UNIVERSITY OF JAMMU

NOTIFICATION
(11/June/ ADP/14)

In pursuance of the decision taken by the Academic Council at its meeting held on 24.05.2011 vide Resolution No. 25, it is hereby notified for the information of all concerned that the Syllabi and Courses of Study for I & II Semesters of MBA-International Business (MBA-IB) as given at Annexure are adopted for the examinations to be held in the years as given below against each:

<table>
<thead>
<tr>
<th>Semester</th>
<th>For the examinations to be held in the year</th>
</tr>
</thead>
<tbody>
<tr>
<td>II</td>
<td>May 2012, 2013, 2014</td>
</tr>
</tbody>
</table>

F.ACd./11/ 4229-58
Dated: 05-07-2011

Copy for information and necessary action to:

1. Special Secretary to Vice-Chancellor, University of Jammu.
2. Sr.P.A. to Registrar
3. Dean, Faculty of Business Studies/Director, The Business School Director, International Centre for Cross Cultural Research & HRM
4. Convener, Board of Studies in International Business
5. Members of the Board of Studies concerned
6. Principals of the concerned Colleges
7. P.A. to Controller of Examinations.
8. C.A. to Controller of Examinations.
9. Deputy/ Asstt. Registrar (Conf./Exams. Profl./P/G /Inf./Pub./Admission/DDE)
10. S.O (Confidential)
11. Incharge, University Website.

Sd/-
REGISTRAR

Asst. Registrar(Academics)
# Annexure

**The Business School**  
**University of Jammu**

**MBA-International Business (MBA-IB)**

### Semester-1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-IB:101</td>
<td>Principles of International Management and Behaviour</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:102</td>
<td>Business Economics</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:103</td>
<td>Marketing Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:104</td>
<td>Foreign Trade Policy and Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:105</td>
<td>Accounting for Decision Making</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:106</td>
<td>Business Research Methods</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:107</td>
<td>IT in Business</td>
<td>50</td>
</tr>
<tr>
<td>MBA-IB:108</td>
<td>Foreign Language</td>
<td>50</td>
</tr>
</tbody>
</table>

**Total Credits:** 700

### Semester-2

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-IB:201</td>
<td>International Business Environment</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:202</td>
<td>International Marketing</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:203</td>
<td>International Human Resource Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:204</td>
<td>Corporate Finance</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:205</td>
<td>Foreign Trade, Finance and Documentation</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:206</td>
<td>Business Etiquettes across cultures</td>
<td>50</td>
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<tr>
<td>MBA-IB:207</td>
<td>Foreign Language</td>
<td>50</td>
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<tr>
<td>MBA-IB:208</td>
<td>Viva-Voce</td>
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</table>

**Total Credits:** 650

Summer Training of 6-8 weeks after completion of 2nd Semester
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MBA-IB:301</td>
<td>International Strategic Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:302</td>
<td>Summer Training Report Evaluation</td>
<td>50</td>
</tr>
<tr>
<td>MBA-IB:303</td>
<td>Foreign Language</td>
<td>50</td>
</tr>
<tr>
<td>MBA-IB:311</td>
<td>Strategic Marketing</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:312</td>
<td>Consumer Behaviour</td>
<td>100</td>
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<tr>
<td>MBA-IB:321</td>
<td>International Finance Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:322</td>
<td>International Investment and Foreign Exchange Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:331</td>
<td>Cross Culture and Diversity Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:332</td>
<td>Leadership and Organisational Development</td>
<td>100</td>
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</table>

**FIELD TRIP after 3rd Semester**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-IB:401</td>
<td>International Project Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:402</td>
<td>Business Laws</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:403</td>
<td>Corporate Governance and Social Responsibility</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:404</td>
<td>WTO – Issues and Policy</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:405</td>
<td>International Financial Markets and Institutions</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB:406</td>
<td>International Business Communication</td>
<td>50</td>
</tr>
<tr>
<td>MBA-IB:407</td>
<td>Comprehensive Viva-Voce</td>
<td>50</td>
</tr>
</tbody>
</table>

**Total Credits:** 800

**Total Credits:** 600
MBA-IB (Semester-I)

Course Title: Principles of International Management and Behaviour

Max. Marks: 100 Marks
Course No. MBA- IB: 101
Contact Hours: 45
Duration of Examination: 3 hours

Internal Assessment: 30 Marks
Semester Examination: 70 Marks

(For the Examinations to be held in 2011, 2012 and 2013)

Objective

To discuss with the students Principles of International Management and Behaviour and to develop an understanding of the basic concepts and theories related to International Management and Behaviour.

