

**MBA (International Business) III Semester Syllabus**

**SUBJECT: INTERNATIONAL LOGISTICS**

<b>COURSE CODE: MBA(IB)-501</b>			<b>NO OF CREDITS: 4</b>			<b>SEMESTER: III</b>		
<b>COURSE TITLE: MBA(International Business)</b>								
<b>COURSE OBJECTIVES: This course exposes students to the fundamentals of logistics as applied to international business.</b>								
<b>UNIT</b>	<b>COURSE CONTENTS</b>						<b>LECTURES</b>	
<b>I</b>	<b><u>Marketing Logistics</u></b> : Concept, objectives and scope; System elements; Relevance of logistics in international marketing; International supply chain management and logistics; Transportation activity – internal transportation, inter-state goods movement; Concept of customer service. .						<b>10</b>	
<b>II</b>	<b><u>General Structure of Shipping</u></b> : Characteristics, Liner and ramp operations; Code of conduct for liner conferences; Freight structure and practices; Chartering principles and practices; UN convention on shipping.						<b>10</b>	
<b>III</b>	<b><u>Development in Ocean Transportation:</u></b> Containerization; CFS and inland container depots; Dry ports; Multi-modal transportation and CONCOR; Role of intermediaries including freight booking, shipping agents, C &F agents; Shipowner and shipper consultation arrangements.						<b>10</b>	
<b>VI</b>	<b><u>Air Transport:</u></b> Air transportation-total cost concept, Advantages, Freight structure and operations; Carrier consignee liabilities.						<b>10</b>	
<b>V</b>	<b><u>Port System and Sub-systems:</u></b> Port organization and management; Responsibilities of Port Trust; Growth and status of ports in India; Carriage of goods-legal aspects.						<b>10</b>	
<b>VI</b>	<b><u>Inventory Control and Warehousing</u></b> : Inventory management – concepts and application to international marketing; Significance and types of warehousing facilities; Total cost approach to logistics.						<b>10</b>	

**REFERENCE:**

Annual Reports, INSA,  
 Annual Reports, CONCOR,  
 Asopa, V.N: Shipping Management: Cases and Concepts, Macmillan, New Delhi.  
 Desai, H.P: Indian Shipping Perspectives, Anupam Publications, Delhi.  
 Khanna, K.K: Physical Distribution, Himalaya Publishing, Delhi.  
 Lambert, D et al: Strategic Logistic Management, Tata McGraw Hill, New Delhi.

**SUBJECT: INTERNATIONAL FINANCE**

<b>COURSE CODE: MBA(IB)-502      NO OF CREDITS: 4      SEMESTER: III</b>		
<b>COURSE TITLE: MBA(International Business)</b>		
<b>COURSE OBJECTIVES:</b> This course enables students understand the macro environment in which financial transactions are carried out. And also acquaints them with the problems and techniques of financial management in multinational corporations.		
<b>UNIT</b>	<b>USE IN COURSE CONTENTS</b>	<b>PERIODS</b>
<b>I</b>	<b><u>Introduction to International Financial System:</u></b> Brettonwood conference and afterwards; European monetary system. <b><u>International Financial Markets and Instruments:</u></b> International capital and money market instruments and their salient features; Integration of financial markets and approach; Arbitrage opportunities; role of financial intermediaries.	<b>10</b>
<b>II</b>	<b><u>International Money Market Instruments and Institutions:</u></b> GDRs, ADRs, IDRs, Euro Bonds, Euro Loans, Repos, CPs, derivatives, Floating rate instruments, Loan syndication and Euro deposits; IMF, IBRD, Development Banks. <b><u>Multinational Financial Management:</u></b> Complexities and issues in managing financial function in an international firm.	<b>10</b>
<b>III</b>	<b><u>Multinational Working Capital Management:</u></b> Cash, Receivable and inventory; Management of short term overseas financing sources.	<b>10</b>
<b>IV</b>	<b><u>Foreign Investment and Financing Decisions:</u></b> Capital budgeting for multinational corporations; International financing sources and financial structure; Cost of capital for overseas investment..	<b>10</b>
<b>V</b>	<b><u>International Portfolio Management and Diversification:</u></b> Portfolio investment: Benefits of international portfolio investment; Spreading risk; International CAPM; International diversification.	<b>10</b>
<b>VI</b>	<b><u>International Accounting and Reporting:</u></b> Foreign currency translation; Multinational transfer pricing and performance measurement; Consolidated financial reporting.	<b>10</b>

