## Course Structure of MBA-IB Programme

**Choice Based Credit System**

### MBA-IB Semester - I

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>Credits</th>
<th>L-T-P</th>
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</thead>
<tbody>
<tr>
<td>PSMBAIBTC 0101</td>
<td>Principles of Management : International Perspectives</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTC 0102</td>
<td>Business Economics</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0103</td>
<td>Marketing Management</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTC 0104</td>
<td>Culture, Society and Organizational Behaviour</td>
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<td>Accounting for Decision Making</td>
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</tr>
<tr>
<td>PSMBAIBTC 0106</td>
<td>Quantitative Techniques</td>
<td>4</td>
<td>3-0-1</td>
</tr>
<tr>
<td>PSMBAIBTC 0107</td>
<td>India’s Foreign Trade and Trade Policy</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTC 0108</td>
<td>Foreign Language (French/Chinese/German)</td>
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<tr>
<td>PSMBAIBPC 0109</td>
<td>Viva Voce</td>
<td>2</td>
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<td><strong>TOTAL CREDITS</strong></td>
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### MBA-IB Semester - II

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<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
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<tbody>
<tr>
<td>PSMBAIBTC 0201</td>
<td>International Business Environment</td>
<td>4</td>
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<tr>
<td>PSMBAIBTC 0202</td>
<td>International Marketing Management</td>
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</tr>
<tr>
<td>PSMBAIBTC 0203</td>
<td>International Human Resource Management</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0204</td>
<td>Financial Management</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTC 0205</td>
<td>International Trade Procedures and Documentation</td>
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<tr>
<td>Course Code</td>
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<td>Credits</td>
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<tr>
<td>PSMBAIBTC 0206</td>
<td>Global E-Business</td>
<td>4</td>
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<tr>
<td>PSMBAIBTC 0207</td>
<td>Seminar on International Communication and Business Etiquettes</td>
<td>2</td>
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<tr>
<td>PSMBAIBTC 0208</td>
<td>Seminar on Business Research Methods</td>
<td>2</td>
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<td>PSMBAIBTC 0209</td>
<td>Foreign Language (French/Chinese/German)</td>
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<td>Viva Voce</td>
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<td><strong>TOTAL CREDITS</strong></td>
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6-8 Weeks Summer Training at the end of Semester II

MBA-IB SEMESTER - III

<table>
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<tr>
<th>Course Code</th>
<th>Paper</th>
<th>Credits</th>
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<tbody>
<tr>
<td>PSMBAIBTC 0301</td>
<td>Competitive Strategy for Global Markets</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0302</td>
<td>International Economics</td>
<td>4</td>
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<tr>
<td>PSMBAIBTC 0303</td>
<td>International Business Laws</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTC 0304</td>
<td>Consumer Behaviour: International Perspectives</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0305</td>
<td>International Financial Management</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTC 0306</td>
<td>Cross Culture and Diversity Management</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0307</td>
<td>International Trade Logistics and Supply Chain Management</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBDC 0308</td>
<td>Summer Training Report Evaluation (Internal Evaluation with Presentations)</td>
<td>4</td>
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<tr>
<td>PSMBAIBTC 0309</td>
<td>Foreign Language (French/Chinese/German)</td>
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<td>Viva Voce</td>
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<td><strong>TOTAL CREDITS</strong></td>
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MBA-IB SEMESTER - IV

<table>
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<tr>
<th>Course Code</th>
<th>Paper</th>
<th>Credits</th>
<th>L-T-P</th>
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<tbody>
<tr>
<td>PSMBAIBTC 0401</td>
<td>International Project Management</td>
<td>4</td>
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<tr>
<td>PSMBAIBTC 0402</td>
<td>Corporate Governance and Social Responsibility</td>
<td>4</td>
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<tr>
<td>PSMBAIBTC 0403</td>
<td>WTO- Implications on International Business</td>
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<td>Credits</td>
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<tr>
<td>PSMBAIBTC 0404</td>
<td>International Financial Markets and Institutions</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0405</td>
<td>Seminar on International/ Cross-Cultural Business Negotiations</td>
<td>2</td>
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<tr>
<td>PSMBAIBTC 0406</td>
<td>Comprehensive Viva Voce</td>
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*Students may choose to opt for any two papers from the following electives:

<table>
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<tr>
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<tbody>
<tr>
<td>PSMBAIBTE 0407*</td>
<td>Management of Multinational Corporations</td>
<td>4</td>
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<tr>
<td>PSMBAIBTE 0408*</td>
<td>Entrepreneurship Development</td>
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<tr>
<td>PSMBAIBTE 0409*</td>
<td>Global Sourcing and Business Development</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTE 0410*</td>
<td>Import and Export Management</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTE 0411*</td>
<td>Business Innovations and Creativity Management</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTE 0412*</td>
<td>Comparative Management</td>
<td>4</td>
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<tr>
<td>PSMBAIBTE 0413*</td>
<td>International Banking</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTE 0414*</td>
<td>International Services Marketing</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTE 0415*</td>
<td>International Retail Management</td>
<td>4</td>
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**TOTAL CREDITS** 28

**NOTE:**

- THE MBA-IB COURSE SHALL CONSTITUTE TOTAL OF 132 CREDITS, OUT OF WHICH 4 CREDITS SHALL BE EARNED BY THE STUDENT BY EXERCISING HIS/HER OPTION IN FAVOUR OF ANY COURSE OFFERED BY OTHER DEPARTMENTS, OTHER THAN ICGR & HRM, IN SEMESTER III AND SEMESTER IV
- TWO COURSES SHALL BE OFFERED TO STUDENTS IN OTHER DEPARTMENTS AS PER BELOW:
  1. CULTURE, SOCIETY AND ORGANISATIONAL BEHAVIOUR: SEMESTER I (4 CREDITS), COURSE CODE: PSMBAIBTC 0104
  2. INTERNATIONAL HUMAN RESOURCE MANAGEMENT: SEMESTER II 4 (CREDITS), COURSE CODE: PSMBAIBTC 0203
- THE DURATION OF ONE TUTORIAL SHALL BE 2 HOURS.
- DISTRIBUTION OF INTERNAL ASSESSMENT (40 MARKS), WHEREEVER APPLICABLE SHALL BE AS UNDER:
  1. MID-SEMESTER TEST (MST): 15 MARKS
  2. ASSIGNMENT: 05 MARKS
  3. PRESENTATION BASED UPON ASSIGNMENT: 05 MARKS
  4. SNAP TEST: 05 MARKS
  5. CASE STUDY BASED TEST: 10 MARKS
**COURSE STRUCTURE OF MBA-IB (SEMESTER I)**

### MBA-IB SEMESTER - I

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<td>Accounting for Decision Making</td>
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</table>
MBA-IB (Semester – I)

Course Title: Principles of Management: International Perspectives

Course No. PSMBAIBTC 0101
Course Credit: 04
Max. Marks: 100 Marks

Minimum Contact Hours: 45
Internal assessment: 40 Marks
Duration of Examination: 3 hours
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
To familiarize the students with the basic concepts, processes and issues in management to enhance their understanding of how organizations function. It shall also build upon the critical areas of knowledge and practice about the organizational context in which the international business takes place.

UNIT I
The basis of Global Management-Theory and Practice: The management process and the nature of managerial work; The evolution of management; Current and emerging management thought; Approaches to management; the manager’s complex environment.
International Management: Trends, goals, approaches, challenges and opportunities; Globalization and internationalization: Drivers of globalization, Global and regional integration, Trends in international investment and trade; Stages of internationalization; Pattern of growth, Country of origin- Different Management Styles; Comparative Management.

UNIT II
The nature and process of decision making; Decision making models; Groups and decision making; Analytical aids in decision making; Nature, purpose and framework of planning; Types of plans; The nature of objectives and Management by Objectives (MBO), Strategies, Policies and Planning premises.

UNIT III
Nature and purpose of organizing; Determinants of organization structure; Basic departmentalization, Line and Staff Concept, Downsizing and its implications; Span of management; Authority relationships; Delegation and Decentralization; Organizational Climate; Organizational Creativity and Innovation.

