It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, has been pleased to authorize adoption of the Syllabi and Courses of Study in the newly introduced subject of MBA-International Business (MBA-IB) (given at Annexure-I) for the examination to be held in the years as indicated below:

<table>
<thead>
<tr>
<th>Class</th>
<th>Semester</th>
<th>For the Examinations to be held in the year</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-IB</td>
<td>IV</td>
<td>May 2013, 2014 &amp; 2015</td>
</tr>
</tbody>
</table>

F.Acd./12/8293-48
Dated: 06-08-2012

Copy for information and necessary action to:

1. S.S. to Vice-Chancellor, University of Jammu
2. P.A. to Registrar
3. Dean, Faculty of Business Studies/Director, The Business School
4. Director, International Centre for Cross Cultural Research & HR
5. Convener, Board of Studies in Business Management
6. Members of the Board of Studies concerned
7. Principals of the concerned Colleges
8. P.A. to Controller of Examinations.
9. C.A. to Controller of Examinations.
10. Deputy/Asstt. Registrar (Conf./Exams. Prof. /Inf./Pub./Admission/DDP)
11. I/C (Confidential)
12. Incharge, University Website.
## Detailed Syllabus

**MBA-IB (Semester – III)**

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Title of the Course</th>
<th>Marks</th>
</tr>
</thead>
<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>International Strategic Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB-312</td>
<td>Consumer Behaviour</td>
<td>100</td>
</tr>
<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>International Operations Management</td>
<td>100</td>
</tr>
<tr>
<td>MBA-IB-333</td>
<td>Leadership and Organisational Development</td>
<td>100</td>
</tr>
</tbody>
</table>

**Total**                                           | **800** |

**MBA-IB (Semester – IV)**

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Title of the Course</th>
<th>Marks</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 Law</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**                                           | **600** |
MBA-IB (Semester – III)

Course Title: International Strategic Management

Max. Marks: 100 Marks

Course No. MBA-IB-301

Contact Hours: 45

Duration of Examination: 3 hours

(For the Examinations to be held in 2012, 2013 and 2014)

OBJECTIVE

The objective of this course is to present the students with the concepts and framework of strategic management. The students shall learn how to analyze a 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

Environmental 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; Industry 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 Markets; Competitive Positioning.

Unit IV

Strategic Analysis & 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

Unit V

Strategic Evaluation; Organizational System and Techniques of Strategic Evaluation; Strategic Control; Operational Control; Contemporary Issues in Strategic Management - Blue Ocean Strategy, Balanced Score Card, Judo Strategy, Organizational Change and Learning,

Note for Paper Setting

The question paper will contain two questions each unit i.e. there will be internal choice within each unit. Each question will be of 14 marks.

Reference Books

- Strategic Management and Business Policy, Azhar Kazmi, Tata McGraw Hill
- Strategic Management: The Indian Context, R Srinivasan, Prentice Hall India
- Strategic Management Theory: An Integrated Approach, Charles Hill, Gareth Jones, Cengage Learning
- Strategic management: competitiveness and globalization: concepts & cases Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, Cengage Learning
- Exploring Corporate Strategy: Text & Cases, Johnson, Pearson Education India
MBA-IB (Semester – III)

Course Title : Strategic Marketing

Course No. MBA- IB-311
Contact Hours : 45
Marks
Max. Marks : 100 Marks
Internal Assessment : 30 Marks
Semester Examination : 70

Duration of Examination : 3 hours
(For the Examinations to be held in 2012, 2013 and 2014 )

OBJECTIVE

The objective of this course is to develop analytical skills in the formulation and implementation of market driven strategies for International Organizations. The focus is on strategic decision-making which has a long-term impact on these organizations. This syllabus will provide insights into the structuring and control of strategic programs, generate an excitement and enthusiasm about the marketing field which will help the student survive and excel in the corporate world and in the consumer marketplace.

UNIT 1


UNIT II

Strategic planning and organization - Target Audience behaviour, acquiring and using marketing information, segmentation, positioning and branding.

UNIT III

Strategic Analysis- External analysis competitor analysis, Market analysis, environment analysis and strategic uncertainty and internal analysis.

UNIT IV

Differentiation Strategies -Cost focus and the preemptive move, diversification, growth strategies-penetration, market expansion, vertical segmentation, and strategies in declining and hostile markets. Global strategies.

