FTP, Free and Negative List of items, Export Procedure including licensing and other preliminaries, Important Organizations like DGFT, EPCs, CBs, FIEO etc.
2. About Central Excise and Customs and their roles in export - import activity. Types of import duties, Effective import duty calculation, CENVAT
3. Export Promotion Schemes under FTP: Duty Exemption Schemes, Advance Authorization (AA), Duty Free Import Authorization (DFTA), Duty Remission Schemes, Duty Drawback Scheme (DDBK), Duty Entitlement Passbook Scheme (DEPB)
4. Export Promotion Capital Goods Schemes- Schemes for EOUs, SEZs/FTWZs, EHTPs, STPs, BTPs / Export and Trading Houses / Deemed Exports.
5. Other Promotional Schemes: Assistance to States for Developing Export Infrastructure and Allied Activities (ASIDE), Focus Product Schemes (FPS), Focus Market Scheme (FMS), Market Linked Focus Product Scheme (MLFPS), Served from India Scheme (SFIS), Market Development Assistance Scheme (MDA), Market Access Initiative (MAI), Vishesh Krishi and Gram Udyog Yojana (VKGUY), Towns of Export Excellence (TEE)

All the above mentioned schemes should be discussed (in the following provisions: About Scheme, Application, Eligibility, Exemption /Benefits, Specific Conditions, Export Obligation, Export Obligation Period, Validity, etc.

Section B: Documentation

1. Export Contract, Necessity and Elements of an export contract, Inco terms. Price Escalation, Clause



of Arbitration/Litigation 2. Documents related to pre-shipment and post-shipment of export cargo, Commercial and Regulatory Documents, Documentary Credits, Letter of

Credit, Mechanism of L/C and its types

3. Modes and Instruments of payments

4. Export Finance- Need, Pre- Shipment Finance - Mechanism to raise packing credit, PCFC, Post-shipment Finance and its types, Post shipment finance in foreign currency, Bills Discounting using factoring and forfeiting agencies, Role of Commercial Banks, Exim Bank and its functions, role.

5. Foreign Exchange Regulations and Formalities related to exports (RBI Section 5)

6. Export Credit Guarantee Corporation (ECGC) and its policies


7. Regulations related to Quality Control and Pre-Shipment Inspection

8. Cargo Insurance, Need and Marine Insurance Clauses 9. Central Excise Clearance and Customs clearance of Export Cargo (Manual and EDI Procedure), Role of C & F Agent

10. Exports on Post and Parcel

Recommended Books:

1. Foreign Trade Policy, Govt. Publication or Nabhi Publication
2. Handbook of Procedures, Govt. Publication or Nabhi Publication
3. A Guide on Export Policy, Procedure and Documentation, Snow white Publication
4. How to Export, Nabhi Publication, Latest edition (Current Year Edition)
5. Export Marketing, Khan & Jain
6. How to Start Export Business - Harish Malhotra, River Books Publication
7. Export Management, P.K.Khurana, Galgotia Publications
8. Export Procedures and Documentation, C.Ramagopal, New Age Publications
9. Export Management, D.C.Kapoor, Vikas Publishing House



MI-206 INTERNATIONAL MARKETING RESEARCH AND CONSUMER BEHAVIOR

COURSE OBJECTIVE:

Course Type: Skill Enhancement

The objective of this paper is to understand the research tools to have the predictions of the market and accordingly design the strategies for the successful operations of the organization

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Discuss the scope and managerial importance of market research and its role in the development of international marketing strategies
- CO2: Provide a detailed overview of the stages in the international market research process. Discussing the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
- CO3: Understand consumer behavior theories to develop better marketing programs and strategies to influence those behaviors.
- CO4: to influence those behaviors.

COURSE CONTENTS

Section A-Research Methodology

1. Introduction to Research Methods: Role and objectives of business research, types of research, research process: Overview, problems encountered by researcher.
2. Research Design: Selecting research problem, defining research problem, need for Research design, features of a good research design and different research designs (Exploratory, descriptive, experimental and diagnostic research, hypothesis testing).
3. Sampling Theory and Design of Sample Survey: Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.
4. Data Collection and Analysis: Collection, Organization, Presentation, Analysis and interrelation of Primary and Secondary Data, Multiple Regression, Factor Analysis, Cluster Analysis, Perceptual Mapping, Multidimensional Scaling, Discriminate and Canonical Analysis, Conjoint Analysis.
5. Measurement of Scaling Concepts: Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interviews.
6. Interpretations and Report Writing: Meaning of interpretation, techniques of Interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing research reports.
7. Emerging Application of Research: Relationship Marketing, CRM, SCM

Section B-CONSUMER BEHAVIOR

1. Nature, Scope and application of Consumer Behavior.
2. Environmental Influences on Consumer Behavior: Cultural, social, personal, family and situational influences, opinion leadership and life style marketing: characteristic of culture, cross cultural understanding, nature of social class, Social class and consumer behavior, nature and significance of personal influence, marketing implications of personal influence, significance of family in consumer behavior and family life cycle, opinion leadership forms.
3. Consumer as an Individual: involvement and motivation, knowledge, attitude, values, Personality, learning and life style, Dimensions of involvement and its marketing imprecations, nature and role of motive, classifying motive, characteristics, functions and sources of attitudes, attitude theory and model, characteristics and classification of learning, personality theory and application, psychographics.
4. Consumer Decision Processes
 - a. Pre-purchase process: Information processing
 - b. Purchase Processes: Consumer Decision rules
 - c. Post dissatisfaction. purchase processes: Framework, dissonance satisfaction/dissatisfaction
5. Discussion on Major International Marketing Research Agencies and their contribution.