**REFERENCE:**

- 1) Avadhani, V.A: International Finance, Theory and Practice; Himalaya Publishing Company, New Delhi.
- 2) Buckley, Adrian: Multinational Finance, Prentice Hall of India, New Delhi.
- 3) Eitman, D.K. and A.I Stenehill: Multinational Business Cash Finance, Addison Wesley, Massachusetts.
- 4) Bhattacharya Hrishikes- Working Capital Management – Strategies and Techniques, Prentice Hall, New Delhi.
- 5) Chandra Prasanna – Financial Management, Tata Mc Graw Hill, New Delhi.
- 6) Pandey I M – Financial Management, Vikas Publishing.

**SUBJECT: SERVICES MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT**

<b>COURSE CODE: MBA(IB)-503</b>			<b>NO OF CREDITS:04</b>			<b>SEMESTER: III</b>		
<b>COURSE TITLE: MBA(International Business)</b>								
<b>COURSE OBJECTIVES; This course acquaints students with the basic issues in services marketing and customer relationship management.</b>								
<b>UNIT</b>			<b>COURSE CONTENTS</b>				<b>PERIODS</b>	
<b>I</b>			<b><u>A) Services Marketing :-</u></b> <b><u>Importance of Services Sector:</u></b> Nature and types of services, Difference between services and goods marketing, Service marketing triangle. <b><u>Environment for Services Marketing:</u></b> Macro and Micro environments, Understanding service customers- Models of service consumer behavior, Customer expectations and Perception, Service quality and GAP model.				<b>12</b>	
<b>II</b>			<b><u>Market Segmentation and Selection:</u></b> Service market segmentation, Targeting and Positioning. <b><u>Services Marketing Mix:</u></b> Need for expanded marketing mix, Planning for service offer, Pricing, Promotion and distribution of services, Management of people, Process and physical evidence, Matching of demand for and supply of services.				<b>12</b>	
<b>III</b>			<b><u>Service Marketing Applications:</u></b> Marketing of financial, Hospitality, Tourism and educational services, International marketing of services and GATS				<b>12</b>	
<b>IV</b>			<b><u>Customer Relationship Management:-</u></b> <b><u>Relationship Marketing:</u></b> Meaning, Nature , and scope, Types of relational exchanges, Reasons for relationship marketing – firm and customer perspectives.				<b>12</b>	
<b>V</b>			<b><u>Relationship Development Process:</u></b> Attributes and determinants of relational exchanges, Networking – nature, Role and mechanism. <b><u>Developing and Managing Relationships:</u></b> Customer selection, Relationship strategies, Implementing CRM, Mistakes in implementing CRM, Role of information technology in relationship building –e- CRM.				<b>12</b>	

**REFERENCE BOOKS:**

Christopher, H. Lovelock: Services Marketing, Prentice Hall New Jersey.

Gosney, John W. and Thomas P. Boehm, Customer Relationship Management Essentials, Prentice Hall, New Delhi.

Payne, Adrian: The essence of services Marketing, Prentice Hall New Delhi.

Seth, Jagdish N. et. Al. Customer Relationship Management, Tata McGraw Hill Publishing co., New Delhi

Shankar Ravi Service Marketing – The India Experience, South Asia Publishing, New Delhi.

Stone, Merlin and Neil Woodrock: Relationship Marketing, Kogan Page, London.

**SUBJECT:- FOREIGN LANGUAGE**

<b>COURSE CODE: MBA(IB)-521</b>			<b>NO OF CREDITS:04</b>			<b>SEMESTER: III</b>		
<b>COURSE TITLE: FOREIGN LANGUAGE</b>								
<b>COURSE OBJECTIVES: This course acquaints students with the basics of german language.</b>								
<b>UNIT</b>			<b>COURSE CONTENTS</b>				<b>PERIODS</b>	
<b>I</b>			Self introduction- alphabets and numbers till 1000- greetings – days of the week, months, seasons and colours- themen aktuell- chapter no. 1-5 (vocabulary)				<b>12</b>	
<b>II</b>			Grammer-articles, nominative and accusative cases- conjugation of regular verbs (kommen, wohnen, machen, lernen, kochen, bringen, fragen, etc.)				<b>12</b>	
<b>III</b>			Conjugation of irregular verbs (arbeiten, antworten, essen, nehmen, haben, finden, schlafen etc.) Question words, possessive pronouns, Modal verbs (konnen, sollen, mochten, durfen, wollen, müssen)				<b>12</b>	
<b>IV</b>			Translation –German text to English Essay writing- my self, my family, my city etc.				<b>12</b>	
<b>V</b>			Dialogue writing- composition of sentences in German- Introduction of yourself and others, telling about your family etc.				<b>12</b>	

