



**BHARATHIDASAN UNIVERSITY
TIRUCHIRAPPALLI – 620 024**

**Master of International Business (M.I.B.,)
(Course Structure under CBCS)**

(For the candidate admitted from the academic year 2013-2014 onwards)

Seme ster	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
						Int.	Ext.	
I	Core Course – I (CC)	Managerial Economics	6	5	3	25	75	100
	Core Course – II (CC)	International Business Environment	6	5	3	25	75	100
	Core Course – III (CC)	Global Marketing Management	6	5	3	25	75	100
	Core Course – IV (CC)	Accounting and Financial Management	6	5	3	25	75	100
	Core Course – V (CC)	India's Foreign Trade and Legislations	6	4	3	25	75	100
		Total	30	24				
II	Core Course – VI (CC)	Quantitative Techniques for Business Decisions	6	4	3	25	75	100
	Core Course – VII (CC)	Strategic Management	6	4	3	25	75	100
	Core Course – VIII (CC)	Computer Application in Business (Theory & Practical)	6	4	3	25	75	100
	Core Course – IX (CC)	Foreign Exchange Management	6	4	3	25	75	100
	Elective Course – I (EC)	International Trade Procedure and Documentation	6	4	3	25	75	100
		Total	30	20				
III	Core Course – X (CC)	International Supply Chain Management	6	4	3	25	75	100
	Core Course – XI (CC)	Research Methodology	6	4	3	25	75	100
	Core Course – XII (CC)	International Financial Management	6	4	3	25	75	100
	Elective Course – II (EC)	Export Management	6	4	3	25	75	100
	Elective Course – III (EC)	Organisational Behaviour	6	4	3	25	75	100
		Total	30	20				
IV	Core Course – XIII (CC)	E-Commerce	6	4	3	25	75	100
	Core Course – XIV (CC)	Cross Cultural Business Management	6	4	3	25	75	100
	Core Course – XV (CC)	Project Work Viva voce 20 marks Dissertation 80 marks	6	10	-	-	-	100
	Elective Course - IV (EC)	Institutions Facilitating International Business	6	4	3	25	75	100
	Elective Course - V (EC)	International Cargo Management	6	4	3	25	75	100
		Total	30	26				
		TOTAL	120	90				2000

**SEMESTER I
CORE COURSE I
MANAGERIAL ECONOMICS**

Credit Allotted: 5

Max. Marks: 75

Objective: To make the students to realize the usefulness of economic tools, principles, laws etc. in business decisions.

Unit I

Managerial Economics – Meaning, Nature, Scope and Applications – Its relationships with other disciplines – Role of Managerial Economist - Demand Analysis – Determinants of Demand and Demand forecasting.

Unit II

Production Function – Law of Returns to Scale – Economics of scale – Cost Concepts – Cost function – Cost Output relationship – Cost Control and Cost Reduction.

Unit III

Price and Output decisions under perfect competition, Monopoly, Oligopoly, Monopolistic Competition – Price discrimination – Pricing Objectives, Policies and Practices – Price differentials.

Unit IV

Profit – Concept and Meaning – Theories – Measurement – Economic Profit vs . Accounting Profit – Break even analysis – Profit Planning and Forecasting.

Unit V

Business Cycle – Role of Economic Forecasting in Business- Gross Domestic Product & Gross National Product : Concepts and their relevance in economic growth – Methods of Measurement – Trends in National Income estimates and utility – Concepts related to liberalization, privatisation and globalization.

BOOKS FOR REFERENCE:

1. Joel Dean, Managerial Economics – Prentice Hall
2. Mehta P.L. Managerial Economics – Sultan Chand and Sons.
3. Varshney and Maheswari – Managerial Economics – Sultan Chand and Sons.
4. Gupta G.S. Managerial Economics – Tata McGraw Hill
5. Reddy P.N. and Appannaih – Essentials of Managerial Economics – Himalaya Publishing House.
6. Mithani D.M. Managerial Economics - – Himalaya Publishing House.
7. Dwivedi D.N. - Managerial Economics- Margham Publications.
8. S. Sankaran – Managerial Economics – Margham Publications.
9. Cauvery, Sudha Nayak and Others – Managerial Economics – S.Chand and Sons.