Recommended Books

1. Marketing Research - S.L.Gupta, Excel Books 2006
2. Marketing Research -David J. Luck,Ronald S. Rubin, Printice hall Of India, 2006
3. Marketing Research - Harper W. Boyd Ralph Westfall, Stanley F. Stasch,D.D. Sharma, AITBS Publishers & distributors
4. Marketing Research— G.C. Beri.Tata McGraw Hit Publication
5. Research Methodology -D.K.Bhattacharya, Excel Books
6. Research Methods for Mgt - Dr. S. Shahjahan ,Jaico Publishing House
7. Research Methodology in Management—V. P. Michael, Himalaya Publishing House Ltd.
8. Consumer Behavior- Leon G. Schiffnran/-Leslie LazerKonak, Printice Hall Publication
9. Consumer Behavior - Satish K Batra/Kazmi, Excel books Publication, 2004
10. Consumer Behavior- Hoyer/Macmillian , Houghton Mifflin Company, 1999
11. Consumer Behavior - Blackwell and Engel , Thomson south Western United States, 2007
12. Commentary on Consumer Behavior - Chunawalla S.A., Himalaya Publishing House Ltd.



MI-207A COMPUTER APPLICATIONS

COURSE OBJECTIVE:

Course Type: General Elective 1

The objective of this paper is to understand the basic knowledge of computers to proceed with the information technology adopted in the business

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have 20 marks for external viva-voce and 40 marks for the written examination that will have the theory and practical problems. 7 to 8 questions will be asked, out of which students will be required to attempt any 5 questions.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Knowledge of Computer fundamentals, applications in International Business and Network
- CO2: Understanding Database and types of Data models used in DBMS
- CO3: Awareness of Query Language and instructions
- CO4: Knowledge of Information Technology, e-commerce and use of modern technology in international business

COURSE CONTENTS

1. Anatomy of computer, Hardware & Software Concepts, Types of Software System software—operating system, program language translator, communication software, Application software. Networking- Definition, need, types and applications, Network operating system, required networking hardware — hub, router. Adhoc networking — Wireless, Wi-fi, Bluetooth.
2. Data Base Management System Introduction—Data, database, database management system, purpose of database system, view of data (data abstraction) Instances & schemas, data independence- physical data independence, logical data independence, data models- Relational, Network, Hierarchical. Introduction to relational approach- Tuple, Attribute, Domain, Degree, Relation.
3. Structured Query Language Introduction- database languages-data definition language, data manipulation language, data control language, Database users. SQL queries- basic structures, Select (distinct All), From, Where, Rename, String operations, Set operations (union, intersection, except)
4. Design of DBMS (Case -study) - Designing of database using any one example of real world scenario.
5. Introduction to IT and its development- Introduction and application of E-commerce, various transactions possible with E-commerce, Role of IT in economy. Modern technologies in computer application an overview- V degeneration Computers, Virtual reality, Bio informatics, GPS, GIS Multimedia, Mobile technology eg 1 G,2G,3G,4G.

Recommended Books

1/

1. Computer Fundamentals - P.K.Sinha, BPB Publisher
2. A First Course in Computer - Sanjay Saxena, Vikas Publishing House Pvt Ltd
3. Computer Systems & Applications - Rustatn Shroff, Himalaya Publishing House
4. Computer Netware—K.K.Koli, Nakoda publication & Print ltd
5. Introduction to Computers - N.Subramaniam, Tata McGrawv Hill Publication



MI-207B GERMAN /FRENCH LANGUAGE

COURSE OBJECTIVE:

Course Type: General Elective 2

The objective of this paper is to impart working knowledge of one of the foreign languages in the changing perspective of the Global Economy.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Student is able to use adjectives as per the requirement of sentence.
- CO2: Enable students to read and write in past perfect tense.
- CO3: Enrich students with business vocabulary which helps in writing official business letters.
- CO4: Enhance the learning and knowledge of analyzing case studies.

COURSE CONTENTS

GERMAN

1. Introduction to adjectives, and their usage in different cases and Demonstrative pronouns.
2. Past perfect tense
3. Business German vocabulary building, with respect to organization charts, departments.
4. Formal letter writing, short description on an object, product Also reading comprehension of business case studies.

FRENCH

1. Grammar - Past tense, future tense, conjugation of irregular verbs.
Adjectives- demonstrative, possessive
Nouns - singular & plural forms imperative sentences.
2. Letter writing, short description of a person/ an object/ a product.
3. Giving directions to locate a place, dialogue writing.

Summer Training

All the students are required to undergo six to eight week summer training, after the completion of first two semesters in Industrial and Business organizations. The institute prefers that an organization puts a student on a specific project where a student will be expected to work and understand the working of all aspects of the organization. The students are instructed to submit a 'certificate of successful completion of their summer training. Each student will be required to give a presentation of their summer project.

MBA (IB) THIRD SEMESTER

MI-301: INTERNATIONAL BUSINESS FINANCE

COURSE OBJECTIVE:

Course Type: Core

The purpose of this paper is to make students aware of changes in foreign exchange market and development in international Financial system.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

CO1: Understanding the structure of international financial system.

CO2: To make students aware of the changes in foreign currency exchange market and development in international financial system.

CO3: Identify opportunities for arbitrage and discuss methods to exploit these opportunities.

CO4: Evaluate cross-border investment opportunities, and describe a multinational firm's decision-making process for long term capital budgeting, short term cash flow management and the management of foreign operations.

COURSE CONTENTS

1. Need for International Financial System and changes in Global Finance Market.
2. Concept of exposure and risk, types of exposure and measurement of exposure
3. International monetary system, Bretton Woods agreement, role of IMF and World Bank in international financial system..
4. Structure of foreign exchange market, spot and forward market dealing and terms involved.
5. Carry of future contract, speculation and hedging strategies; swap deals and their types. Concept of LIBOR, LIBIO, SIBOR, MIBOR etc.
6. Role of ADR, GDR Euro issues and ECB in raising resources in international markets.
7. Brief introduction to international taxation Foreign currency accounts for residents and non-residents Indians.