UNIT V

Strategy implementation and control-conceptual framework, structure, system, people culture, obtaining strategic congruence and organizing for innovation. Marketing evaluation, monitoring and control.
Note for Paper Setting

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

Books Recommended

1. Strategic marketing For Non profit Organisation: Alan R. Anderson
   Philip Kotler.
developing sustainable competitive advantage
6. Applied Case Studies in Marketing S. Shajahan (Simon book)

[Signature]

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MBA-IB (Semester – III)

Course Title: Consumer Behaviour

Max. Marks: 100 Marks
Course No. MBA- IB-312
Internal Assessment: 30 Marks
Contact Hours: 45
Semester Examination: 70 Marks
Duration of Examination: 3 hours
(For the Examinations to be held in 2012, 2013 and 2014)

OBJECTIVE

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

Unit I

Consumer Behaviour: Overview of Consumer Behaviour, Relationship between CB and Marketing, Consumer behaviour models, Cultural social and economic factors affecting consumer behaviour, Consumer research process, Emerging trends in consumer behaviour.

Unit II

Consumer Decision Making: Consumer Influence and the diffusion of innovations, Opinion leadership, Consumer decision process, Brand evaluation, Pre-purchase and post-purchase evaluation.

Unit III

Intrinsic Influences and their Applications on Consumer Behaviour: Consumer motivation, Personality and consumer behaviour, Consumer perception, Consumer learning, Consumer attitude formation and change, Communication and consumer behaviour, Life style marketing.

Unit IV

Extrinsic Influences and their applications on Consumer Behaviour: Environment and situational influences, Societal influences on consumer behaviour, Group influences, households and families, Social class, Reference groups, Influence of culture on consumer Behaviour.
Unit V


Note for Paper Setting

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

Books Recommended

MBA-IB (Semester – III)

Course Title: International Finance Management

Max. Marks: 100 Marks

Course No. MBA-IB-321
Hours: 45
Duration of Examination: 3 hours
(For the Examinations to be held in 2012, 2013 and 2014)

OBJECTIVE

The basic objective of this course is to develop an insight of 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 assist the students in planning, decision-making and control.

Unit I

Unit II

Unit III
Foreign Exchange Risk – Exposure. Types of Exposure, Strategies for Management of Exposure. Exchange Rate Determination and Forecasting, Parity Theories, Techniques for foreign exchange Rate Projection.

Unit IV

Unit V

Note for Paper Setting

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


MBA-IB (Semester – III)

Course Title: International Investment and Foreign Exchange Management

Course No. MBA-IB-322
Contact Hours: 45
Duration of Examination: 3 hours
(For the Examinations to be held in 2012, 2013 and 2014)

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

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 International Investment and Foreign Exchange Management and their impact on both in terms of domestic as well as international business. This course has been devised for session 2010-11, 2011-12 and 2012-13.

Unit I

Foreign Capital and its Importance, Types of Foreign Private Investment, Theories of International Investment, Factors affecting Foreign Investment, Foreign Investment in India: Government Policy, Foreign Investment by Indian companies.

Unit II

Foreign Direct Investment: Introduction, Types of FDI, Patterns of FDI, Policy Framed Work to Promote Foreign Direct Investment, FDI Trends in India, Portfolio Investment and Benefits of International Portfolio Investment.

Unit III


Unit IV


Unit V

International monetary Fund and Special Drawing Rights, Foreign Exchange Market: Types of Foreign Exchange Markets, Participants in Foreign
Exchange Market, Exchange Rate Quotations, Exchange Position, and Forecasting of Exchange Rate.

Note for Paper Setting

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

Books Recommended

1. Rakesh Mohan Joshi
2. Francis Cherunilam
3. O.P. Agarwal, B. K. Chaudhary
4. Vyupkesh Sharan
5. Rudder Datt, K.P.M. Sundharam
7. P. Subha Rao
8. V. Sharan

International Business

Foreign Trade and Foreign Exchange Himalaya Publishing House.

International Business - Concept, Environment and Strategy Pearson Education

Indian Economy S. Chand & Company Ltd.


International Financial Management
MBA-IB (Semester – III)

Course Title: Cross-Culture and Diversity Management

Course No: MBA-IB-331
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 2012, 2013 and 2014)

OBJECTIVE

1. To expose the students to the international dimension of people's behaviour in organizations.
2. To develop a diagnostic and conceptual understanding of the cultural and related behavioural variables in the management of global organizations.