UNIT IV
Direction as a management function: its significance and main elements; Coordination- its importance and techniques; Nature, Scope and Concept of management control systems; Control techniques; Information resource management; Behavioral implications of management control.
**Note**
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

**NOTE FOR PAPER SETTING**

The question paper shall consist of two sections: Section A (20 marks) and Section B (60 marks). Section A shall contain 10 compulsory questions of 2 marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

**BOOKS RECOMMENDED**

MBA-IB (Semester- I)

Course Title: Business Economics

Course No. PSMBAIBTC 0102
Minimum contact hours: 45
Duration of Examination: 3 hours

Course Credit: 04
Max. Marks 100
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examination to be held in 2014, 2015 and 2016)

Objective
The objective of the Course is to impart basic knowledge of the concepts and tools of Economic Analysis and their application to key Business Decisions within the organizations and to acquaint participants with the main features of Aggregate Economic System.

UNIT I
Introduction to Managerial Economics; Demand Theory – Meaning of Demand, Types of Demand – Individual demand, Market Demand; Determinants of Market Demand; Law of Demand; Business and Economic Forecasting – Survey Methods, Statistical Methods; Elasticity of Demand – price elasticity, income elasticity, cross elasticity, advertising elasticity. Concept of Utility – Cardinal and Ordinal Utility

UNIT II
Production Theory and Analysis - The production function – Production with one variable input, Production with two variable inputs; Economies of Scale and Scope – Internal economies, External economies, Laws of returns to scale; Analysis of Costs - Cost concepts, the link between production and costs, short run and Long run cost curves; Break even analysis and plant sizing.

UNIT III
Market Structure and Pricing Decisions: Perfect Competition – Characteristics of Perfect competition, Price determination under perfect competition - short run and long run equilibrium; Monopoly: Causes and kind of Monopolies, Pricing and output decisions in short run and long run, Price Discrimination under Monopoly; Monopolist Competition – Price under Monopolist Competition in short run and long run; Oligopoly – Pricing under Oligopoly, kinked demand curve analysis. Game Theory – Types of Game Theory, Concept of Nash Equilibrium – Uses in Economics

UNIT IV
Overview of Macroeconomics; Concept of National Income: Gross National Product (GNP), Gross Domestic Product (GDP), Net National Product (NNP); Methods of measuring National Income; Business Cycles – Phases of Business Cycles, Theories of Business Cycles; Monetary
and Fiscal Policies, Counter – Cyclic Monetary and Fiscal Policies; The role of automatic Stabilizers; Input- Output Analysis; Concept of Inflation and Deflation.

**Note**
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

**NOTE FOR PAPER SETTING**
The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

**BOOKS RECOMMENDED**

- Macroeconomics by N. Gregory Mankiw, Mark P. Taylor, South-Western, Cengage Learning, 2011
MBA-IB (Semester- I)

Course Title: Marketing Management

Course No. PSMBAIBTC 0103
Minimum contact hours: 45
Duration of Examination: 3 hours

Course Credit: 04
Max. Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examination to be held in 2014, 2015 and 2016)

Objective
The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm in turbulent business environment. This course will provide better understanding of the complexities associated with marketing functions, strategies and provides students with the opportunity to apply the key concepts to practical business situations.

UNIT I

Introduction to Marketing Management - Core Concepts of Marketing; Marketing Management Tasks; Marketing mix; Market Segmentation & Targeting; Analyzing Marketing Environment.

UNIT II


UNIT III

Promoting and Delivering Product -Promotion Mix, Advertising, Sales Promotion, Public Relations; Distribution and Channel Decision - Channel Design and Channel Management Decisions; Wholesaling - Classification; Retailing – Types of Retailing, Strategic Issues in Retailing.

UNIT IV

Emerging Trends in Marketing: Green Marketing; Event Marketing; Direct Marketing, Social Marketing; Buzz Marketing/ Viral Marketing; Consumerism; Customer Relationship Management (CRM) - Customer Satisfaction, Loyalty, Retention
Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING

The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

- Foundations of Marketing by David Jobber & John Fahy, TMH, 2009
MBA-IB (Semester – I)

Course Title: Culture, Society and Organizational Behaviour

Course Credit: 04
Course No. PSMBAIBTC 0104
Max. Marks: 100 Marks
Minimum contact hours: 45
Internal assessment: 40 Marks
Duration of Examination: 3 hours
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
To enable the students to comprehend the relationship between culture and organizations as well as sensitizing them to the need for managing differently in diverse cultural environments with a view to develop skills for diagnosing and understanding the basic concepts and theories relating to organizational functioning in the international context and the behavioral perspective.

UNIT I
Culture: Meaning and Concept, Foundations of Culture, Cultural Orientations, Elements of Culture and the Cultural Phenomenon; Debates surrounding the concept of Culture; Culture, Society: Social Structures and Processes; Cross-Cultural Differences and Managerial Implications; Cultural Intelligence.

UNIT II

UNIT III

UNIT IV
Organisational Culture: Impact of Organisational Culture, Creating and Sustaining Culture, Global Implications; Organization Structures and Design: New Design Options, Differences in Organization Structure, Organization Design and Employee Behaviour; Culture and Organizations: Cultural influence on Organizational Design; Explaining Organizational Structure; Culture and Organizational Structure.
Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING

The question paper shall consist of two sections: Section A (20 marks) and Section B (60 marks). Section A shall contain 10 compulsory questions of 2 marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

Objective
The basic objective of this course is to develop an insight of the principles and techniques of accounting and also the utilization of financial and accounting information for planning, decision-making and control.

UNIT I
Basics of Accounting - Conceptual framework, nature and purpose of accounting; Accounting concepts and conventions with special reference to GAAP; Preparation of Financial Statements – Trading, Profit and Loss Account and Balance Sheet including adjustments.

UNIT II
Management Accounting – concept, Importance and Scope; Analysis of Financial Statements : Ratio Analysis including DU Pont Analysis, Funds Flow and Cash Flow Analysis.

UNIT III
Introduction to Cost Accounting and its relationship with Financial and Management Accounting; Cost Classification; Preparation of Cost Sheet; Costing for decision-making: Standard Costing and Variance Analysis- Material and Labour ; Cost Volume Relationships and Marginal Costing.

UNIT IV
Accounting for Planning and Control: Budget and Budgetary Control; Performance Budgeting and Zero based Budgeting; Behavioral aspects of budgeting, Responsibility Accounting.

Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING
The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.
BOOKS RECOMMENDED

- Wason V., S,Chands Rapid Revision in Accountancy, 12th ed; S Chand & Company, New Delhi.
- Fischer, Taylor and Cheng, Advanced Accounting, 6th ed; South – Western College.
- Atkinson, Kaplan R. and Young M.S., Management Accounting, 3rd ed; Prentice Hall.
MBA-IB (Semester- I)

Course Title: Quantitative Techniques
Course No. PSMBAIBTC 0106
Minimum contact hours: 45
Duration of Examination: 3 hours

Course Credit: 04
Max. Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examination to be held in 2014, 2015 and 2016)

Objective
The objective of this course is to acquaint the students with various statistical tools and
techiques used to business decision making. The course aims at providing fundamental
knowledge and exposure to the students about the basic tools of Operations Research in solving
the management problems through modeling and using mathematical approach.

UNIT I

Measures of Central Tendencies - Arithmetic Mean (for Individual observations, Discrete Series
and Continuous Series); Weighted Arithmetic Mean; Geometric Mean; Positional Measures –
Median, Quartiles and Mode; Relationship between Mean, Median and Mode; Measure of
Dispersion – Range, Interquartile Range, Mean Deviation, Standard Deviation; Coefficient of
Variation; Skewness and Kurtosis.

UNIT II

Correlation – Meaning, Significance and Types; Karl Pearson coefficient of correlation;
Spearman’s rank correlation method; Regression Analysis – Introduction, Uses and Types;
Simple Linear Regression Model; Regression Coefficients; Regression Equations; Standard
Error of Estimate; Coefficient of Determination; Analysis of variance (ANOVA), One way and
Two Way Classification.

UNIT III

Introduction to Operations Research; Linear Programming - Graphical Method, Simplex Method
for Maximization and Minimization; Duality Principle and Sensitivity Analysis. Transportation
Models – Statement of Problem, Minimization Algorithm; Methods for finding Initial Solution –
N-W Method, Vogel’s Approximation Method (VAM), Stepping Stone Method, MODI Method.