Recommended Books

1. International Financial Management: A.K. Seth, Galgotia Publication Pvt Ltd, 2008
2. International Financial Management: P.G. Apte, Tata McGraw Hill, 3rd edition 2004
3. International Financial Markets, and India Machirauj, New Age Publication, 1997
4. International Finance: Maurece D. Levi, Tata McGraw Hill Publication, 3rd Edition 2000 5.



International Finance - V.A. Arathani, Himalaya Publishing House Ltd,
4th Editions

6. Multinational Business Finance - David K. Eiteman, Michael H.Moffett, Arthur. I.Stonehill,
Alok Pandey, Pearson Education, X Edition.



MI-302: INTERNATIONAL TRADE LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE OBJECTIVE

Course Type: Core

The objective of this paper is to understand how the chain involved in the marketing and distribution is working and decide the routing and scheduling of the products.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)


- CO1: The course will expose students to the basic concept of supply chain management and the various challenges involved in managing international supply chain.
- CO2: Gaining command of the key factors in new business models based on e-commerce and an insight on how it affects the logistic system.
- CO3: Distinguish the forces shaping international logistics in global market.
- CO4: The course will enhance student's ability to use analytical tools & concept as well as better understand the major strategic issues and trade off in international business.

COURSE CONTENTS

1. Overview of Logistics & SCM- Introduction, Nature & Concepts, Effectiveness, Components functions of logistics, framework for supply chain solutions. Supply chain relationships Outsourcing, 3 PLs, 4PLs.
2. Customer service - Introduction, nature concept, components, customer service costs , effective customer service strategy,
3. Elements of L&SCM, Introduction, logistical information system, Introduction Nature & Components. Forecasting Methods & Process.
4. Inventory Management Introduction, concept types, functions of inventory in logistics & supply chain Management. Elements of Inventory costs, just in time system, Quick response system. Warehousing Counts, Types, Functions, costs, Warehousing strategy & design.
5. Transportation Elements model, selection of transportation model. Transportation network transportation Decision (Pricing, Rate),
6. Benchmarking, Benchmarking the supply chain benchmarking logistics process, Mapping supply chain processes, Supply & distributor benchmarking identifying i 'logistics performance indicators,
7. Logistics Administration Basic organizing principles of logistics & i SCM, Factors influencing organizational structure, Central Process Performance Measurement Report Logistics audit.
8. Material Handling Unitization Material Handling, Packages functions, costs package design, package Materials Containerization,
9. Supply Chain Management in Retail Sector,

Recommended Books

1. Business Logistic Management - R.H. Ballou
2. Logistic Management & World Seaborne Trade - K. Muthaiah, Himalaya Publishing House Ltd., 1999
3. Logistics in International Business - Rajiv Aserkar, Shroff Publication And Distribution Ltd., 2004
4. Supply Chain Management---Sunil Chopra, Printice Hall Publication, 2004
5. Supply Chain Performance Management-S. Jaikrishna,,Icfai Unit Press
6. Logistics & Supply Chain Management-- Raghoramay., MacMillan India Ltd
7. Logistics Management Donal J. Bowersok Tata McGraw Hill Publication, 2000



MI-303 COMMODITY DERIVATIVE & PRICE RISK MANAGEMENT

COURSE OBJECTIVE

Course Type: Core

The objective of this paper is to understand commodity derivatives, Markets, and Risk Management in pricing of the commodity.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 12 marks, will consist of four theory questions, out of which students will be required to attempt any two questions. Section B, worth 48 marks, will have six numerical/practical problems, out of which a student will be required to attempt any four questions.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO):

- CO1: Describe the basic characteristics of derivative market.
- CO2: Describe the users of derivatives by hedgers, speculators and arbitrageurs.
- CO3: Define and describe the option market and future contracts along with types.
- CO4: Describe and define swap structure, swap rate interest

COURSE CONTENTS

1. Introduction to Derivatives - Introduction to Derivatives, Meaning of Forwards, Futures, Options and Swaps, Difference between Spot and Futures Markets, Difference between Futures and Forward contracts, types of orders
2. History of commodity markets - Evolution of commodity markets. Commodity markets of India
3. Commodity Futures in India and its Regulations - Evolution of Commodity Futures in India, The Kabra Committee Report, Commodity Futures Markets: The Economic Perspective, Regulatory Framework - Forward Contract Regulation Act, 1952, Forward Market Commission and its functions, Regulatory Measures evolved by the Commission, Proposed amendments to FC(R) Act, 1952. Why do we require National level Multi Commodity Futures Exchanges in India?
4. Commodity Futures - Meaning and Objective of Commodity Futures, Pricing commodity Futures: Factors affecting Cost of Carry, Investment and Consumption Commodities, Meaning of Basis and Spreads - Basis. Basis Risk, Spread, Participants in Commodity Derivatives - Hedgers. Speculators, Arbitraders.
5. Advanced Concepts in Commodity Futures - Heading:- What is Hedging? Hedge ratio, Buying Hedge or Long Hedge, Uses of Buying Hedge Strategy, Buying hedge with Basis Risk, Selling Hedge or Short Hedge, Uses of Selling Hedge Strategy, Selling Hedge with Basis Risk, Rolling Over of Hedge Position, Advantages and Limitations of Hedging Speculation.
6. Option Markets - Types of options, uses of options, Payoffs from options, Trading strategies, Involving options Bull-bear, butter-Fly, calendar and diagonal spread, Straddles, stir rip and straps, Options valuation and pricing, over the counter exchange option, index options
7. Future contracts: Introduction to futures markets, future contract and future trading,

specification of the future contract, newspaper quotes, hedging using futures, Index futures, basics of stock index futures, interest rate futures, foreign exchange and currency futures, mechanism of future contracts, operations of margin, convergence clearing process, clearinghouse and clearing margins, hedging, difference between forward future

8. Swaps: Introduction to swaps, basic swap structure, interest rate swaps, currency swaps, mechanics of swaps, transactions, swap options.