SEMESTER I
CORE COURSE II
INTERNATIONAL BUSINESS ENVIRONMENT

Credit Allotted: 5

Max. Marks: 75

Unit I

International Business: Nature, importance, scope and process – Framework for analysing international business environment – geographical, economic, socio-cultural, political and legal environment – External Influence – International Trade Theories – Trade and Investments.

Unit II

International Economic Environment – World economic and trading situation – International economic institutions and agreements – WTO, UNCTAD, IMF, World Bank – Generalized system of preferences, GSTP – International commodity agreements.

Unit III

Multinational Corporations: Conceptual framework of MNCs- MNCs and host and home country relations – Technology transfers – importance and types, Multinational Enterprises – Economic, Political, Legal and Operational Impact of MNE.

Unit IV

Nature of International Business Environment – Political environment – Legal Environment – Technology – Cultural Environment – Country Classifications – Economic Trade Policies – Dynamics of International Business and Government Relationships.

Unit V

Foreign Investment – World Financial Environment – types and theories of foreign investment; foreign investment – flows and barriers – Foreign Direct Investment – Working of Foreign Exchange Markets – Convertibility – Exchange Restrictions – International Monetary System.

BOOKS FOR REFERENCE:

1. Adhikary, Manab: Global Business Management, Macmillan, New Delhi.
2. Bhattacharya. B: Going International Response Strategies for Indian Sector, Wheeler Publishing Co. New Delhi.
3. Black and Sundaram: International Business Environment, Prentice Hall of India, New Delhi.
4. Gosh, Biswanath: Economic Environment of Business, South Asia Book, New Delhi.
5. Aswathappa, International Business, Tata Mc Graw Hill Publications, New Delhi.

SEMESTER I
CORE COURSE III
GLOBAL MARKETING MANAGEMENT

Credit Allotted: 5

Max. Marks: 75

Unit I

Introduction to International Marketing: Nature and significance – Complexities in International marketing – Transition from domestic to translational marketing – International market orientation.

Unit II

International Marketing Environment: Internal environment; External environment – geographical, demographic, economic, socio-cultural, political and legal environment; Impact of environment on international marketing decisions – Scanning and monitoring global marketing environment – International marketing information system.

Unit III

Product Decisions: Product planning for global markets – Standardization vs Product adaptation – International trade product life cycle – New product development – Management of international brands – Packaging and labelling – Provision of sales related services – Pricing Decisions – Environmental influences – International pricing policies and strategies – Factors affecting international price determination – Delivery terms and currency for export price quotations.

Unit IV

Promotion Decisions : Complexities and issues – Communications across countries – complexities – issues – International promotion tools and planning – Developing international promotion campaign – Standardisation vs. adaptation issue – Distribution Channels and Logistics : Functional and types of channels; Channel selection decisions; Selection of foreign distributors / agents and managing relations with them; International logistics decisions.

Unit V

Emerging trends in international marketing; International Marketing through Internet – Ecological concerns and international marketing ethics.

BOOKS FOR REFERENCE:

1. Czinkota, M.R: International Marketing, Dryden Press, Boston.
2. Fayerweather, John: International Marketing, Prentice Hall, New Delhi.
3. Jain, S.C. International Marketing, CBS Publications, New Delhi.
4. Keegan, Warren J.: Global Marketing Management, Prentice Hall, New Delhi.
5. Onkvisit, Sak and John J. Shaw: International Marketing: Analysis and Strategy, Prentice Hall, New Delhi.

**SEMESTER I
CORE COURSE IV
ACCOUNTING AND FINANCIAL MANAGEMENT**

Credit Allotted: 5

Max. Marks: 75

Theory 40%, Problems 60%

Unit I

Accounting principles & concepts – double entry booking – Accounting equations – Journal – ledger – Trial balance – Accounting for depreciation – over view of Accounting standard.