UNIT IV

Decision Analysis - Introduction to Decision Theory; Criteria for Decision Making under Risk
and Uncertainty; Decision Trees; Queuing Theory - Basic Elements of the Queuing Model,
Performance measures of a Queuing System, Single Server Queuing Model; Simulation Theory
and Process, Role of Random Numbers.
Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING

The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

- Operations Research by V. K. Kapoor, Sultan Chand & Sons, New Delhi, 2006
MBA- IB (Semester- I)

Course Title: India’s Foreign Trade and Trade Policy

Course Credit: 04  
Max. Marks: 100 Marks

Course No. PSMBAIBTC 0107  
Internal assessment: 40 Marks

Minimum contact hours: 45  
Semester Examination: 60 Marks

Duration of Examination: 3 hours

(For the Examinations to be held in 2014, 2015 and 2016)

Objective

The objective of this course is to acquaint MBA students to the basics of corporate finance. This course will help them in developing an understanding about the various aspects of Foreign Trade and Policy and their impact on the business.

UNIT I

World trade- Direction of World trade, Composition and direction of World Merchandise trade & World commercial services trade. India’s foreign trade, its direction and composition, Terms of trade and Constraints in India’s export growth. Balance of Trade and corrective measures. Balance of Payments and corrective measures.

UNIT-II

Preferential Trading Arrangement (PTA): Forms of International Economic Integration, Growth of Regional Trading Agreements(RTA) in different parts of world, Limitations of Regional economic integration, RTA vis-à-vis multilateral trading system under WTO. India’s participation in PTAs.

UNIT-III


UNIT-IV

Trade Policy Options for developing countries, Strategic Options for Trade Policy, Instruments of Trade Policy. The Foreign Trade (Development and Regulation) Act, 1992. India’s Foreign Trade policy –Prohibitions and Restrictions on Import and Export, Policy Measures for Trade Promotion, Scheme to Augment Export Production, and other export promotion measures. Policy initiatives and incentives by the State Governments.
Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING

The question paper shall consist of two sections: Section A (20 marks) and Section B (60 marks). Section A shall contain 10 compulsory questions of 2 marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

# Course Structure of MBA-IB (Semester II)

## MBA-IB Semester - II

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>Credits</th>
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<tr>
<td>PSMBAIBTC 0201</td>
<td>International Business Environment</td>
<td>4</td>
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<tr>
<td>PSMBAIBTC 0202</td>
<td>International Marketing Management</td>
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<tr>
<td>PSMBAIBTC 0203</td>
<td>International Human Resource Management</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0204</td>
<td>Financial Management</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTC 0205</td>
<td>International Trade Procedures and Documentation</td>
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<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0206</td>
<td>Global E-Business</td>
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<td>PSMBAIBTC 0207</td>
<td>Seminar on International Communication and Business Etiquettes</td>
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<tr>
<td>PSMBAIBTC 0208</td>
<td>Seminar on Business Research Methods</td>
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<td>PSMBAIBTC 0209</td>
<td>Foreign Language (French/Chinese/German)</td>
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<td>PSMBAIBTC 0210</td>
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<tr>
<td><strong>TOTAL CREDITS</strong></td>
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</tbody>
</table>

*6-8 Weeks Summer Training at the end of Semester II*
MBA- IB (Semester- II)

Course Title: International Business Environment

Course Credit: 04
Course No. PSMBAIBTC 0201
Max. Marks: 100 Marks
Minimum contact hours: 45
Internal assessment: 40 Marks
Duration of Examination: 3 hours
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
To enlighten the students on various aspects of International Business Environment and develop an understanding of the basic concepts related to global Environment issues and to analyze the impact of globalization on the Indian industry.

UNIT I

UNIT II
Managing the multinational Enterprises-Problems and Potential- Multinational Service Organizations. Indian Companies becoming multinationals- Potential, Need and Problems. Rise of new Economies like Brazil, Russia, India and China (BRIC) and Association of Southeast Asian Nations (ASEAN) Countries.

UNIT III
Country Risk Analysis- Political, Social, and Economic, Cultural and Ethical Practices- Responsibilities of International Business, Opportunities and threats for International Business. Trade Blocks, Types of Integration- Theory of custom Union, European Union, Regional Groupings, Integration of Developing Countries- SAARC, and SAPTA.

UNIT IV
Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING
The question paper shall consist of two sections: Section A (20 marks) and Section B (60 marks). Section A shall contain 10 compulsory questions of 2 marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

MBA-IB (Semester- II)

Course Title: International Marketing Management

Course No. PSMBAIBTC 0202
Minimum contact hours: 45
Duration of Examination: 3 hours

Course Credit: 04
Max. Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examination to be held in 2014, 2015 and 2016)

Objective
The objective of the course is to provide students with a perspective of International Marketing Management, its environment and complexities. The aim is to understand the interdependence among various nations and its impact on the International Marketing opportunities and challenges.

UNIT I
Concept of International Marketing; Differences between International and Domestic Marketing; Local Responsiveness Vs Global Integration Grid; Targeting International Market opportunities - Regional Market Characteristics; Marketing in Transitional Economies and Third World Countries; Inter - market Segmentation Process; International Market Entry Strategies.

UNIT II
International Product Management - International Product Positioning, Product Saturation Levels in Global Market; International Product Life Cycle; New products in International Marketing; Brands in International Market.

UNIT III
Pricing and Promotion for International Markets: Environmental influences on Pricing Decisions; Grey Market goods; Transfer pricing; Global Pricing Policy; Global Advertising and Branding, Personal Selling; Sales Promotion and Public Relations.

UNIT IV

Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.
NOTE FOR PAPER SETTING

The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

- International Marketing by Mathur, Sage, 2009
MBA-IB (Semester-II)

Course Title: International Human Resource Management

Course credit: 04
Course No- PSMBAIBTC 0203
Minimum contact hours- 45
Duration of Examination: 3 Hours
Maximum Marks: 100 Marks
Internal assessment: 40 Marks
Semester Examination: 60 Marks

(For the examination to be held in 2014, 2015 & 2016)

Objective
To introduce the concepts, theoretical frameworks and issues in IHRM. To make participants understand the role of HRM in international context. To appreciate IHRM practices across cultures and nations.

UNIT I
International HRM, Definition, concepts and approaches. Forms of international HRM. The comparative nature of HRM. Differences between domestic and international human resource management. Development of IHRM function, IHRM as a driver of competitive advantage, theoretical frameworks. Strategic issues in IHRM. IHRM a cross-cultural approach.

UNIT II

UNIT III

UNIT IV
Industrial relations in comparative perspective, Global unions, Regional integration and framework agreements, International labour standards, Managing international projects, Managing people in international context- India, China, Japan, EU, USA, UK. Research in HRM.

Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper
NOTE FOR PAPER SETTING

The question paper shall contain two sections, section A (20 marks) and section B (40 marks). Section A shall contain ten compulsory questions of two marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of ten marks each.

BOOKS RECOMMENDED

MBA –IB (Semester-II)

Course Title: Financial Management

Course No. PSMBAIBTC 0204
Course Credit: 04
Max. Marks: 100 Marks

Minimum contact hours: 45
Internal Assessment: 40 Marks
Duration of Examination: 3 hours
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
The objective of this course is to acquaint the students to the basis of corporate finance. This course will help them in developing an understanding about the various aspects of financial decisions and their impact on other functional areas of management.

UNIT I

UNIT II

UNIT III

UNIT IV
Dividend Policy: Dividend and its form; Cash Dividend, Right and Bonus Shares, and Buy-Back of Shares; Theories of Dividend policy and their impact on the Value of a Firm; Types of Dividend Policy, Determinants of Dividend Policy.

Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING
The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall
contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

**BOOKS RECOMMENDED**

Objective
The objective is to acquaint the students with the development in the field of International trade and develop an understanding of various implications & applications.

UNIT I
Foreign Trade: Meaning, Types, balance of Trade: Meaning, Causes of Differences, Corrective Measures, Documents used in Foreign Trade, Marine Insurance Policy.