Recommended Books:

1. Redhead, Futures-Pearson education Asia Publications, 1999
2. Robert A. Strong, Derivatives: An Introduction - Thompson publications, New Delhi, 2000
3. Robert W. Kolb, Understanding Futures - PHI Publications, New Delhi, 2000
4. Robert W. Kolb, Understanding Options - PHI Publications, New Delhi, 2000
5. John C. Hull Options, futures and other derivatives - Pearson education Asia, 4* edition, 2001

f



MI-304: IMPORT MANAGEMENT

COURSE OBJECTIVE:

Course Type: Core

The objective of this paper is to understand the details of the import scenario and the process and procedure of the imports in India.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Selection of sustainable global import markets involvement of government bodies involved and obstacles involved in the import business.
- CO2: Develop analytical skills for identifying and selection of import commodity and finalization of mode of settlement of payment.
- CO3: Develop an understanding towards import procedures and documentation.
- CO4: Identify source of information on import restrictions and documentation associate with international supplying in order to facilitate import compliance for the importing organizations.

COURSE CONTENTS

1. Import Management - Objectives of Import Policy. Import trade organizations, Liberalization of Imports in India
2. Selection of Import Commodity, Supplier -Selection and evaluation. Role of Overseas supplier's Agents in India.
3. Terms of Imports - RBI's Regulation for Import Payment, Finalizing the terms of imports, mode of settlement of payment.
4. Registration of Importers, Import Finance Bank Finance, Finance from Exim Bank, finance through letter of credit.
5. imports under special schemes for exporters, imports of Gifts, Auto Mobiles. Gold, Silver, Life Saving Drugs, Technology, and Equipment's.
6. Custom clearance of Imported goods & custom duty payments.
7. Import License - fees, Condition, Validity, Authorization & Licensing period.
8. Shipping - Types and freight structure, Indian Shipping-Challenges and Opportunities, Problems, Recent Trends (Tonnage Tax Impact)

Recommended Books

1. How to Import: Nabhi Kumar Jain, 2006-07

2. Import, do it yourself. M.I. Mahajan, 2006-07
3. Export Import-Procedures (Documentation & Logistics)-C. Rama Gopal New Age Publications
4. Import Export Portfolio (Policy, Procedure & Documentation) - A. K. Singh & Disha Madan Nakoda Publishers and Printers. 2007



MI-305: SELECT MARKETS & THRUST PRODUCTS

COURSE OBJECTIVE:

Course Type: Skill Enhancement

The objective of this paper is to understand the different potential markets and products for India to have exports and imports.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: To understand the international Market Potential for various commodities.
- CO2: To get the knowledge of commodities to be kept at thrust for import and export.
- CO3 To better understand the thrust product for thrust market.
- CO4: To identify the key determinants of thrust product as well as thrust market.

COURSE CONTENTS

1. Nature and Scope of Select Market & Thrust Product To study and analyze the competitive advantages of various markets, establish linkages between market and products and design business strategies with global perspective.
2. To study the business environments of each market (Economic, Social, Technological, Political and legal framework.) 1. U.S.A, 2. European Union, 3. Japan, 4. ASEAN, 5. China 6. SAARC Countries 7. South Africa 8. Middle East Also study the geographic, climatic and other conditions which favors Indian exports to the countries.
3. Products: Develop a working knowledge of each product category and conduct a general SWOT analysis for each product category.
 - i). Software - Differentiate between product v/s Services, Outsourcing, etc
 - ii). Pharmaceuticals - Product v/s Process Patent. New Drug. Discovery or Generic Product strategy etc.
 - iii). Textiles and Readymade Garments: Cotton or Man made: Yarn, Fabric, RMG
 - iv). a) Gems and Jewellery b) Leather and leather Products c) Marin products d) Agro products: Tea, Rice, Oil seeds .Wheat, Pulses, e) Engineering Products: Metal Manufacturers, Machinery and Instruments, Transport equipments, etc. 0 Services Sector: Insurance, Banking, consultancies g) Chemicals: Dyes & Intermediaries, h) Min Also study the geographic, climatic and other conditions which Indian exports to these countries.

Recommended Books

1. Thrust sectors in India's export - Edited by Dr. SadaShankersaxena, Dr. M.L. Varma, B.Bhattacharya, M.S. Sachdeva

MI-306A: MANAGEMENT INFORMATION SYSTEMS

COURSE OBJECTIVE

Course Type: General Elective 1

The objective of this paper is to understand the application of various information tools to have a source of internal and external data for the organization.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have 20 marks for external viva-voce and 40 marks for the written examination that will have the theory and practical problems. 7 to 8 questions will be asked, out of which students will be required to attempt any 5 questions.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: To understand the applications of information tools in Business operations
- CO2: To study the development process of Management Information System
- CO3: To learn use of information system to achieve business competitive advantages
- CO4: To understand the role of Information System in Managerial Decision Making

COURSE CONTENTS

1. System concept: Definition, Characteristics of a system, elements of system types of systems.
2. Introduction to MIS. Characteristics of MIS. System Approach and the principle of Synergy.
3. Structure of MIS based on: Management activity organizational function, conceptual structure and physical structure.
4. System development life cycle: Feasibility study, Analysis design, implementation & maintenance approaches of MIS development.
5. System analysis techniques, structured analysis tools: DFD, Decision tree, decision table.
6. MIS as a project a) Planning for the new MIS b) Conceptual system design c) Detailed design d) implementing the new system.
7. Programmed & Non-Programmed decision. Decision Support system.
8. Using information system to achieve competitive advantage: Porters competitive Forces model, information system strategies for dealing with competitive forces the business value chain model.
9. Securing information systems: business value of security & control, establishing a Framework for security. Tools & technologies for security.