UNIT-I

Cross-cultural Management: The meaning and concept; Cultural orientations; Cross-cultural differences and managerial implications; The Cross-Cultural puzzle of global human resource management; Global strategy and culture.

UNIT-II

Work behaviour across cultures; National culture and organisational culture; Hofstede’s cultural / value dimensions; Coping with cultural differences: Understanding socialization; Implications of organisational cultures for international management.

UNIT-III

Cultural Diversity: Meaning and nature; The importance of valuing diversity; The challenge of work-force diversity; Managing work-force diversity as competitive advantage; the impact of diversity on groups / teams; Types of diversity in groups; A model for a high performance diverse teams; Managing diversity in organizations : success model, strategies and guidelines; Developing a multi-cultural organisation.

UNIT-IV

Managing people in the international context: India, China; Cross-cultural communication: communication misperception, communication misevaluation, communication misinterpretation, communication breakdown across cultures. Cross-cultural partnership. European, Japanese and US leadership approaches; Leadership approaches in developing countries; Factors contributing to effective leadership across cultures.
UNIT-V

Cross-cultural Motivation: Are motivation theories universally applicable across cultures? Motivational differences across cultures; Negotiating internationally: Cross-cultural perspective. Negotiation process, qualities of a good negotiator. Cross-cultural transitions; Expatriate employee; Cross-cultural entry, home country re-entry; Careers in international management.

Note for Paper Setting

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

SUGGESTED READINGS

- Hofstede, Geert, Culture’s Consequences, Strategies’ Sage, 1999
- Kluckhohn and Strodtbeck, Variations in value orientation, New York: Row Peterson, 1961
- Ansari, K. H. and Jackson, J. Managing Cultural Diversity at work, New Delhi: Kogan.
MBA -IB (Semester -III)

Course Title : International Operations Management

Course No. MBA-IB-332
Contact Hours : 45
Duration of Examination : 3 hours

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

(For the Examinations to be held in 2012,2013 and 2014)

Objective

The course will introduce students to some of the main topics in the important field of operations management. The aim of the course is to develop ability in students to manage international operations efficiently – to make best use of its resources, effectively – to satisfy its customers.

Unit I

Introduction to Operations Management, History of International Operations, Concept of Internationalization, Various economic issues, Technological Innovations, Infrastructure differences, Cultural differences

Unit II

Developing international goals, Operationalising the goals, Defining the measurement system, Developing international operations, Strategic comparison of major production planning and control technologies

Unit III

International flow of information, Accounting information flow, Integration of accounting information flow with production information flow, Manufacturing Cycle, New product development information flow.

Unit IV

Managing the Supply Chain, International perspective of supply chain management, An integrated supply chain strategy, Manufacturing technology transfer to Third World Countries

Unit V

Understanding customer and the world of service, Introduction to the concepts of quality and productivity, Customer service, Customer Relationship Management, Performance system and their measurement, Future of international operations management.
Note for Paper Setting:
The question paper shall contain two questions from each unit (total ten questions) and the candidates shall be required to answer one question from each unit (total no. of questions be attempted shall be five i.e. there should be internal choice within each unit.)

Books Recommended

International Operations Management

Gerhard J. Plenert,
Copenhagen Business School Press, 2009

Operations Management: An International Perspective

Barnes David, South Western Cengage Learning, 2008

Operations Management for Competitive Advantage

Charles, Jacob and Aquilano. Mcgraw Hill, 2004

International Operations Management: Lessons in Global Business

Alberto F. De Toni, Gowerpublishing UK 2011
MBA -IB (Semester -III)

Course Title: Leadership and Organizational Development

Course No. MBA-IB-333
Contact Hours: 45
Duration of Examination: 3 hours

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

(For the Examinations to be held in 2012, 2013 and 2014)

Objective:

To discuss with the students various aspects of Leadership and Organizational Development and to develop an understanding of the basic concepts related to Leadership and Organizational Development.

Unit I


Unit II


Unit III


Unit IV

Action Research. Rethinking Planned Change in International Context, Organisational Diagnosis – Tools, Introduction to interventions, Individual Interventions, OD Interventions: Planning for OD Interventions Human Resource Management Interventions; Team Interventions; Human Process
Interventions. Techno-structural Interventions. Intergroup and third party
Peacemaking Interventions

Unit 5

Comprehensive Interventions, Confrontation Meeting, Grid OD, Survey
feedback, Structural Interventions. Self Managed Teams, Work Redesign, Re
engineering, Quality Circles, Total Quality Management, Fundamental
strengths of OD, Future of OD.
Case studies on contemporary issues based on Leadership and
Organizational Development.