## **TRAINING REPORT AND PRESENTATION**

**COURSE CODE:- MBA(IB)- 522**

**No. of credits:- 04**

**Semester:- III**

## MBA (International Business) IV Semester Syllabus

### SUBJECT: STRATEGIC MANAGEMENT

Subject code: - MBA(IB)-504

No. of Credits: 4

Semester: IVth

Subject Title: Strategic Management

Course Objectives: To enhance the decision making abilities of students in situations of uncertainty in a dynamic business environment.

Unit	Course Content	Periods
1.	Concept of Strategy : Defining strategy, levels of strategy, mission and purpose, objectives and goals, strategic business unit (SBU), functional level strategies	10
2.	Environmental Analysis and Diagnosis : Concept of environment and components of environments. Organizational appraisal, Analysis and diagnosis, SWOT analysis.	10
3.	Strategy Formulation and Choice of Alternatives : Modernisation, diversification, integration, merger, take over and joint strategies, Turnaround, divestment and liquidation strategies. Process of strategic choice – industry, competitor, value chain analysis, bench marking.	10
4.	Functional strategies : Marketing, production / operations and R & D plans and policies, Personnel & financial plans and policies	10
5.	Strategy Implementation : Inter – relationship between formulation and implementation, Resource allocation	10
6.	Strategy Evaluation : Overview of strategic evaluation, Strategic control, Techniques. Global issues in Strategic Management	10

#### Suggested Readings :

- 1) Kazmi Azher "Business Policy and Strategic Management", Tata McGraw Hill.
- 2) Subbah Rao "Business Policy & Strategic Management", Himalaya Publishing Co.
- 3) Pitts Rober A & Lie David "Strategic Management" Thompson 3rd Edition.

**Additional Readings :**

- 1) Bhattacharya, S.K. and N. Venkataramin : Managing Business Enterprises : Strategies, Structures and Systems Publishing House, New Delhi.
- 2) Budhiraje, S.B. and Murthery – Cases in Strategic Managementa, Tata Mc Graw Hill, New Delhi.
- 3) Sharma, R.A. : Strategic Management in Indian Companies, Deep and Deep Publications, New Delhi.
- 4) Coulter, Mary K. Strategic Management in Action, Prentice Hall, New Jersey.

## SUBJECT TITLE: - INTERNATIONAL MANAGEMENT

Course Code:- MBA(IB)- 505

No. of credits:- 04

Semester:- IV

**Objective of the course:** -The objective of this course is to expose students to strategic and behavioral dimensions of international management.

Unit	Course Content	Periods
1	International Management Trends, challenges and opportunities, Internationalization of Indian business firms and their operations abroad, International mergers and acquisitions.	12
2	Comparative management Importance, Scope. Models of comparative management. Management styles and practices in US, Japan, China, Korea, India Headquarter and subsidiary relations in international firms.	12
3	International perspective of Organizational Behavior Motivating, employees in international context, perception and attitudes across cultures, Leadership, communication and conflicts.	12
4	International business strategy Creating strategy for international business Legal and political dimensions, Ethics and social responsibility of business	12
5	Internationalisation of service firms Theoretical and conceptual discussion of internationalization in manufacturing and service firms. Theoretical models. A modifies view on service and manufacturing firms. The establishment chain and entry strategies for service firms. Internationalization via network growth. The intermingling, Internationalization strategy. Management of joint ventures and other international strategic alliances. International Human resource management. International human resource strategy.	12

### **Suggested readings**

Hodgetts, Interantional Management, Tata McGrawa Hill, New Delhi.

Koontz and wheltich: Management, the global perspective, Tata McGraw Hill, New Delhi

McFarlin, Dean B: International Management, Trends, Challenges and opportunities, International Thomson Pyublishing Cincinnati, Ohio.

Nagandhi, Anant R. International Management, Prentice Hall of India Ltd. New Delhi.

Taggart, James H. and McDermott, Michall: The essence of interantionl Business, Prentice Hall of India, New Delhi, Thakur, Manaab, Gene E. Burton, and B. N.

Srivastaava, International Management, Concepts and cases, Tata McGraw Hill publisher co. Ltd. New Delhi.