Unit 1


Unit 2


Unit 3

International Dimensions of Organizational Behavior: Managing across cultures, Contemporary challenges and opportunities in Organizational Behavior, Understanding and managing Individual Behavior: Individual differences and work behavior, Personality, Perception, attitudes and learning.

UNIT 4


Unit 5

The Organization in relation to its environment; Organizational Climate, Power and Politics. Work Motivation. Work Stress: causes and coping strategies, Organizational creativity and Innovation, Knowledge Management, Corporate Governance, The theory of Constraints and Issues.

NOTE

A minimum of two cases or articles or reports or projects or a combination of these shall be introduced to the students in the paper.
Note for Paper Setting

The question paper will contain two questions from each unit (total 10(ten) questions) and the candidates will be required to answer one question from each unit( total questions to be attempted will be five), i.e. there will be internal choice within each unit.

Books Recommended

- Weihrich Heinz and Koontz, Harold: Management: a global perspective. TMG
- Koontz, Harold & others: Principles of Management: TMG
- Robbins, Stephens, P.: Organisational Behaviour, Prentice Hall of India, New Delhi
MBA-IB (Semester-I)

Course Title: Business Economics

Max. Marks: 100 Marks
Internal Assessment: 30 Marks
Semester Examination: 70 Marks

Contact Hours: 45
Duration of Examination: 3 hours

(For the Examinations to be held in 2011, 2012 and 2013)

Objective

The objective of this foundation 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 1

Introduction to Managerial Economics; Demand Theory - Meaning of Demand, Types of Demand - Individual demand, Market demand; Determinants of market demand; Demand Estimation; Law of Demand; Business and Economic Forecasting – Survey Methods, Statistical Methods; Elasticity of Demand – price elasticity, income elasticity, cross elasticity, advertising elasticity.

Unit 2

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; Cost Theory and Analysis- The Economic Concept; Production and Cost; Some accounting cost concepts, Some Analytical Cost Concepts, Short-run and long-run Cost Functions; Break-even Analysis.

Unit 3

Market structures- Perfect Competition- pricing under perfect Competition, Characteristics of Perfect Competition, Price Determination under Perfect Competition-Short run and long run; Monopoly- Causes and kind of Monopolies, Pricing and output decisions in short run and long run, Price Discrimination under Monopoly; Monopolistic Competition – price under Monopolistic Competition in short run and long run, Oligopoly – Pricing under Oligopoly, Kinked Demand curve analysis and price stability: Sweezy's Model.

Unit 4

Pricing of Goods and Services; Pricing of Multiple Products; Price Discrimination; Product Bundling; Peak-load Pricing; Cost-plus or Mark-up Pricing; Cyclical Pricing; Other Pricing Practices; Consumption Function;
Unit 5

Macro economics: Business Cycles – Phases of Business Cycles, Theories of Business Cycle; Monetary and Fiscal Policies; Input-Output Analysis; Inflation, Deflation.

NOTE

A minimum of two cases or articles or reports or projects or a combination of these shall be introduced to the students in the paper.

Note for Paper Setting

The question paper will contain two questions from each unit (total 10(ten) questions) and the candidates will be required to answer one question from each unit( total questions to be attempted will be five), i.e. there will be internal choice within each unit.