UNIT II
Export Procedures - General excise clearances; Role of clearing and following agents; shipment of export cargo; Export credit; Export credit guarantee and policies; Forward exchange cover; Finance for export on deferred payment terms; Duty drawbacks.

UNIT III
Import Procedures - Import licensing policy; Actual user licensing; Replenishment licensing; Import export pass book; Capital goods licensing; Export houses and trading houses. Export Incentives - Overview of export incentives- EPCG, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation – Duty entitlement Pass Book Scheme.

UNIT IV
Trading Houses - Export and trading houses schemes – criteria, procedures and documentation; Policy and procedures for export oriented units (EOU)/Free Trade Zones (FTZ)/Export Processing Zones (EPZ)/ Special economic Zone (SEZ) units.

Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.
NOTE FOR PAPER SETTING

The question paper shall consist of two sections: Section A (20 marks) and Section B (60 marks). Section A shall contain 10 compulsory questions of 2 marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

- Government of India, Handbook of procedures, Import and Export Promotion, New Delhi.
- Export – Import manual (latest), Nabhi Publication, New Delhi
MBA – IB (Semester-II)

Course Title: Global E-Business

Course Credit: 04
Course No. PSMBAIBTC 0206
Max. Marks: 100 Marks
Minimum contact hours: 45
Internal Assessment: 40 Marks
Duration of Examination: 3 hours
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
The basic objective of this course is to elucidate the conceptual Framework of e-business and to explain various e-business models and strategic options. This course would further help the students to understand global e-marketing and e-services models.

UNIT I

UNIT II
E-Business Models – Business Models and Revenue Models over Internet; Emerging Trends in E-Business; E-Governance; Digital Commerce; Mobile Commerce; Strategies for E-Commerce, Internet based Business Models; Legal, ethical and Societal Impacts of E-Commerce.

UNIT III
Security Issues in E-Business; Electronic Commerce Threats; Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates; Security Protocols such as HTTP, SSL, Firewalls, Personal Firewalls, IDS, VPNs and Public Key Infrastructure (PKI) for Security.

UNIT IV
Global E-Marketing; Global E-Services; Electronic Processing of International Trade Documents; Policy Framework for Global E-Business.

Note
A minimum of five cases/ articles/ reports or a combination of these shall be introduced to the students in the paper.
NOTE FOR PAPER SETTING

The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

- Quaddus M. and Junu XV, E-business in the 21st Century – Realities and Outlook, 1st ed; Cambridge University Press India Ltd.
MBA-IB (Semester – II)

Course Title: Seminar on International Communication and Business Etiquettes

Course No. PSMBAIBTC 0207
Minimum contact hours: 25
Duration of Examination: 2 hours

Course Credit: 02
Max. Marks: 50 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
The objective of this course is to introduce the students with the concept of business etiquettes and personality development in international corporate setups.

UNIT I


UNIT II

Global etiquettes: Travel Customs and Tips, Language, Greetings, Introductions and Business cards, Socializing, Gestures and other non-verbal communication, Position and Status, Dining and tipping customs, Business and social customs; Greetings, handshake, verbal and non-verbal expressions, Conversational Customs and Manners; Dress and appearance; Oral and written communication customs and etiquettes; Etiquettes for International Business Women.

UNIT III


Body language: Assertiveness, problem-solving in intercultural communication; Stress Management; Positive and creative thinking; Character building; Team-work; Lateral thinking; Time management and Work ethics in international work settings.
BOOKS RECOMMENDED

MBA-IB (Semester- II)

Course Title: Seminar on Business Research Methods

Course No. PSMBAIBTC 0208
Minimum contact hours: 25
Duration of Examination: 2 hours

Course Credit: 02
Max. Marks: 50 Marks
(For the Examination to be held in 2014, 2015 and 2016)

Objective
The objective of the course is to develop an understanding of Applied Business Research Methods and its usefulness in Managerial Decision Making. The aim of the course is to expose the students with the various qualitative and quantitative research techniques.

UNIT I
An overview of Research Methodology; Research Process; Research Methodology; Scales and Measurements - Rating Scales, Attitude Scales, Thurston Scale, Likert scales, Hypothesis - Basic concepts, Semantic Differential scale; Questionnaire Design and Survey Research - Methods of data collection- Interviews, observation, schedule, Questionnaire; Other Methods of Data Collection- Panel research, warranty cards, Pantry audit and consumer panel, Mechanical Devices, Projective Techniques.

UNIT II
Designing Qualitative Research – Literature Review, Research Questions and Purpose, Qualitative Data Collection, Qualitative Analysis – Thematic Coding and Content Analysis, Meta Synthesis of Qualitative Studies, Muddling Qualitative Methods; Quantitative Research - Research Hypotheses; Type I and Type II errors, One tailed and Two tailed tests, Tests of significance for Attributes; Tests of significance for Variables; Chi square test of independence and goodness of fit; F – Tests.

UNIT III
Marketing Research – Framework for International Marketing Research; Demand Forecasting - Consumer Survey Methods, Opinion Poll Methods, Trend Projection Methods, Barometric Methods, Econometric Methods; Perceptual Mapping; Human Resource Research Methods - Human Resource Accounting and Audit Research – HR Valuation Methods; HR Scorecard and Metrics; HR Audit Research; Six Sigma and Total Quality Management
BOOKS RECOMMENDED

# INTERNATIONAL CENTRE FOR CROSS CULTURAL RESEARCH AND HUMAN
# RESOURCE MANAGEMENT
# (iCccR & HRM)

## COURSE STRUCTURE OF MBA-IB (SEMESTER III)

**MBA-IB SEMESTER - III**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>Credits</th>
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<td>PSMBAIBTC 0301</td>
<td>Competitive Strategy for Global Markets</td>
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<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0302</td>
<td>International Economics</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0303</td>
<td>International Business Laws</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0304</td>
<td>Consumer Behaviour: International Perspectives</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0305</td>
<td>International Financial Management</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0306</td>
<td>Cross Culture and Diversity Management</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTC 0307</td>
<td>International Trade Logistics and Supply Chain Management</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBDC 0308</td>
<td>Summer Training Report Evaluation (Internal Evaluation with Presentations)</td>
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<td>PSMBAIBTC 0309</td>
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<td>PSMBAIBPC 0310</td>
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**TOTAL CREDITS** 36
MBA-IB (Semester-III)

Course Title: Competitive Strategy for Global Markets

Course No- PSMBAIBTC 0301
Minimum contact hours- 45
Duration of Examination: 3 Hours

Course credit: 04
Maximum Marks: 100 Marks
Internal assessment: 40 Marks
Semester Examination: 60 Marks

(For the examination to be held in 2014, 2015 & 2016)

Objective
The objective of this course is to present the students with the concept and framework of strategic management. The student shall learn how to analyze the company’s business environment, select a strategy, and construct the organization necessary to put into action.

UNIT I
Overview of Strategic Management; Concept of Strategy; Process of Strategic Management; Strategic Decision Making; Roles of a Strategist; Globalization and its Impact; Corporate Strategy and Corporate Governance; Strategic Intent; Vision, Mission, Goals and Objectives; Competitive Advantage

UNIT II
Environment appraisal – Concept of Environment, Components of Environment; Environmental Scanning Techniques- ETOP and SWOT Analysis(TOWS); Organizational appraisal- Internal Environment; Strategic Advantage Profile and Methods for Organizational Appraisal; Industrial Analysis; Value Chain Analysis; Competition and Competitive dynamics; Concept, Importance and Use Of Core Competence

UNIT III
Corporate level strategies- Stability, expansion, retrenchment and combination; business level strategies – conditions, risk and benefits of cost leadership , differentiation and focus leadership, porters framework of competitive strategies
Identification of Critical success factors, entering international market, competitive positioning

UNIT IV
Strategic analysis and choice- Process of strategic choice, subjective factors in strategic choice, techniques of strategic analysis (BCG,GE Nine Cell, Product Market Evolution , Directional Policy Matrix); Aspects of strategic implementation; Resource Allocation; issues in strategy implementation; Procedural Implementation; Structural Implementation; Behavioural Implementation; Operational Implementation; Strategic evolution, strategic control, contemporary issues in strategic management- Blue Ocean strategy, balance score card, judo strategy, organizational learning and change.
Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper

NOTE FOR PAPER SETTING

The question paper shall contain two sections, section A (20 marks) and section B (40 marks). Section A shall contain ten compulsory questions of two marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of ten marks each.