Books recommended:

1. Information System Management in practice sixth edition, Pearson education, New Delhi.
2. Management Information System, Lpudon& Loudon, Pearson edition, New Delhi.
3. Information System For Management - MurdickRoss ,PHntice Hall Publication.
4. MIS - Malik Kamna , Excel Books
5. Management Information System - D.F.Goyal, Mac Millan India Ltd



MI-306B ENTREPRENEURSHIP AND NEW VENTURES

COURSE OBJECTIVES

Course Type: General Elective 2

The objective of this course is to exhibit knowledge of fundamentals of entrepreneurship, application of tools & techniques to setup an entrepreneurial venture.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

After completion of the course the students should be able to:

CO1: Understanding the basics of Entrepreneurship and real-life issues therein.

CO2: Apply Theoretical concepts into practice while facing business problems.

CO3: Contribute in Developing Reasoning and Analytical ability to foster Decision Making.

CO4: Nurture Entrepreneur Skills and Leadership Abilities.

COURSE CONTENTS

UNIT I

Fundamentals of Entrepreneurship: Define Entrepreneurial Traits & Entrepreneurship, Entrepreneur Decision Making Process, Role of Entrepreneurship in the Economy, Concept of Start-ups, Forms of Ownership, Women Entrepreneur & Challenges

UNIT II

Planning and Organizing Entrepreneurial Venture: Process of Planning Entrepreneurial Venture, Organizing Business Research Tools and Techniques to know the feasibility of Venture; Life Cycle of Venture, Growth and Challenges, Problem Solving Approaches and ways of financing new venture

UNIT III

Creating a Business Plan: Define the elements of a business plan, create a basic business plan, Recognize and describe the role marketing plays in business (Digital Media), Explain a marketing plan, Explain the considerations in the purchasing cycle, Launching Formalities

UNIT IV

New venture Expansion & Exit Strategies: Expansion Strategies: Understanding joint ventures, acquisitions, merger, franchising. **Exit Strategies:** Introduction, Reasons for existing and long-term preparation, short-term preparation.

UNIT V

Institutional support to Entrepreneurship: EDP Movement in India, Institutional Support System, Centre for Entrepreneurship Development (CED), National Institute for Entrepreneurship and Small Business Development (NIES BUD), Institutes for Entrepreneurship Development (IED), Science and Technology Entrepreneurship Parks (STEPS), National Alliance of Young Entrepreneurs (NAYE), Technical Consultancy Organizations (TCOs), National Small Industry Corporation (NSIC), Industrial Development Bank of India (IDBI), Industrial Finance Corporation of India (IFCI), Industrial Credit and Investment Corporation of India (ICICI), Rural Development and Self Employment Training Institute (RUDSETI), Rural Development and Human Development Training programs, Technology Transfer programs.

UNIT VI

Start-Up Funding & Strategies for future: Funding Alternatives for Start-up, Venture Capital System for Start-up, Designing Funding Strategy, What Investors Look for in a Pitch Funding, Current Funding Option available in global Market

UNIT VII

Risk Management & Regulatory Global Concerns: Risk Avenues for entrepreneurs & Strategies for Risk Management, Discuss Different types of regulations that apply to businesses, understanding legal & Ethical responsibilities of entrepreneurs, identify key concepts and relationships in a business environment, describe business considerations when entering the global market, Recognize and describe the value of cultural differences in local and global business.

TEXT READINGS

1. Charanthimath, Entrepreneurship development small business enterprises, Pearson education, Latest Edition.
2. Kuratko & Hodgetts, Entrepreneurship in The New Millennium, Cengage learning, Latest Edition.
3. Vasant Desai: Small scale Industries and Entrepreneurship, Himalaya Publishing House, Latest Edition.
4. David H Holt Entrepreneurship: New Venture Creation, PHI, Latest Edition.
5. Rajeev Roy, Entrepreneurship, Oxford University press, Latest Edition.

SUGGESTED READINGS

1. Greene, Entrepreneurship, Cengage learning, Latest Edition.
2. B. K. Mohanty Fundamentals of Entrepreneurship PHI, Latest Edition.
3. Barringer, Entrepreneurship Pearson education, Latest Edition.
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Latest Edition.
5. Desai Vasant, Dynamics of Entrepreneurship Development and Management, Himalaya Publishing House, Latest Edition.
6. Coulter, Entrepreneurship in Action, PHI Learning, Latest Edition.
7. Alpana Trehan, Entrepreneurship, Wiley India Pvt. Limited, Latest Edition.
8. The Lean Startup, Eric Rise, Latest Edition.
9. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, by Alexander Osterwalder and Yves Pigneur, Latest Edition.

MBA (IB) FOURTH SEMESTER

MI-401: COMPARATIVE INTERNATIONAL MANAGEMENT

COURSE OBJECTIVES

Course Type: Core

The objective of this paper is to create awareness about international management system of different countries

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

CO1: Understand the concept of Comparative Management in economic growth with different parameters.

CO2: Understand the concept of Corporate Governance in developed and developing countries.

CO3: Explore the various Cultural & Environment factors in International Market.

CO4: Understand the role of Corporate Governance in developed & developing countries and International Strategic Management.