Books Recommended

- Dean, Joel : Managerial Economics
- Cohen, Gerald, J : The Nature of Management
- Duncan, McDougall : Macro Economics
- Varshney and Maheshwari : Managerial Economics
- Brigham, Eugene, Pappas, James : Managerial Economics
- Dwivedi, D.N : Managerial Economics
- Peterson, Craig, Lewis Cris : Managerial Economics
- Chopra, P.N : Business Economics
MBA-IB (Semester-I)

Course Title: Marketing Management

Course No. MBA-IB: 103
Contact Hours: 45
Duration of Examination: 3 hours

Max. Marks: 100 Marks
Internal Assessment: 30 Marks
Semester Examination: 70 Marks

(For the Examinations to be held in 2011, 2012 and 2013)

Objective

The main objective of the paper is to make the students aware about various aspects of Marketing so as to be enabled to understand the relevance and thereof make effective decisions in an International Scenario.

Unit 1


Unit 2

Analysis of Macro Environment, Marketing Research Process, Measuring Marketing Productivity, Demand Management, Demand Measurement and Demand Forecasting.

Unit 3


Unit 4


Unit 5

Marketing Channels – Role of Channels, Intermediaries in the Channels, Channel Design Decisions, Channel Management Decisions.


NOTE

A minimum of two cases or articles or reports or projects or a combination of these shall be introduced to the students in the paper.
Note for Paper Setting

The question paper will contain two questions from each unit (total 10(ten) questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five), i.e. there will be internal choice within each unit.

Books Recommended

- Marketing Management – Kotler, Koshy, Keller and Jha.
- Marketing Management – Philip Kotler.
- Marketing Management – V.S. Ramaswamy & S. Namakumari
MBA-IB (Semester-I)

Course Title: Foreign Trade Policy and Management

Max. Marks: 100 Marks
Course No. MBA- IB- 104
Contact Hours: 45
Duration of Examination: 3 hours

(For the Examinations to be held in 2011, 2012 and 2013 )

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 1

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 2

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 3


Unit 4

Unit 5


NOTE

A minimum of two cases or articles or reports or projects or a combination of these shall be introduced to the students in the paper.

Note for Paper Setting

The question paper will contain two questions from each unit (total 10(ten) questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five), i.e. there will be internal choice within each unit.

Books Recommended

Francis Cherunilam: International Business, Text and Cases Practice Hall of India Private Limited.

Rakesh Mohan Joshi: International Business, Oxford University Press.

Justin Paul: International Business, PHI


Vyuptakesh Sharan: International Business - Concept, Environment and Strategy, Pearson Education

Ruddar Datt, K.P.M. Sundharam: Indian Economy S. Chand & Company Ltd.

Anuradha Gulati Dasgupta: Taxmann Students' Guide to Indian Economics


MBA-IB (Semester-I)

Course Title: Accounting for Decision Making.

Max. Marks: 100 Marks
Internal Assessment: 30 Marks
Semester Examination: 70 Marks

(For the Examinations to be held in 2011, 2012 and 2013)

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 1

Financial accounting – Concept, need, importance and scope. Accounting concepts & conventions with special reference to GAAP. Basic Accounting Equation.

Unit 2


Unit 3

Management Accounting – Concept, Need, Importance and Scope. Financial statement Analysis – Funds flow and Cash flow Analysis, Ratio Analysis including DU Post analysis.

Unit 4


Unit 5


NOTE

A minimum of two cases or articles or reports or projects or a combination of these shall be introduced to the students in the paper.

Note for Paper Setting

The question paper will contain two questions from each unit (total 10(ten) questions) and the candidates will be required to answer one question from each
unit (total questions to be attempted will be five), i.e. there will be internal choice within each unit.

**Books Recommended**


MBA-IB (Semester-I)

Course Title: Business Research Methods

Course No. MBA- IB: 106
Contact Hours: 45
Duration of Examination: 3 hours

(Max. Marks: 100 Marks
Internal Assessment: 30 Marks
Semester Examination: 70 Marks)

(For the Examinations to be held in 2011, 2012 and 2013)

Objective

- To bring out applications of business research methods and its usefulness in managerial decision making
- To expose the students with the various research techniques and the process of applying these techniques

Unit 1

Measures of Central Tendency; 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; Measures of Dispersion – Range, Interquartile Range, Mean Deviation, Standard Deviation; Coefficient of Variation; Skewness and Kurtosis

Unit 2

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

Unit 3

Concepts of Probability; Rules of Probability – Additive, Multiplicative; Discrete Probability Distribution – Binomial Distribution and Poisson Distribution; Continuous Probability Distribution – Normal Distribution, Characteristics, Area under the normal curve.