BOOKS RECOMMENDED

- Johnson , Exploring Corporate Strategy: Text and Cases (2010), Pearson Education India
MBA-IB (Semester-III)

Course Title: International Economics
Course No- PSMBAIBTC 0302
Course credit: 04
Minimum contact hours- 45
Maximum Marks: 100 Marks
Duration of Examination: 3 Hours
Internal assessment: 40 Marks
Semester Examination: 60 Marks

(For the examination to be held in 2014, 2015 & 2016)

Objective:
The course is designed for the convenience of analytical study of the intricate subject like international economics which is multidimensional and dynamic in nature with its wider scope in theory, institutions and problems in practice. The course aims to make students enquire into ever changing facts, events of the world trade in modern era in both their positive and normative aspects.

UNIT I

UNIT II

UNIT III
Tariffs: Welfare impact of tariffs, Gains from eliminating tariffs, Non tariff trade barriers: Quotas vs. Tariffs, Trade regulations and industrial policies, welfare effects of strategic trade policy, Trade policies for the developing nations, tensions between developing countries and advanced countries, The OPEC oil cartel, Economic growth strategies: Import substitution vs. Export led growth: Case of East Asian economies. FDI and economic development, India: Breaking out of third world, International factor movements and MNE’s, Direct Exporting versus

UNIT IV


Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper

NOTE FOR PAPER SETTING

The question paper shall contain two sections, section A (20 marks) and section B (40 marks). Section A shall contain ten compulsory questions of two marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of ten marks each.

BOOKS RECOMMENDED

- Jos Daniels, David Van Hoose (2013), International monetary and financial economics, Pearson publication.
MBA-IB (Semester – III)

Course Title: International Business Laws

Course No. PSMBAIBBTC 0303
Minimum contact hours: 45
Duration of Examination: 3 hours

Course Credit: 04
Max. Marks: 100 Marks
Internal assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
To acquaint the students with the comprehensive understanding of the legal aspects associated with international business transactions and providing them with a comparative perspective to understand how business is conducted in other countries.

UNIT I


Company Law: Characteristics of Company, Kinds and Stages in the formation of a Company; Setting up offices and branches abroad.

UNIT II


UNIT III

Licensing Agreements and the Protection of Intellectual Property Rights: Reasons for Intellectual Property Transfer Agreements; Intellectual Protection for Patents, Trademarks and other Intellectual Property; Trade-Related Aspects of Intellectual Property Rights (TRIPS); the DOHA Declaration on TRIPS and Public Health; Non-Enforcement of IPR Laws; The Mechanics of IPR Transfer Regulations; The Gray Market; Franchising: Licensing outside the Technological Context.
UNIT IV

Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING
The question paper shall consist of two sections: Section A (20 marks) and Section B (60 marks). Section A shall contain 10 compulsory questions of 2 marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED:

MBA-IB (Semester- III)

Course Title: Consumer Behaviour: International Perspective

Course No. PSMBAIBTC 0304
Course Credit: 04
Minimum contact hours: 45
Max. Marks: 100 Marks
Duration of Examination: 3 hours
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examination to be held in 2014, 2015 and 2016)

Objective
The objective of this course is to help the students to understand and apply the concepts of consumer behavior in international markets while performing diverse managerial roles. The course is structured in a logical manner that enables students to understand how distinct consumer behavior variables influence marketing decisions to help organizations improve their marketing strategies.

UNIT I
Overview of Consumer Behaviour; Relationship between CB and Marketing; Consumer Behaviour Models; EPRG Framework for understanding Global Consumer; Culture as Key Determinant of Consumer Behaviour – Wallace’s Theory; Cultural Reinforcement.

UNIT II
Cross Cultural Consumer Behaviour – The imperative to be Multi National; Country of Origin Effects; Cross Cultural Consumer Analysis; Alternative Multinational Strategies; Sub Cultures and Consumer Behaviour.

UNIT III
Consumer Decision Process, Brand evaluation, Pre – purchase and Post – purchase evaluation; International Consumer Involvement in Purchase Decision – Cultural aspect of Involvement; Diffusion of innovations in different Global Markets; The Adoption Process.

UNIT IV
Consumer Motivation; Personality and Self Concept; Consumer Perception; Consumer Learning; Consumer Attitude Formation and change; Life Style Marketing; Consumer responses to marketing communications.

Note
A minimum of five cases/ articles/ reports or a combination of these shall be introduced to the students in the paper.
NOTE FOR PAPER SETTING

The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

MBA –IB (Semester-III)

Course Title: International Financial Management

Course No. PSMBAIBTC 0305
Minimum contact hours: 45
Duration of Examination: 3 hours

Course Credit: 04
Max. Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
The basic objective of this course is to develop an understanding about the principles and practices of international financial management. The distinctive aspects of International Finance and their utilization have been deliberated upon in this course to help the students in planning, decision-making and control.

UNIT I

UNIT II
International Financial Environment; Balance of Payment Framework; Different types of Risks in International Transactions – Economic and Political; Foreign Exchange Risk and Exposure, Managing Foreign Exchange Risks, Forward Contracts, Future Contracts, Options and Swaps; Parity Theories, Techniques of Foreign exchange Rate Projection, Foreign Exchange depreciation and its impact on Exports and Imports; Contemporary Foreign Exchange Arrangements.

UNIT III
Foreign Direct Investment; Introduction, Types, Patterns, Policy framework to improve FDI, FDI Trends in India; Portfolio Investment and Benefits of International Portfolio Investment; Multinational Capital Budgeting – Applications and Interpretations, Acceptance Criteria in Foreign Investments.

UNIT IV
International Mergers and Acquisitions; International Working Capital Management; Sources of Financing of International Trade.

Note
A minimum of five cases/ articles/ reports or a combination of these shall be introduced to the students in the paper.
NOTE FOR PAPER SETTING

The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

MBA-IB (Semester – III)

Course Title: Cross-Culture and Diversity Management

Course No. PSMBAIBTC 0306
Minimum contact hours: 45
Duration of Examination: 3 hours

Course Credit: 04
Max. Marks: 100 Marks
Internal assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
The objective of the course is to enable the students to develop the concept of diversity, cross-cultural and diversity issues and challenges and the benefits of diversity in the workplace. It shall also capitalize on the creativity and richness that diversity offers.

UNIT I


UNIT II

Work Behaviour and Management Values across Cultures; National Culture Vs Organization Culture; Coping with cultural differences; Understanding socialization; International Ethics and Culture; Explaining the Differences in Comparative HRM, Culture and Institutions, Evidence of Convergence, the Power of Nation States; Cultural Dynamics & Impact of Cultural Distance within Mergers and Acquisitions.

UNIT III

Cultural Diversity: Meaning and Nature; Diversity and exclusion: A critical workforce problem; The importance of valuing diversity; Cultural Synergy; The challenge of work force-diversity: Stereotypes and Prejudice, Dehumanization and oppression, Employment-related discrimination; Types of diversity in teams; Diversity Management: Performance Imperative and Equal Opportunities Perspective, Transcending False Dichotomies- Equal opportunities Vs Diversity Management; Managing work-force diversity as a competitive advantage; the impact of diversity on groups/teams; Managing diversity in organizations: Strategies and Guidelines; Towards a globally inclusive workforce: The inclusive workforce model.

UNIT IV

Multinational Decision Making; Diversity Management Programmes; Diversity Management in International Organizations: Women in International Management, Role of Organizational

**Note**
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

**NOTE FOR PAPER SETTING**

The question paper shall consist of two sections: Section A (20 marks) and Section B (60 marks). Section A shall contain 10 compulsory questions of 2 marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

**BOOKS RECOMMENDED:**
MBA-IB (Semester-III)

Course Title: International Trade Logistics and Supply Chain Management

Course credit: 04
Course No.: PSMBAIBTC 0307
Max. Marks: 100 Marks
Minimum contact hours- 45
Internal assessment: 40 Marks
Duration of Examination: 3 hours
Semester Examination: 60 Marks

(For the examination to be held in 2014, 2015 & 2016)

Objective
The course is designed by a solid review of the theory base associated with international logistics, along with a discussion of advanced topics, trends and directions so that the participants can be well equipped with all the conceptual understanding.