COURSE CONTENTS

1. Introduction of comparative management. Role of comparative management in economic growth. Koontz model of comparative management
2. Corporate Governance in developed and developing countries relating to corporate planning, management effectiveness, organizational behaviour. leadership etc.
3. Cultural and environmental factor in International Management, Skills for cross-cultural interaction, negotiating with foreigners, the influence of culture on respective management styles improving intercultural communication.
4. Role of Banks in managing foreign customers, foreign exchange financial decisions, problems and prospects of foreign banks in the changing economic scenario, organizing international operation other than banks.
5. Major technology transfer & international trade agreements, problems and prospects of technology transfer between nations, bilateral agreements, recent collaborations and technology transfer & agreements of India with the outside world.
6. Strategic Issue in International Management: International Strategic Planning - Nature & Dimensions, developing a strategic planning model for a multinational firm. Socialization perspective (by Hofstede)

Recommended books:

1. International Management-Arvind V.Phatak, Rabi S.Bhagat, Roger J.Kastulak, Tata McGraw Hill Publication, 2006
2. International management strategic opportunities and challenges M.C.Ferlin/Sweeney-Houghton Mifflin publication

3. Readings and cases in international management--- David c. Thomas, sagepublication, New delhi, 2003
4. International Management Managing across Borders and Cultures - Helen derksey, Pearson publication

Reference Books

1. International Management - Manab Thakur, Gene F Burton, B.N.Shrivastav
2. International Business M.C. Schnitzer
3. Corporative Management & Economics Process - Ruichar N. Farmer & Barry M. Rithman



MI-402 FOREIGN EXCHANGE AND EXCHANGE CONTROL

COURSE OBJECTIVES

Course Type: Core

The objective of this course is to explain to the student the role of foreign exchange, effects of exchange fluctuations, and exchange control regulation in relation to foreign trade.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Understand the concept of Foreign Exchange rates and terminology.
- CO2: Understand the FEMA Guideline for Residents, Exporters & Importers.
- CO3: Understand the Numerical problems of SWAPs Exchange Rates Forward Contracts.
- CO4: Understand the Call Options, Put Options, Writing Options – Swaps Hedging Interest rate

COURSE CONTENTS

1. **Theory of foreign exchange** - Fluctuations in foreign exchange rates and terminology- Foreign exchange transactions and rate mechanism - Exchange rate policy and exchange control - Convertibility of the rupee in India - Foreign Exchange markets in India.
2. **Exchange control features and foreign trade** – FEMA Guideline for Residents & NRI, FEMA Guidelines for Exporters and Importers - Financial Institutions and Export Trade - Financial Assistance provided by banks, Exim Bank
3. **Foreign Exchange Arithmetic** - Decimals - Abbreviated methods - Some simple calculations - Exchange rate numerical problems - Forward Exchange numerical problems - SWAPs Exchange Rates Forward Contracts.
4. **Exchange risk management** - Risk identification - Types of risk - Risk vs. exposure - Measurement of risk - Mark to market - Management of risk - Risk limits and value at risk - Corporate hedging strategies - Selective hedging - Splitting legs - cross currency covers - short term covers for long term exposures - Third currency covers - Forward contracts vs. options - Managing risk on long term loans.
5. **Currency forwards and futures** - Currency futures - Hedging currency risk - A comparison of futures and forwards - Options - Call Options, Put Options, Writing Options - Swaps - Hedging Interest rate risk - Use of swaps to reduce interest cost - Currency swaps.

6. Devaluation– Meaning and effects of devaluation; Devaluation Vs. Quantitative restriction;
Devaluation of rupee in recent times and its impact on foreign trade.

TextBooks:

1. International Financial Management – P.G. Apte
2. Foreign Exchange – C. Jeevanandam
3. Foreign Trade Management – Dr. Varma & Agarwal
4. Foreign Trade – T.K. Velayudhan



MI-403: INTERNATIONAL BUSINESS LAW

COURSE OBJECTIVES

Course Type: Core

The objective of this paper is to understand the laws of different laws, legal rules and regulations through which experts are governed.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

CO1: Develop an understanding of various domestic & international laws together & the impact of these laws on international business practices.

CO2: Develop an understanding of contractual laws & relation that applies to international transactions.

CO3: Develop an understanding about protection of IP, e-commerce and international payment mechanisms, foreign investments & international taxation issues.

CO4: Develops the skill of understanding & applying international treaties & conventions, statutes and case material in approaching legal issues relating to international business.

COURSE CONTENTS

Legal Frame Work

1. Foreign Trade Development and Regulation Act 1992
- 2 The Customs Act 1962
3. Foreign Exchange Management Act

Contractual Relations

- 1.The Indian Contract Act 1872
- 2.The Sale of goods Act, 1930
- 3 The Conciliation and Arbitration Act 1996 with national Arbitration conventions

Property Rights Intellectual Property

1. The Copyright Act, 1957
- 2.The Trademark and Patent Acts
- 3.The Merchandise Marks Act,
- 4 The Design and Trade Marks Act
- 5 International Convention

Insurance

1. Marine Insurance.
2. Carriage of goods Act..
3. Multimodal Transport & Insurance

Payments- Letters of Credit, Electronic Transfer, Information Technology Act. 2000

Taxation

1. Sales Tax-Central

2. Income Tax

3. Avoidance of Double Taxation

Product Liability Transfer of Technology, International Contracts, Licenses Joint

Ventures/ Consultations, Foreign Investment Laws

Arbitration laws in international markets. Geneva Code of Conduct

Recommended Books

1. Bare Acts of relevant Act.

2. Current Affair Magazines



MI-404: OVERSEAS PROJECT MANAGEMENT

COURSE OBJECTIVES

Course Type: Core

The objective of this paper is to understand the project formulation and guidelines related.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 12 marks, will consist of four theory questions, out of which students will be required to attempt any two questions. Section B, worth 48 marks, will have six numerical/practical problems, out of which a student will be required to attempt any four questions.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Basic understanding of Project Management in relevance to Globalization
- CO2: Knowledge about basic working while acquiring overseas projects
- CO3: Awareness of Financial working in Global context
- CO4: Establishing connect between professionals, organizations and experts worldwide.