Unit 4

Hypothesis – Introduction, Format and Types; Procedure of Hypothesis Testing; Errors in Hypothesis; Two-tail and One-tail test of hypothesis; Tests for significance for Attributes; Tests of Significance for Variables; Tests of Significance for Small Samples; t-distribution and its application
Unit 5

Non-parametric tests; Chi-Square Distribution; Chi-Square Distribution Statistic; Goodness of Fit; Analysis of Variance (ANOVA), One Way and Two Way Classifications; F-Test

NOTE

A minimum of two cases or articles or reports or projects or a combination of these shall be introduced to the students in the paper.

Note for Paper Setting

The question paper will contain two questions from each unit (total 10(ten) questions) and the candidates will be required to answer one question from each unit( total questions to be attempted will be five), i.e. there will be internal choice within each unit.

Books Recommended

- Business Research Methods, Zikmund, William G. (2007), Thomson / South Western
MBA-IB (Semester-I)

Course Title: IT in Business

Max. Marks: 60 Marks

Course No. MBA-IB-107
Contact Hours: 27

(For the Examinations to be held in 2011, 2012 and 2013)

Objective

The main objective of the course is to make the students aware of the basic concepts of Information Technology and its major applications. The students will be trained on Ms –Office basic applications.

Unit 1

Business Driven Technology Overview, Identifying Competitive Advantages The Five Forces Model – Evaluating Business Segments, Strategic Initiatives for implementing competitive Advantages, measuring the success of Strategic Initiatives, IT roles and responsibilities, Valuing Organizational Information

Unit 2

Introduction to Computer Networks; Wired and Wireless: LAN, WAN, MAN, Satellite Communication, Transmission Media, Latest Technologies of telecommunication, Introduction to Databases, Relational Database Fundamentals

Unit 3

Effective Data Management Techniques using Windows; Creating and Managing Text Documents using MS- Word, Managing and Analyzing Data using Spreadsheet packages like MS- Excel, Using Excel Functions for managing Accounting and Financial Problems, Creating Effective presentations using MS- Power Point, Database applications for handling Queries at various levels using MS- Access

Books Recommended

- Microsoft Office 2003 Student –Teacher Edition by Ed Bott and Woody Leonhard; Pearson
- Managerial Decision Modelling with Spreadsheets, Balakrishnan, Render, Stair; Pearson Education
- Introduction to Information Technology by Efrain Turban, R.K. Rainer and R. Potter; Wiley
- MS Excel Data Analysis and Business Modelling By Wayne L Winston; PHI
- Step by Step MS Office by Joyce Cox, Crutis Frye; PHIMS Access Step by Step; Microsoft Press
MBA-IB (Semester-II)

Course Title: International Business Environment

Max. Marks: 100 Marks
Internal Assessment: 30 Marks
Semester Examination: 70 Marks

Course No. MBA-IB: 201
Contact Hours: 45
Duration of Examination: 3 hours

(For the Examinations to be held in 2011, 2012 and 2013)

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 1


Unit 2

Theories of International Trade by Adam Smith, Ricardo and Ohlin and Heckler. Managing the multinational Enterprises- Problems and Potential- Multinational service Organizations. Indian Companies becoming Multinationals- Potential, Need and Problems.

Unit 3

Country Risk Analysis- Political, Social and Economic, Cultural and Ethical Practices- Responsibilities of International Business, Opportunities and Threats for International Business. Rise of new Economies like Brazil, Russia, India and China (BRIC) and ASEAN Countries.

Unit 4

Trade Blocks. Types of Integration- Theory of Customs Union, European Union, Regional Groupings, Integration of Developing Countries- SAARC, SAPTA, WTO- an Overview

Unit 5

Transfer of Technology, International Negotiations- Protection of IPRs. Special Economic Zones- Introduction, Types of Economic Zones, Meaning and Nature of SEZ, Mechanism of setting of SEZ, Opposition to SEZ.
NOTE

A minimum of two cases or articles or reports or projects or a combination of these shall be introduced to the students in the paper.