UNIT I

UNIT II
Supply chain management and strategic fit, Role of inter functional and inter-corporate coordination. Drivers of supply chain management competitive advantage. Customer relationship management and multi channel integration, Buyers focus and Supply Chain Integration. Overview of ERP, ERP implementation and national differences, DSS for supply chains EDI, RFID uses in supply chain and distribution networks in practice.

UNIT III

UNIT IV
Legal aspects in logistics, Responsibilities of shipping lines, Legal aspects of carriage of goods by air, Overview of CONCOR, Global positioning systems in supply chain, E-procurement
technology model, adaptation B2B technologies, Information enrichment and bullwhip effect. Shipping industry, Open registry system, Liners and tramp operation, Port operations, Types of ships and international trade, Coastal shipping and inland waterways, Air transport, Documentation and clearing procedures of air cargo, Air logistics and perishables. Supply Chain strategy of Campbell Soup, Xerox, Seven Eleven Japan.

Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper

NOTE FOR PAPER SETTING

The question paper shall contain two sections, section A (20 marks) and section B (40 marks). Section A shall contain ten compulsory questions of two marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of ten marks each.

BOOKS RECOMMENDED

- Dr. R.P. Mohanty and Dr. S. G. Deshmukh: Essentials of supply chain management (2005), Jaico Publishing House
- Donald J. Bowersox and Donald J: Logistical Management-The integrated supply chain process (2005), TATA Mc-Graw Hill.
- Alan E. Branch, Global supply chain management and international logistics (2008), Taylor & Francis.
## COURSE STRUCTURE OF MBA-IB (SEMESTER IV)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>Credits</th>
<th>L-T-P</th>
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</thead>
<tbody>
<tr>
<td>PSMBAIBTC 0401</td>
<td>International Project Management</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTC 0402</td>
<td>Corporate Governance and Social Responsibility</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTC 0403</td>
<td>WTO- Implications on International Business</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTC 0404</td>
<td>International Financial Markets and Institutions</td>
<td>4</td>
<td>3-1-0</td>
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<tr>
<td>PSMBAIBTC 0405</td>
<td>Seminar on International/ Cross-Cultural Business Negotiations</td>
<td>2</td>
<td>1-1-0</td>
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<tr>
<td>PSMBAIBTC 0406</td>
<td>Comprehensive Viva Voce</td>
<td>2</td>
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</table>

*Students may choose to opt for any two papers from the following electives:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Paper</th>
<th>Credits</th>
<th>L-T-P</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSMBAIBTE 0407*</td>
<td>Management of Multinational Corporations</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTE 0408*</td>
<td>Entrepreneurship Development</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTE 0409*</td>
<td>Global Sourcing and Business Development</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTE 0410*</td>
<td>Import and Export Management</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTE 0411*</td>
<td>Business Innovations and Creativity Management</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTE 0412*</td>
<td>Comparative Management</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTE 0413*</td>
<td>International Banking</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTE 0414*</td>
<td>International Services Marketing</td>
<td>4</td>
<td>3-1-0</td>
</tr>
<tr>
<td>PSMBAIBTE 0415*</td>
<td>International Retail Management</td>
<td>4</td>
<td>3-1-0</td>
</tr>
</tbody>
</table>

**TOTAL CREDITS**  
28
MBA-IB (Semester-IV)

Course Title: International Project Management

Course credit: 04
Course No- PSMBAIBTC 0401
Maximum Marks: 100 Marks
Minimum contact hours- 45
Internal assessment: 40 Marks
Duration of Examination: 3 Hours
Semester Examination: 60 Marks

(For the examination to be held in 2014, 2015 & 2016)

Objective
This course aims at apprising the students with the concepts and techniques used in the process of project conception, feasibility study, evaluation, implementation and control and thereby develop necessary skill for international project planning and management.

UNIT I
Need for project management, Project characteristics, Project constraints, Attributes of good project manager. International Project Environments- Project management in industrial settings, Project management in service sector. Different types of needs leading to different types of international projects under BOMRED (balancing, modernization, replacement, expansion, diversification), Considerations involved in decisions under each of these types.

UNIT II
International/ Global Project Identification: Generation of Ideas, Monitoring the environment, corporate appraisal, Scouting for Project Ideas, Preliminary screening, Project rating index, Sources of positive net present value, On being an entrepreneur.

International/Global Project Formulation: Market and Demand Analysis, Technical Analysis.

UNIT III

UNIT IV
International / Global Project Control: Purpose of Project control, Approaches to project control, Project control process.

International / Global Project Organization Structure and Integration: Formal Organizational Structure, Requirements of project organizations, Pure project organizations, Matrix organization, Selecting a project form, project office, Informal organization, Integration in large scale projects, Rationale of SCBA with an International perspective, Human Aspects of International Project Management.
Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper

NOTE FOR PAPER SETTING

The question paper shall contain two sections, section A (20 marks) and section B (40 marks). Section A shall contain ten compulsory questions of two marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of ten marks each.

BOOKS RECOMMENDED

- S. Chaudhary: Project Management, Tata Mc Graw Hill
- Dasgupta and Marglin: Guidelines for project Evaluation
- Chpton and Fyfee :Project Feasibility analysis
MBA-IB (Semester- IV)

Course Title: Corporate Governance and Social Responsibility

Course No.: PSMBAIBTC 0402
Course Credit: 04
Max. Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

Minimum contact hours: 45
Duration of Examination: 3 hours

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
This course will provide students with more in–depth knowledge of Corporate Governance issues in the business world. The aim is to introduce the student to the tension and trade–offs involved in the adoption of CSR by a firm in competitive economy. Students will also learn to understand the role of central, regional and local government in providing a facilitating framework for Corporate Governance and Corporate Social Responsibility.

UNIT I
Corporate Governance – Evolution, Concept and Principles; Internal Structural Mechanism for Managing Corporate Governance – Board of Directors, Governance Committees, Corporate Credos, Whistle Blowing; Legal Framework for dealing with Corporate Governance – SEBI Guidelines. Companies Act.

UNIT II

UNIT III
Corporate Social Responsibility – Concept, Evolution, Factors influencing CSR, Difference between CSR and Charity/Philanthropy, Difference between CSR and Corporate Governance, CSR under Companies Act 2013; The issues: resources, people, climate, and natural resources; The environmental impacts of global economic growth – The Environment Protection Act 1986; Carbon Foot printing; Current Indian and International CSR Practices - The Consumer Moment – Consumer Protection Act 1986; ETI Base Code; Challenges of designing and implementing CSR in India
UNIT IV


Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING

The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

- Corporate Governance by Sateesh Kumar, Oxford University Press, 2010.
MBA- IB (Semester- IV)

Course Title: WTO - Implications on International Business

Course Credit: 04
Max. Marks: 100 Marks
Internal assessment: 40 Marks
Semester Examination: 60 Marks

Course No. PSMBAIBTC 0403
Minimum contact hours: 45
Duration of Examination: 3 hours

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
The objective of this course is to acquaint MBA students to the basics of corporate finance. This course will help them in developing an understanding about the various aspects of WTO Policy and their impact on both in terms of domestic as well as international business.

UNIT I
GATT to WTO: Breton woods institutions - IMF, ITO, & IBR, GATT 1947, From Havana to Tokyo, Uruguay round negotiations, difference between GATT & WTO- Status of GATT in WTO.

UNIT II
Norms and benefits of Joining WTO. Important WTO Agreements: Marrakech Agreement establishing the WTO, Multilateral Agreements- Trade in Goods and Services and Intellectual Property Rights, Dispute Settlement Mechanism, Common misunderstandings about the WTO

UNIT III

UNIT IV
Agreement on trade related investment measures (TRIMs) and its business implications. Coverage of Trade Related Aspects of Intellectual Property Rights (TRIPs) and its coverage in the light of prevailing India laws. IPRs and its impact on Indian industries. General Agreement on Trade in Services (GATS) - the Framework, Regulations, MFN Exemption and Ongoing Work, and Structure of GATS.