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

  Development and Change, Thomson South Western, 8th Edition,
  Hall Pub.
- Koontz Ol Donnel (2010), Management, Tata Mc Graw
MBA-IB (Semester – IV)

Course Title: International Project Management

Course No. MBA-IB-401
Contact Hours: 45
Duration of Examination: 3 hours
(For the Examinations to be held in May 2013 and 2014 & 2015)

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

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: Purposes of project control, approaches to project control, project control process. International / Global Project Organization Structure and Integration: formal organization structure, requirements of project organizations, pure project organizations, matrix organization, selecting a project form, project office, informal organization, integration in large scale projects.

UNIT V


Note for Paper Setting

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

Books Recommended

1. Projects
2. Project Management
3. Guidelines for project evaluation
4. Project Feasibility analysis
5. Project Management
6. Project Management
7. Project Management

P. Chandra
S. Chaudhary
Dasgupta & Marglin
Chpton & Fyfee.
Bhavesh M Patel
Ramaraju Thirumalai
Gido, Jack & James P. Clements
International Thompson Publishing
Gido I Clements Cengage Learning
Jeffrey K. Pinto
Pearson Education
MBA-IB (Semester – IV)

Course Title : Business Law

Max. Marks : 100 Marks
Course No. MBA- IB-402
Contact Hours : 45
Internal Assessment : 30 Marks
Duration of Examination : 3 hours
Semester Examination : 70 Marks
(For the Examinations to be held in May 2013 and 2014 & 2015)

OBJECTIVE

The purpose of this course is to enlighten the students on various aspects of Legal Framework of International Business and to briefly introduce different Business Laws significant for managers.

UNIT I

Legal Framework of International Business: Nature and complexities; Code and common laws and their implications to business; International business contract- legal provisions;
Payment terms; International sales agreement; Rights and duties of agents and distributors.

UNIT II

Company Law: Characteristics of Company, Kinds, Stages in the formation of a Company; Contents of Memorandum of Association; Articles of Association; Prospectus.
Provision with respect to appointment and removal of Director, Meeting, Winding Up by Court.

UNIT III

Regulatory Framework Relating to : Licensing; Franchising; Joint Ventures, Patents and trade marks; Technology transfer, Telecommunications. Framework relating to Electronic Commerce.

UNIT IV

Regulatory Framework and Taxation: Electronic Commerce; Cross Border Transactions; On-line Financial Transfers; Legal safeguards; International Business Taxation; Tax Laws; Sharing of Tax Revenues.
UNIT V

Indian Laws and Regulations Governing International Transactions: FEMA; Taxation of Foreign Income; Foreign Investments; Setting up offices and branches abroad; Restrictions on trade in Endangered species and other commodities

Note: Case study on contemporary issues related to Business Laws.

Note for Paper Setting

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

Books Recommended

1. Business Law

2. Company Law
   Avtar Singh, Eastern Book Company, Lucknow.

3. Company Law

4. Elements of Mercantile Law
   N.D. Kapoor, Sultan Chand and Sons, New Delhi.

5. International Trade-the Law and practice

6. International Trade Law and Practice
MBA-IB (Semester IV)

Course Title: Corporate Governance and Social Responsibility

Course No. MBA-IB-403
Contact Hours: 45
Duration of Examination: 3 hours
(For the Examinations to be held in May 2013 and 2014 & 2015)

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

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 tensions and trade-offs involved in the adoption of CSR by a firm in a 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

Market Economy and Corporate Form of Organization, Internal Structural mechanisms for managing corporate governance, Legal Framework for dealing with Corporate Governance: Developments in corporate Governance norms in India and abroad, Legal and Regulatory Changes.

Unit II

Competitive Business and Corporate Governance: Global and National Perspectives, Global Corporate Governance Models, Reports and Recommendations on corporate Governance-Cadbury Report, Hampel Report, OECD recommendations, SOX Act, Kumar Manglam Birla Committee report.