Note for Paper Setting

The question paper will contain two questions from each unit (total 10(ten) questions) and the candidates will be required to answer one question from each unit( total questions to be attempted will be five), i.e. there will be internal choice within each unit.

Recommended Books

- International Management – managing across borders and cultures, 4th Edition by Helen Deresky- PHI.
- The Essence of International Business, Taggart and McDermott, Prentice Hall of India.
- International Business, J.V Prabhakara Rao and A.V. Ranganadhachary
MBA-IB (Semester-II)

Course Title: International Marketing

Course No. MBA- IB: 202
Contact Hours: 45
Duration of Examination: 3 hours

(For the Examinations to be held in 2011, 2012 and 2013)

Objective

The objective of this course is to expose the students with the challenges and issues related to international marketing. The distinctive aspects of international marketing have been deliberated upon in this course.

Unit 1

International Marketing; Process of International Marketing; Domestic, International vs. Global Marketing; Management Orientation – Ethnocentric, Polycentric, and Geocentric; Process of Internationalization; Benefits of International Marketing.

Unit 2

Trade Theories – Comparative Advantage, Relative Advantage, Factor Endowment, Product Life Cycle Theory; World Trade Organization (WTO); Economic Cooperation; Marketing Barriers – Tariff and Non Tariff

Unit 3

World Marketing Environment – Economic, Political, Social and Cultural; Foreign Market Entry Strategies – Exporting, Licensing, Joint Ventures, Manufacturing, Assembly Operations, Management Contract, Acquisition, Strategic Alliances; Free Trade Zones; Export Processing Zones

Unit 4

International Product Life Cycle; Product Adoption; Branding Decisions; International Advertising and Promotion Strategies, International Channels of Distribution; Channel Decisions; Global Pricing Strategy

Unit 5

Multicultural Marketing; Segmentation in Cross Cultural Marketing; Cross-Cultural Marketing Research; Cross-Cultural Communication and Promotion, Marketing Services Across Cultures.
NOTE

A minimum of two cases or articles or reports or projects or a combination of these shall be introduced to the students in the paper.

Note for Paper Setting

The question paper will contain two questions from each unit (total 10(ten) questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five), i.e. there will be internal choice within each unit.

Books Recommended


- International Marketing Management by Subash C Jain, South-Western Publication

- Cross Cultural Marketing, Robert Rugimbana and Sonny Nwankwo, Thomson Learning.
MBA-IB (Semester-II)

Course Title: International Human Resource Management

Course No. MBA- IB:203
Contact Hours : 45
Duration of Examination : 3 hours

(For the Examinations to be held in 2011, 2012 and 2013)

Objective

- To introduce the concepts, theoretical frameworks and issues in International Human Resource Management.
- To understand the role of human resource management in the international multinational context.
- To appreciate human resource management practices across cultures and nations.

Unit 1


Unit 2

International Recruitment and Selection: Issues and Approaches; General factors affecting Global Staffing; Expatriate selection, preparation, foreign assignment and Repatriation; Expatriate Employee entry and re-entry issues. Patterns of Global Management Development; Training imperatives for the global workforce; Issues in Cross-Cultural training.

Unit 3

Unit 4

Global Compensation Management in MNC’s; Approaches to Expatriate’s compensation; Cultural impact and Compensation Policy; Paying Expatriates; Variable pay; Factors influencing compensation programmes; Managing compensation on a global scale: Fundamental practices.

Unit 5

Managing International Projects: A Human Resource Perspective; Ethical issues facing multinationals; Managing people in the International context: India, China, Japan, EU, USA and UK; Research in International Human Resource Management.

NOTE

A minimum of two cases or articles or reports or projects or a combination of these shall be introduced to the students in the paper.

Note for Paper Setting

The question paper will contain two questions from each unit (total 10(ten) questions) and the candidates will be required to answer one question from each unit (total questions to be attempted will be five), i.e. there will be internal choice within each unit.