Note
A minimum of five cases/articles/reports/a combination of these shall be introduced to the students in the paper.
NOTE FOR PAPER SETTING

The question paper shall consist of two sections: Section A (20 marks) and Section B (60 marks). Section A shall contain 10 compulsory questions of 2 marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

MBA –IB (Semester-IV)

Course Title: International Financial Markets and Institutions

Course No. PSMBAIBTC 0404
Minimum contact hours: 45
Duration of Examination: 3 hours

Max. Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
The basic objective of this course is to discuss the specific issues in managing financial institutions and to develop an insight into the working of the leading international financial institutions and markets.

UNIT I

UNIT II
History of the International Financial System – the rise and fall of Bretton Woods, World Bank, Introduction to International Monetary Fund (IMF) and Special Drawing Rights (SDR).

UNIT III

UNIT IV

Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING
The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall
contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

**BOOKS RECOMMENDED**

MBA-IB (Semester – IV)

Course Title: Seminar on International/Cross-Cultural Business Negotiations

Course No. PSMBAIBTC 0405
Minimum contact hours: 25
Duration of Examination: 2 hours

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
To acquaint the students, in a comprehensive manner, about the basics of conducting intercultural negotiations and effectively managing such negotiations in the global context. The understanding these skills shall enable successful international business transactions and enhancing dialogue skills.

UNIT I

Intercultural business negotiation: Components and variables, Basic concepts of negotiation, Selection of negotiators; Negotiating globally; Negotiating successfully: People, Situation and the Process; Negotiation contingencies; Negotiation strategy: A culturally synergistic approach; Stages of negotiation; Negotiation tactics: Verbal and Non-Verbal and Dirty Tricks; Ethical challenges in negotiating across cultures.

UNIT II

Intercultural negotiation framework: Role of individual aspirations, Concern with protocol, Significance of type of issue, Complexity of language, Nature of persuasive argument, Value of time, Bases of trust, Risk-taking propensity, Internal decision-making systems, Form of satisfactory agreement and basic etiquettes; Developing Cultural Intelligence (CQ) at work.

UNIT III

Negotiating with Specific Countries: Japan, China, US, India, Germany and France- Negotiating Styles, Variables and Perspectives.

BOOKS RECOMMENDED

• Tuleja, E. A. & Mason (2005): Intercultural Communication for Business: Managerial Communication Series, South-Western, OH.
MBA –IB (Semester-IV)

Course Title: Management of Multinational Corporations

Course No. PSMBAIBTE 0407
Minimum contact hours: 45
Duration of Examination: 3 hours

Course Credit: 04
Max. Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
The objective of this course is to give students a deep understanding of the specific organizational and managerial issues and challenges faced by the modern multinational corporations. This course trains students in identifying and analyzing a variety of organizational means and solutions available to the multinational corporations.

UNIT I
MNCs- Concept, Importance and Evolution; MNC Theories; Strategic Approaches to MNCs; The Business Environment of the MNCs - Political, Economic and Legal Environment; Organizational Structures of MNCs, Social Responsibility of MNC and Ethics;

UNIT II
The Competitive Advantage of Nations; Global Economies of Scale/Scope Vs Localization; Globally Coordinated Strategies intent and Maneuvering; Building Global Value Added Chains; Global Stages of Internationalization; Choosing the Mode of Entry.

UNIT III
Organizing for Cross-Border Knowledge Transfer and Innovation; Regional Product Launch Strategy; Global Growth Strategy; Transitioning from a Multi-domestic to a Globally Integrated Corporation; Host Country and MNCs Relations including Coordination Mechanisms; Subsidiary roles and Functions.

UNIT IV
Global Company’s Business Model – Identifying the Company’s Value Proposition, Global Core Competencies; Resource Allocation; Attack of Global Competitors; Knowledge Management in MNCs.

Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.
NOTE FOR PAPER SETTING

The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

MBA –IB (Semester-IV)

Course Title: Entrepreneurship Development

Course Credit: 04
Course No. PSMBAIBTE 0408
Max. Marks: 100 Marks
Minimum contact hours: 45
Internal Assessment: 40 Marks
Duration of Examination: 3 hours
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
The objective of this course is to enable the students to develop the insight needed to discover and create entrepreneurial opportunities; and the expertise to successfully start and manage their own businesses to take the advantage of these opportunities.

UNIT I
Entrepreneurship: Concept, Knowledge and Skill Requirement; Role of Entrepreneurship in Economic Development; Entrepreneurship Process; Factors impacting Emergence of Entrepreneurship; Managerial Vs Entrepreneurial Approach; SMEs and their Role in the National Economy; Ancillary Industry Development; Women Entrepreneurs – Challenges, Achievements and Role Models.

UNIT II

UNIT III
Laws Concerning Entrepreneurship – Partnerships Laws, Business Ownership, Sales and Income Taxes and Workmen Compensation Act; Economic Environment and Entrepreneurship; The Concept of Economic Freedom; Financial Markets and Entrepreneurship; Venture Capital; Angel Capital.

UNIT IV
Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING
The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

MBA-IB (Semester- IV)

Course Title: Global Sourcing and Business Development

Course No. PSMBAIBTE 0409
Course Credit: 04
Minimum contact hours: 45
Max. Marks: 100 Marks
Duration of Examination: 3 hours
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examination to be held in 2014, 2015 and 2016)

Objective
The objective of the course is to provide an understanding of managing the emerging phenomenon of global sourcing. The aim of the course is to develop an understanding of the strategic role that sourcing decisions can play in supply chain management in order to gain sustainable competitive advantage in a global environment.

UNIT I
An overview of Global Sourcing; Developing a Global Sourcing Strategy; Global Sourcing Process; International Trade Requirements; The most attractive regions for international procurement; Country Attractiveness for Sourcing - China, India, and Eastern Europe.

UNIT II
Global Sourcing as a growth booster; Positive effects of Global Sourcing on shareholder value; Decision for or against Global Sourcing; Supplier Evaluation and Selection – Vendor Selection Strategy, Retained Management Capabilities; Introduction to Business Process Outsourcing – Reasons for Outsourcing, Emerging BPO Destinations, BPO Categories.

UNIT III
Managing Sourcing Relationship – Managing Globally Distributed Teams – Types of Globalyy Distributed Teams, Structure of Globally Distributed Teams; Governance of Outsourcing Projects; Innovation through Sourcing; Offshore Captive Centers

UNIT IV
Global Sourcing Agreements – Eight Primary Global Sourcing Agreements; Master Service Agreements; Risk addressed in Global Sourcing Agreements; Regulations affecting Private and Public/Government Entities.

Note
A minimum of five cases/ articles/ reports or a combination of these shall be introduced to the students in the paper.
NOTE FOR PAPER SETTING

The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

MBA- IB (Semester- IV)

Course Title: Import and Export Management

Course No. PSMAIBTE 0410
Course Credit: 04

Course Credit: 04
Max. Marks: 100 Marks
Internal assessment: 40 Marks
Semester Examination: 60 Marks

Minimum contact hours 45
Duration of Examination: 3 hours

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
The aim of this course is to make the students understand various categories of exports, the import and export procedure and the documentation needed for import and export.

UNIT I

UNIT II
Export benefits: Duty drawback, advance authorization scheme, duty free import authorization, duty exemption entitlement scheme, export promotion capital goods (EPCG), duty entitlement pass book scheme, market development assistance, focus product, focus marketing, market access initiative, complete documentation and procedures for export clearance, conditions in a letter of credit, types of bill of lading.

UNIT III
Import management, procurement planning, Identification, selection of suppliers. Purchase contract, terms of payments.

UNIT IV
Terms of Delivery, Incoterms. Import policy ITC HS. Role of a customs house agent and freight forward agents. Type of customs duties, valuation rules. Complete documentation and procedures for import clearance at sea port. Custom clearance of imports by sea and air documents, procedures, etc. Imports under various imports notification issued by customs.
Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING
The question paper shall consist of two sections: Section A (20 marks) and Section B (60 marks). Section A shall contain 10 compulsory questions of 2 marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

MBA-IB (Semester – IV)

Course Title: Business Innovations and Creativity Management

Course No. PSMBAIBTE 0411
Course Credit: 04
Duration of Examination: 3 hours

Minimum contact hours: 45
Max. Marks: 100 Marks
Internal assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
This course is designed to introduce the students to the elements and attributes of the innovation and creativity process as well as the key factors that allow organizations and their workforce to harness this process. It will enable the students to realize how this process can turn ideas into successful products, processes or services and add economic value to the organizations and society.