COURSE CONTENTS

1. Conceptual framework of project: Meaning: features, phases, types and project
2. Acquisition of Overseas Project including tendering, subcontracting and adding
3. Financial appraisal and project selection: Capital Budgeting-Introduction and overview; Techniques of Capital Budgeting - ARR, PB, NPV, IRR, PI etc
Accept/ Reject Criterion
4. Cost of capital of a project cost of equity shares, preference shares and Debentures and weighted average cost of capital
5. Break-even analysis: break-even point, contribution, PV ratio, margin of safety Social cost of Overseas Project: social cost - benefit analysis, concept of shadow pricing
6. RBI guide lines and Foreign exchange regulations regarding overseas projects: turnkey projects, civil construction contracts, project exports, joint ventures etc.
7. Role of International credit rating agencies and international finance institutions in financing the overseas project.

Recommended Books

1. Project Management-Prasanna Chandra
2. Project Management - Prem Kumar & Asif K. Ghosh, Aitiriol Publication
3. Project Management — Vasant Desai, Himalaya Publishing House Ltd.

4. Project Management — Patel, Vikas Publishing House Ltd.

5. Export Finance and Banking - Procedures in India, S. Shankar Narayan Secretary FEDAI, 2001.



MI-405: STRATEGIC MANAGEMENT

COURSE OBJECTIVE

Course Type: Core

The objective of this paper is to understand the framing of various strategies with related advantages in the different competitive situations.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

CO1: Knowledge of various functional areas & other aspects of management.

CO2: Understanding of the concepts & tools that support strategic management in organizations is developed.

CO3: Ability to apply the concept and analyze strategic issues in organizations and to develop strategies for implementation.

CO4: Specific knowledge of frameworks and concepts related to strategy formation, strategic change and strategic innovation.

COURSE CONTENTS

1. Meaning need and Process of strategic management Approaches to Strategy making: Rational, Analytical and Intuitive, Emotional levels of strategy: Corporate, SBU and functional strategies.

2. Mission and objectives: Definition, formulation and change, Hierarchy of objectives.

3. SWOT analysis - General, Industry and International Environmental Factor Analysis of external and internal environment. Environmental. Threat and opportunities profile (ETOP) Strategic Advantage Profile (SAP)

4. STRATEGY ALTERNATIVES Grand Strategies and their sub-strategies; Stability, Expansion, Retrenchment and Combination; Internal and External Alternatives; Related and Unrelated Alternatives; Horizontal and Vertical Alternatives; Active and Passive Alternatives; International Strategy

5. STRATEGY CHOICE

Narrowing the choices; Managerial Choice Factors. Choice Processes Gap Analysis. ETOP-SAP Matching, BCG Product; Portfolio Matrix GE Nine Cell Planning Grid; Contingency Strategies; Prescriptions for choice of Business Strategy: Choosing International Strategies.

6. STRATEGY IMPLEMENTATION

Implementation Process; Resource Allocation; Organizational Implementation; Plan and Policy Implementation; Leadership Implementation; Implementing Strategy in International Setting.

8. STRATEGY EVALUATION AND CONTROL

Control and Evaluation Process; Motivation to Evaluate; Criteria for Evaluation; Measuring and Feedback; Evaluation and Corrective Action.

9.CASE Analysis: To gain actual feeling of strategic management process for development to strategy evaluation.

Recommended Books

1. Strategic Management Text & Cases - Boseman G. and Phatak Arvind:
John Wiley & Sons
2. Strategic Management - V.S.Rao , Excel Books, 2003
3. Business Policy and Strategic Management- Lawrance, Jaush &
Gupta, Trenice Barota & Co. Ltd., 2006
4. Business Policy -KazrniAzhar, Tata McGraw Hill., 2004
5. Business Policy, Strategic Planning & Management —Ghosh P.K, Sultan Chand
& Sons, 1995
6. Global Strategic Management -- Davidson,W.H., John Wiley & Sons.



MI-406 BUSINESS ETHICS AND ENVIRONMENT

COURSE OBJECTIVES

Course Type: Core

To acquaint students with the practical application of the factors that affect business

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological & natural perspectives.
- CO2: Conduct an In-depth analysis of a specific component of business environment & relate it to your own organization.
- CO3: Critically assess the business environment of an organization using selected strategic tools.
- CO4: To provide a sensitive understanding of ethical principles of corporate governance and the nature of their enforcement.

COURSE CONTENTS

- 1) Business Environment - Meaning, Nature and scope of Business Environment, Nature of Business in 21st century, and Components of Business Environment.
- 2) Economic Environment - Nature & Structure of Indian Economy, Economic Reforms 1991 - Trend, Growth and present status, Economic Policies: - Industrial, Monetary & Fiscal Policies and foreign policy; Recent Developments in Business Environment of India, SWOT Analysis of Indian Economy.
- 3) International Business Environment:- Globalization- Meaning, scope, phases, indicators; WTO & GATT, Sub Prime Crisis, International Financial Markets and Indian Business, Capital account Convertibility, global capital flow paradox, Forex Reserve Management and its impact on Indian Business. Foreign Investment Case Studies.
- 4) Ethics & Environment - Ethics & Business - Its issues, arguments, Moral responsibility and blame, Ethical principles in business - Utilitarianism (weighing social cost and benefits), Rights and duties, Justice and fairness, The ethics of care. Case Studies.
- 5) Corporate Governance: Meaning, Nature and components of corporate governance, Role of corporate governance in the growth of business. Case Studies.

Text Books:-

- 1) Francis Cherullinum- Business Environment Himalaya Publishing House, New Delhi
- 2) K. Aswathappa - Essentials of Business Environment, Himalaya Publishing House, New Delhi
- 3) Mishra & Puri - Economic Environment in India, Himalaya Publishing House, New Delhi
- 4) Justin Paul:- Business Environment - Text & Cases, McGraw Hill Companies, New Delhi
- 5) Raj Agrawal - Business Environment, Excel Books, New Delhi
- 6) Manuel G. Velasquez - Business Ethics^ Concepts and cases, Pearson Education, 6th edition.