Books Recommended

• 'Text Book of International HRM' by S. C. Gupta, MACMILÂN India Ltd., 2006.
MBA-IB (Semester-II)

Course Title: Corporate Finance
Max. Marks: 100 Marks

Course No. MBA-IB: 204
Contact Hours: 45
Duration of Examination: 3 hours
Internal Assessment: 30 Marks
Semester Examination: 70 Marks

(For the Examinations to be held in 2011, 2012 and 2013)

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 financial decisions and their impact on other functional areas of management.

Unit 1


Unit 2


Unit 3

Financing Fixed Assets- (Long Term Sources) Shares, Debentures / Bonds, Financial Services: Leasing, Hire purchase, Venture Capital Financing Current Assets- (Short-term Sources): Public Deposits, Financing through Bank (CC limit / OD, LOC and Commercial Papers), and Factoring

Unit 4

Unit 5


NOTE

A minimum of two cases or articles or reports or projects or a combination of these shall be introduced to the students in the paper.

Note for Paper Setting

The question paper will contain two questions from each unit (total 10(ten) questions) and the candidates will be required to answer one question from each unit( total questions to be attempted will be five), i.e. there will be internal choice within each unit.

Books Recommended

- Van Horne : Financial Management and Policy, Prentice Hall India
- Vishwanath : Corporate Finance
MBA-IB (Semester-II)

Course Title: Foreign Trade Finance and Documentation

Course No. MBA- IB: 205
Contact Hours: 45
Duration of Examination: 3 hours

Max. Marks: 100 Marks
Internal Assessment: 30 Marks
Semester Examination: 70 Marks

(For the Examinations to be held in 2011, 2012 and 2013)

Objective

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

Unit 1


Unit 2

Instruments of Foreign trade, Documents used in foreign trade, Marine Insurance Policy: Marine Risks, Marine insurance Cases.

Unit 3

Import finance: Documentary Credit, Need of Imports and barriers to International trade, Various methods of financing imports for an imports: Import letter of Credit, Suppliers Credit, Forfeiting, Countertrade, International Leasing.

Unit 4

Export finance: Pre shipment Credit, Different stages of Export Finance, Buyers Credit, Suppliers Credit, Bank Credit.

Unit 5

Cross Border Finance: Post shipment Credit, Advance Payments, External Commercial Borrowings( ECBs ), Floating Rate Notes ( FRNs ), Raising of Equity through ADRs/ IDR s/ GDRs, Foreign Direct Investment, Bilateral – Multilateral Assistance.

NOTE

A minimum of two cases or articles or reports or projects or a combination of these shall be introduced to the students in the paper.

Note for Paper Setting

The question paper will contain two questions from each unit (total 10(ten) questions) and the candidates will be required to answer one question from each unit( total questions to be attempted will be five), i.e. there will be internal choice within each unit.
Books Recommended


MBA-IB (Semester-II)

Course Title: Business Etiquettes

Max. Marks: 50 Marks

Course No. MBA-IB: 206
Contact Hours: 27
Duration of Examination:

(For the Examinations to be held in 2011, 2012 and 2013)

Objective

The objective of this foundation course is to introduce the students with the concepts of basic business etiquettes and business etiquettes across cultures.

Unit 1

Introduction to Personality Development; Elements of a Good Personality; Importance of Soft Skills; Introduction to Corporate Culture; Need for Professionalism in Industry.

Unit 2

Non-Verbal Communication; Body Language- Physical Expression, gestures, Hand Movements, Spatial Relationships; Electronic Communication Etiquettes: Telephones, Speakerphones, Cellular Phones, Answering Machines and Voice mail, Electronic Mail (e-mail), Blackberry Devices, Facsimile (Fax) Transmissions.

Unit 3

Global Manners: Guidelines for Global Interactions; Manners for Selected Regions of the World – Oriental and Western Cultures.

Books Recommended

- Cross- Cultural and Inter-Cultural Communication: William B. Gudykunst
- The 7-Habits of Highly Effective People: Stephen Covey