Unit II

Construction of profit and loss Accounts and balance sheet of companies as per companies act – Analysis and Interpretation of financial statement – Ratio Analysis.

Unit III

Cost concepts – methods and Techniques cost classification –cost volume profit analysis – Marginal costing and decision making.

Unit IV

Budgeting and budgetary control – Preparation of functional budgets – cash budgets – flexible budgets – standard costing as tools of control – variance analysis.

Unit V

Capital budgeting concept –Traditional methods of evaluation - Capital expenditure decisions under certainty and risky environment.

BOOKS FOR REFERENCE:

1. Modern Accountancy by Mukerjee and Haneef – Tata McGraw Hill.
2. Advanced Accountancy by Shukla and grewal – S. Chand & Sons.
3. Financial Management – I.M.Pandey.
4. Financial Management – Khan M.Y.Jain P.K.
5. Financial Management –S.N.Maheswari

**SEMESTER I
CORE COURSE V
INDIA'S FOREIGN TRADE AND LEGISLATIONS**

Credit Allotted: 4

Max. Marks: 75

Unit I

Legal frame work of India's Foreign trade – The foreign trade development and Regulation Act (1992) – Import and Export Control Act (1947)- Foreign Trade Regulations Rules (1993)- Foreign Trade (Exemption from Application of Rules in Certain Cases) order 1993.

Unit II

Customs Act – Customs Tariff Act – The Arrival and Departure of Vessels / Aircrafts – Statutory Procedure Requirements as per Customs Act – Import Clearance formalities – ware housing of dutiable goods – classification and tariff – valuation of goods for customs.

Unit III

Central Excise Act 1944 – Central Excise Duty : Meaning, Nature, features, kinds, Basis of Excise duty between central excise duties and customs – General procedure of Central Excise Registration procedure, Appeals and statement, penalties, offences and punishments.

Unit IV

MODVAT credit- Job work – return of duty paid goods- important Records and returns – Adjudication – Appeals to collector (Appeals) – Appeal to Appellate Tribunal - Appeal to high court prosecution – Exemptions to small scale unit – Service tax.

UNIT V

Clearance procedures for home consumption for warehousing expound clearance, steps and documents to be prepared and filled, Viz, Bill of entry for home consumption, - Bill of Entry warehouse – shipping Bill for expound clearance for home consumption and other accompanying documents. Clearance procedure for import by post.

Clearance of Baggage – Import of Baggage – Meaning and kinds of Baggage; Rules and procedure of import there of – General Passenger, Tourist passenger and transfer of Resident passenger, (From of baggage declaration).

BOOKS FOR REFERENCE:

1. Apte. P.G. Multinational Financial Management, Tata-McGraw Hill, New Delhi, 1998, Baker, J.C. International Finance Management, markets and institutions, prentice Hall, Englewood Cliffs, 1998.
2. Levi, Maurice, International Finance, McGraw Hill Inc. New York, 1996.
3. Seth, A.K. International Financial Management, Galgotia, Publishing Company, New Delhi, 1995.
4. Shapiro, Allen C. Multinational Financial Management, Prentice Hall of India Private Ltd., New Delhi, 1995.
5. Sharan V. International Financial Management, Prentice Hall of India Private Ltd., New Delhi, 2000.
6. Dr.H.C. Mehrota, Indirect Taxes Law and Practice, Sahitya Bhawan Publications, Hospital Road, Agra-282003.
7. V.S. Datey, Elements of Indirect Taxes Taxmann's Publications Pvt Ltd. New Rohtak Road, New Delhi- 110 005.
8. V.S. Datey, Indirect Taxes law & Practice, Taxmann's Publications Pvt Ltd, New Rohtak Road, New Delhi- 110 005.
9. Customs Act 1962.