### **Additional Readings**

Bhalla V.K., International financial Management, anmolpublisherspvt. Ltd. Delhi-1999



**SUBJECT: INTERNATIONAL BUSINESS LAWS & TAXATION**

<b>COURSE CODE: MBA(IB) -506      NO OF CREDITS: 4      SEMESTER: IV</b>		
<b>COURSE TITLE: MBA(International Business)</b>		
<b>COURSE OBJECTIVES: Update the subject knowledge among the students at corporate level.</b>		
<b>UNIT</b>	<b>COURSE CONTENTS</b>	<b>LECTURES</b>
<b>I</b>	<b><u>Legal Framework of International Business:</u></b> Nature and complexities; Code and common laws and their implications of business; International business contract – Legal provisions; Payment terms; International sales agreements.	<b>12</b>
<b>II</b>	<b><u>Enforcement and Settlement:</u></b> Enforcement of contracts and dispute settlement; International commercial arbitration.	<b>12</b>
<b>III</b>	<b><u>Regulatory Framework of WTO:</u></b> Basic principle and charter of GATT/WTO; GATT/WTO provisions relating to preferential treatment of developing countries; Regional groupings, Subsidies, Technical standards, Antidumping duties and other non-tariffs barriers, Custom valuation and dispute settlement; Implications of WTO to important sectors – GATS, TRIPs and TRIMs.	<b>12</b>
<b>VI</b>	<b><u>Regulations and Treaties Relating to:</u></b> Licensing; Franchising; Joint ventures, Patent and Trade Mark; Technology transfer, Telecommunications. <b><u>Regulatory Framework Relating to Electronic Commerce International Business Taxation and Treaties.</u></b>	<b>12</b>
<b>V</b>	<b><u>Indian Laws and Regulations Governing International Transactions:</u></b> FEMA; Taxation of foreign income; Foreign investments; Setting up offices and branches abroad; Restrictions on trade in endangered species and other commodities.	<b>12</b>

**References**

Daniels, John, Ernest W. Orgam and Lee H. Redebungh: International Business. Environments and Operations. GATT/WTO various publications.  
Handbook of import – Export procedures, Govt. of India,.  
Journal of world trade Law.  
Lew, julton D.M. and Clive Standbrook: (eds.), Internaitonal Trade Law and Practice, Euromoney Publications, London.  
Patrick, Hearn: International Business Agreements, Gower Publishing Co. Pvt.  
Schmothoff C.R.: Export Trade – The Law and Practice of International Trade,  
Motiwal OP, Awasthi HIC: International Trade – The Law and Practice; Bhowmik and Company, New Delhi.  
Kapoor ND; Commercial Law; Sultan Chand & Co., New Delhi.

## FOREIGN LANGUAGE

<b>COURSE CODE: MBA(IB)- 523      NO OF CREDITS:04      SEMESTER: IV</b>		
<b>COURSE TITLE: FOREIGN LANGUAGE</b>		
<b>COURSE OBJECTIVES: This course acquaints students with the basics of german language.</b>		
<b>UNIT</b>	<b>COURSE CONTENTS</b>	<b>PERIODS</b>
<b>I</b>	Themen aktuell – chapter no. 6,7,8,12,13 Dates and time, opposites, names of common vegetables, fruits and animals	<b>12</b>
<b>II</b>	Grammar- conjugation of more regular and irregular verbs Dative case, perfect tense, trennbare verbs (an'kommen, ein'steigen, ab'fahren, ein'laden, an'fangen, auf'machen, fern'sehen etc) Neben satze	<b>12</b>
<b>III</b>	Translation- german text to English, English text to german	<b>12</b>
<b>IV</b>	Essays- my timetable, learning german, my city etc. Writing a dialogue	<b>12</b>
<b>V</b>	Letter writing- informal letters Oral communication	<b>12</b>

**SUBJECT: PROJECT REPORT AND VIVA-VOCE**

**Subject code:-MBA(IB) - 524**

**No. of credits: 04**

**Semester:- IV**

The candidate must undertake the project work based on practical training in a business firm for the period of Six Weeks. The student will be guided by the Teacher (Guide). The student shall submit research project to the Head of Department before theory examination. The project will be evaluated by the external examiner and the internal examiner jointly. The assessment of the project shall be made as follows.

- Project contents - 50 marks,
- Project Presentation - 30 marks,
- Project Via-voce - 20 marks