Unit III

Ethics of responsibility: Social responsibility of Business, Historical Perspectives of CSR. Current Indian and International CSR practices, ETI Base Code, Challenges of designing and implementing CSR in India

Unit IV

Corporate Social Responsibility and Corporate Sustainability, Comprehensive Sustainability Phase Model. Various Approaches for implementation of sustainability initiatives, Transformational changes that amount to strategic repositioning. Change Agents and their role in strategic repositioning.
Unit V

Contemporary Issues in corporate Governance, Corporate Governance and Innovation. Corporate Governance and long term investments, corporate governance in Globalize Companies

Note for Paper Setting

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

Books Recommended

Corporate Governance: H.R. Machiraju, Himalaya Publishing House

Corporate Governance Global Concepts and Practices. Dr S. Singh Excel Books

Corporate Governance and Business Ethics Text and Cases. U.C. Mathur. MacMillan, India


Books to be reviewed:

- Prosperity Without Growth: Economics for a Finite Planet by Him Jackson.
- Dealing With the Tough Stuff by Margot Fraser Lisa Lorimer
- Spirit of Service: Your Daily Stimulus for Making a Difference by Harper Collins
- The Sustainable Company How to Create Lasting Value Through Social and Environmental Performance by Christopher Laszlo
- Fortune at the Bottom of Pyramid by C.K. Prahlad
MBA-IB (Semester – IV)

Course Title : WTO-Issues and Policy

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

Course No. MBA-IB-404
Contact Hours : 45
Duration of Examination : 3 hours
(For the Examinations to be held in May 2013 and 2014 & 2015)

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

Globalisation of trade issues, International Trade organization (ITO) and GATT. Main issues in The Uruguay Round. Basic Structure, features scope, objectives and functions of World Trade Organisation.

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 Indian laws. IPRs. and its impact on Indian industries.

Unit V

General Agreement on Trade in Services (GATS) - the Framework, Regulations, the Annexes, MFN Exemption and Ongoing Work, and Structure of GATS. A brief introduction about the existing commitment,
Summary of Request Made to India and Summary of Request Made by India vis-à-vis various services.

Note for Paper Setting

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

Books Recommended

1. Rakesh Mohan Joshi
   International Business

2. Francis Cherunilam
   International Business, Text and Cases
   Prentice Hall of India Private Limited.

3. O.P. Agarwal, B.K. Chaudhary
   Foreign Trade and Foreign Exchange
   Himalaya Publishing House.

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

5. Rudder Datt, K.P.M. Sundharam
   Indian Economy
   S. Chand & Company Ltd.

   Economics of Development Planning –Theory
   and Practice Himalaya
   Publishing House.

7. P.Subha Rao
   International Business, Text and Cases
   Himalaya Publishing House.
MBA-IB (Semester – IV)

Course Title : International Financial Markets and Institutions

Course No. MBA-IB-405
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 May 2013 and 2014)

Objective

The objective of this course is to discuss the specific issues in managing financial institutions including an in depth Knowledge of 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. Introduction to International monetary fund (IMF).

Unit III

Foreign Exchange Markets, Structure of foreign exchange market, types of transactions and settlement dates, exchange rate quotations and arbitrage, forward contracts. Foreign exchange market in India.

Unit IV


Unit V

International financial Institutions: IBRD, IFC, IDA, ADB, other sources for foreign aid.

Note for Paper Setting

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

Books Recommended


MBA-IB (Semester – IV)

Course Title : International Business Communication

Max. Marks : 50 Marks

Course No. MBA- IB-406
Contact Hours : 45
Duration of Examination : 9 hours
(For the Examinations to be held in May 2013 and 2014 & 2015)

Objective

The objective of this course is to examine the principles of business communication in the international context. The students shall learn how to communicate in the business context at the international level and understand critical issues.

Unit I
Objectives and Significance of Business Communication, Process of Communication, 7 C’s of Communication, Barriers to Communication, Levels of Communication, Channels of Communication – Vertical, Horizontal, Diagonal, Grapevine

Unit II
Interpersonal Communication, Verbal and Non-Verbal Communication, Importance of personal appearance, Body Language, Listening – types and barriers to listening, Group Communication, Business Letter Writing, E-mail Communication, Web Page Communication, Video-Conferencing, Conducting Meetings, Writing Trade Letters, Public Relations

Unit III

Reference Books
- Business Communication by Carol M Lehman, Debbie D DuFrené, Mala Sinha, Cengage Learning