Extra Readings:-

- 1). Dutt & Sundaram - Indian Economy, S. Chand & Co. New Delhi
- 2). I.J. Ahluwalia & I.M.D. Little-India's Economic Reforms and Development,
: Oxford University Press, New Delhi.
- 3); E- Journals & Database: - EBSCO, INDIASTAT.COM, EIU.COM, CAPITAL
LINE .COM



MI-407A: SERVICES MARKETING

COURSE OBJECTIVE

Course Type: General Elective 2

The objective of this paper is to understand of the various processes of services and the related strategies for establishment of services as a successful product.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examination. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/ presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical).

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES (CO)

- CO1: Understand the nature of Industrial and service markets & its application in varied segments
- CO2: Understand how to integrate various strategic issues in service marketing to develop effective service delivery plan in order to achieve sustainable customer value.
- CO3: Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix.
- CO4: Explain designing a service strategy, the integration of service productivity & quality measurements to build customer loyalty.

COURSE CONTENTS

1. Understanding Services: -Service Sector & Economic Growth, Service Concept -Service Characteristics-Classification of Services, -Challenges in Service Marketing
2. Product: - Service Offer, Features/ Benefits, Types of New Services, New Service Development Stages.
3. Pricing: - Service Pricing, Reaction of Consumer and Competition to Price Change, Pricing Methods, Price Adjustment, Quality/ Price.
4. Place (Distribution): - Place: Distribution of Services, Major Intermediaries for Service, Delivery.
5. Promotion: - Identification of Target Market, Determination and Setting Objectives, Selection of Communication Mix
6. People: Employees, Training and Development, Motivation, Empowerment.
7. Physical Evidence: - What is Physical Evidence and its Relevance? Use of Physical Evidence in Service Delivery.
8. Process: Introduction, Blue Printing, Building A Service Blue Print, Advantages of Blue Printing.
9. Differentiation strategy and Positioning
10. Service from customer's view point - Customer contact with service organization. Complaint Handling and service recovery -Balancing Demand " and capacity.

Books recommended:

MBA (International Business) Syllabus of IPS Academy, Institute of Business Management and Research, Indore
(NAAC A++ Accredited, UGC Autonomous Institute)

1. Service Marketing --Valarie A Zeithaml & Mary Jo Bither. TataMcGra Hill Publication
2. Prihiciples of SM & Mgt — C.H. Lovelock & L.K. Wright ,PrinticeHaH Publication
3. Service Marketing — Ravi Shankar , Excel Books
4. Service Marketing-- B.Balaji, S.Chand& Co.



MI-407B DIGITAL MARKETING

COURSE OBJECTIVE

Course Type: General Elective 2

The objective of this course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; how to integrate different digital media and create marketing content.

EXAMINATION SCHEME

The student shall be evaluated on two components: 40 internal and 60 end-semester examinations. There will be 40 marks for internal evaluation; three internal evaluations will be conducted, out of which two will be written tests, and the third will be assignment/presentation/quiz/ class participation. The best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 60 marks will have two sections, A and B. Section A, worth 40 marks, will have six theory questions, out of which students will be required to attempt any four questions. Section B carrying 20 marks, will contain one or more cases (or cases/practical)

COURSE OUTCOMES (CO)

CO1: Explore tactical and operational challenges facing firms in implementing digital marketing strategies.

CO2: Develop skills in digital marketing and social media marketing.

CO3: Develop reflective skills on learning and experiences from a practical implementation of a digital marketing strategy.

CO4: Investigate the key issues and themes in the adoption and application of digital marketing to business.

COURSE CONTENT

1. Introduction to Digital Marketing: Introduction to Marketing, Consumer Behavior, Introduction to Digital Marketing, Traditional Vs Digital Marketing, Types of Digital Marketing

2. Search Engine Optimization: Search Engine Optimization, Keyword Planner, SEO Techniques-Indexing, Key Word Placement

3. Search Engine Marketing: Search Engine Marketing, Content Optimization, SEO Plug-in, On Page Techniques, How to Select a Domain Name?, Meta Tags, Off-Page SEO Techniques, Back links, Do-Follow and No-Follow Backlinks.

4. Website Planning & Creation: Website Planning, Website Creation, Optimization of Websites, Webpage creation, Youtube Channel Creation, LinkedIn Profile Creation.

5. Social Media Marketing: Social Media Marketing, Social Media Platforms, Benefits of using SMM, Social Media Marketing Campaign (Facebook, Instagram, LinkedIn), Analyzing Traffic Behaviour & Report Preparation.

6. Pay Per Click Advertising: Introduction Pay Per Click Advertising, Advantages of PPC, Entities Involved in PPC Advertising, Introduction to Google Adword, Google Ad Formats (Text, Image & Video).

7. Email Marketing: Email Marketing, Importance of Email Marketing, Email Marketing Strategy, Creating a Subscriber List, What is Newsletter, Design a Newsletter, Monitoring Email –Automization, Introduction to Ecommerce

8. E-Commerce and Digital Marketing Strategy: Ecommerce Strategy, Content Marketing, Content Creation Process, Influencer Marketing, Digital Marketing Strategy.

Text Readings:

1. Digital Marketing For Dummies by Ryan Deiss, Russ Henneberry.
2. Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
3. Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017.
4. Dynamic Digital Marketing - Master the world of online and social media marketing to grow your business, Dawn McGruer
5. Digital Marketing for Beginners 2020 - Guide To Make Money And Build Your Online Businesses To Success Using Digital Marketing Skills, Platforms And Tools. Strategies To Create Your Own Passive Income, Oliver J. Rich