UNIT I
The Innovative Organization: Three arenas of innovation competence, Categories/Types of innovation- Finance, Process, Offerings and Delivery; Innovation management models; Innovative problem solving: Process, Role of divergent and convergent thinking, Brainstorming, Pattern-breaking thinking; Skills needed by new product team leaders; Developing Challenge Statements; WIBNI- The self-seeking process to selecting right problems; TRIZ/ Theory of Inventive Problem Solving (TIPS), International innovative indices.

UNIT II

UNIT III
Setting the Climate for Innovation: The essence of right climate, intrinsic and extrinsic motivation, hygiene and motivating factors, power of intrinsic motivation, dimensions of climate for innovation; Leading innovation in teams: Developing social contracts to set expectations, Organizational alignment, Maximizing value of a compelling mission/vision, Creating a self-sustaining culture of innovation.
UNIT IV

Getting the right people on the right job: Job demand for problem-solving style, Jobs on continuum, Calculating Coping Energy; Options for dealing with Coping Stress, Valuing differences in problem-solving style, making problem-solving style diversity work for teams; Coaching for innovation: Four leadership styles for creativity and innovation, Team-member’s perspective, Transforming to coach leader, Impact of Caring on Curiosity and Discovery.

Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING

The question paper shall consist of two sections: Section A (20 marks) and Section B (60 marks). Section A shall contain 10 compulsory questions of 2 marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED:

MBA-IB (Semester-IV)

Course Title: Comparative Management

Course credit: 04
Course No.: PSMBAIBTE 0412
Minimum contact hours: 45
Duration of Examination: 3 hours
Maximum Marks: 100 Marks
Internal assessment: 40 Marks
Semester Examination: 60 Marks

(For the examination to be held in 2014, 2015 & 2016)

Objective
The objective of this subject is to introduce students with the cross-cultural management orientations so that a comparative perspective can be conceptualized and applied in multinational and global settings.

UNIT I

UNIT II
Methods and techniques of comparative management studies: General methods and techniques, Non-metric methods and techniques, typology of comparative management studies. Cultural economics and management. Research on national cultures and critiques. Relevance of cross cultural psychology: Applications in global corporate setups.

UNIT III

UNIT IV
Management by democracy: The employee-controlled organisations, Concept, examples of employee member control, Performance and success factors. Asian countries management, General characteristics of Japanese enterprise management, specific ways to communicate,
Particularities of organisational structure, Wage system and job rotation, Continuous kaizen. Doing business with people republic of China, India, South korea, Singapore. International tendencies in firm management. Flexibility in international organisations and management of internationalisation.

**Note**
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper

**NOTE FOR PAPER SETTING**

The question paper shall contain two sections, section A (20 marks) and section B (40 marks). Section A shall contain ten compulsory questions of two marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of ten marks each.

**BOOKS RECOMMENDED**

MBA- IB (Semester- IV)

Course Title: International Banking

Course No. PSMBAIBTE 0413
Course Credit: 04
Max. Marks: 100 Marks
Minimum contact hours: 45
Internal assessment: 40 Marks
Duration of Examination: 3 hours
Semester Examination: 60 Marks

(For the Examinations to be held in 2014, 2015 and 2016)

Objective
The objective of this course is to promote and develop an understanding of sound and progressive International banking principles, practices and conventions

UNIT I

UNIT II

UNIT III

UNIT IV
**Note**
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

**NOTE FOR PAPER SETTING**

The question paper shall consist of two sections: Section A (20 marks) and Section B (60 marks). Section A shall contain 10 compulsory questions of 2 marks each. Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

**BOOKS RECOMMENDED**

- Principles & practices of Banking
- Gaurang Vasavada, Dr. Sharad Kumar, Dr. S. Upendra Rao, Dr. Satish Pai (2005): General Bank Management, M/s Macmillan India Limited.
- International Banking Operations, 2007
MBA-IB (Semester- IV)

Course Title: International Services Marketing

Course No. PSMBAIBTE 0414
Minimum contact hours: 45
Duration of Examination: 3 hours

Course Credit: 04
Max. Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examination to be held in 2014, 2015 and 2016)

Objective
The objective of the course is to develop an understanding of services and services marketing with emphasis on various aspects of service marketing and customer relationship in Global Context.

UNIT I
Introduction to Services Marketing, Understanding the 7 P’s in Services Marketing; Understanding the Customer - Customer Expectations of Services; Customer Perceptions of Services; Service Encounters; Strategic Issues in Services Marketing – Market Segmentation and Targeting, Positioning and Differentiation of Services; Managing demand and capacity.

UNIT II
Delivering Services - Role of Employees and Customers in service delivery, Role of Intermediaries; Service process – Blue printing, Physical evidence; Evaluating Success of Service Offering - Service Quality and Measurement (SERVQUAL); Role of Customer Relationship Management; Building loyalty; Service Recovery

UNIT III

UNIT IV
Global Perspective of Services Marketing – The role of Services in World Economy; Marketing Services Globally – Culture and Service Experience; Branding Decisions – Selecting Global Brand name, Global Brand Strategies, Pan regional Strategies; Trademark and Brand Protection.

Note
A minimum of five cases/ articles/ reports or a combination of these shall be introduced to the students in the paper.
NOTE FOR PAPER SETTING

The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

- Global Marketing by Gillespie, Jeannet, Hennessey, Dreamtech Press, 2009
- International Marketing by Michael Czinkota, Ilkka Ronkainen, Cengage Learning, 2012
- Serving Customers: Global Services Marketing Perspectives by Raymond P. Fisk, Rebekah Russell-Bennett, Lloyd C. Harris, Tilde University Press, 2013.
MBA-IB (Semester- IV)

Course Title: International Retail Management

Course No. PSMBAIBTE 0415
Minimum contact hours: 45
Duration of Examination: 3 hours

Course Credit: 04
Max. Marks 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the Examination to be held in 2014, 2015 and 2016)

Objective
The objective of the course is to enable the students to understand the Retailing process, the environment within which it operates and the various Retail Institutions along with their functions. The course would provide knowledge and inculcate analytical skills required for Retail Management and build strong foundation for students who plan to make their career in field of retailing factoring in current Globalization/Internationalization trends.

UNIT I
Perspective of International Retailing—International Retail Structures; Operational Challenges for Retail Internationalization - Push and Pull of Retail Internationalization; Methods of Market Entry; Strategies for Managing Foreign Operations; Retail Internationalization Theories Dunning’s Eclectic Theory, Treadgold’s Conceptualization, Salmon and Tordjman’s Classification, Alexander and Myers Market and Operational Matrix, Neumeyer and Cullen Classification of Retail International Behaviour.

UNIT II

UNIT III
Retail Pricing Strategies -Types of Pricing strategies and Practices, Adjustments to the Initial Retail price – Markdowns, Markdown Cancellations, Horizontal Price Fixing, Predatory Pricing, Comparative Price Advertising, Bait Switch Tactics; Retail Selling -Effective Retail Selling approaches; Supply Chain Management in Retailing; Merchandise Logistics; The Distribution Center, Outsourcing, Store Vs. Distribution, Pull Vs. Push Logistics Strategy.
UNIT IV

Impact of Information Technology in Retailing, Integrated Systems and Networking, Electronic Data Interchange (EDI), Bar Coding, Radio Frequency Identification (RFID), Customer Database Management; Electronic Retailing - Role of Web, Online Retailing.

Note
A minimum of five cases/articles/reports or a combination of these shall be introduced to the students in the paper.

NOTE FOR PAPER SETTING

The Question Paper shall consist of two sections, Section A (20 Marks) and Section B (40 Marks). Section A shall contain ten compulsory questions of 2 marks each and Section B shall contain six questions from the syllabus, out of which students shall be required to attempt any four questions of 10 marks each.

BOOKS RECOMMENDED

- International Retail Marketing by Christopher Moore, Margaret Bruce, Birtwistle G., Routledge Publications, 2007.