**SEMESTER II
CORE COURSE VI**

QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

Credit Allotted: 4

Max. Marks: 75

Objective : To make the students to understand the various techniques of statistics used in business for taking decisions.

Unit I

Meaning of Quantitative Techniques – Role of Quantitative techniques – Advantages and limitations of Quantitative Techniques - Correlation analysis – simple – partial and multiple, Regression analysis – Time Series.

Unit II

Probability – Elements of probability – Theorems of probability – theoretical distributions – Binomial – poisson – Normal distribution.

Unit III

Definition of Hypothesis – Types of Hypothesis – Type I Error – Type II Error – t test – F test – ANOVA – Chi – Square test.

Unit IV

Transportation problem – Initial Basic feasible solutions by North West Corner rule – Minimization method – Vogel's approximation method – Assignment methods.

Unit V

Linear programming – Basic Concepts and notation – Linear programming formulation – solution through graphic methods, Simplex Method (Simple problems)

Note: 80 % Problems 20 % Theory

BOOKS FOR REFERENCE:

1. Quantitative Technique – C.R. Kothari – Wiley Eastern Ltd, New Delhi.
2. Statistical Methods – S.C. Gupta – Sultan Chand and Sons, New Delhi.
3. Statistical Methods – S.P. Gupta - Sultan Chand and Sons, New Delhi.
4. Anand Sharma, Quantitative Techniques for Decision Making, Himalaya Publisher, New Delhi.

SEMESTER II
CORE COURSE VII
STRATEGIC MANAGEMENT

Credit Allotted: 4

Max. Marks: 75

Objective : To help the students understand the analysis, formulation, implementation and evaluation of management strategies.

Unit I

Strategic Management – Definition – Scope – Benefits – Risks – Approaches – Models – Strategic change – Strategic Leadership and Decision making.

Unit II

Situation Analysis – SWOT Analysis - Environmental Scanning and Industry analysis – Forecasting – Internal Scanning - Mission – objectives – Stakeholder Theory – Cyert and March's Behavioural Theory – Objectives of Non-Profit Organizations – Social Responsibility and Business Ethics.

Unit III

Strategy Formulation – Business Strategy – Corporate Strategy – Divertional Strategy –Portfolio Analysis – BCG Growth /Share matrix – Strategic choice – Development of policies – Strategic Alliances.

Unit IV

Strategy Implementation – Organization for action – Staffing – Leading – MBO –Total Quality Management – Functional Strategies – Growth Strategies – Diversification, Acquisition and Joint Venture – Recovery – Recession and Diverstment Strategies – Management Buyout.

Unit V

Strategic Control and Evaluation – Establishing Strategic control – premise control – Implementation control – Strategic Surveillance – Special Alert Control – Evaluation Techniques – Managing change – Strategic issues in Managing Technology and Innovation – Strategic Effectiveness.

BOOKS FOR REFERENCE :

1. Strategic Management – Strategy Formulation and Implementation – John A.Pearce II, Richard B.Robinson Jr.(A.I.T.B.S. Publishers – J-5,6, Krishnan Nagar, Delhi – 110 051).
2. Strategic Management – Awareness and change – John L.Thompson (Cheapman & Hall 32 Second Main Road CIT East, Chennai – 35).
3. Strategic Management-J.David Hunger and Thomas L.Wheelen (Addision – Wesley Longman) (Available at Higginbotham's Ltd., Chennai).
4. Strategic Management – Gregory G.Dess and Alex Miller.
5. Strategic Management – An Integrated Approach – W.L.Charles and John Gareth,
6. Strategic Management – Concepts and Application – C.Certo and J.Paul Peter.
7. Strategic Management – John H.Barnett and William D. (Available at Atlantic Publishers and Distributors, 4215/1, Ansari Road, Darya Ganj, New Delhi – 110 002).
8. Strategic Planning for Corporate Success – V.S.Ramaswamy and S.Nanakumari.

SEMESTER II

CORE COURSE VIII

COMPUTER APPLICATION IN BUSINESS

Credit Allotted: 4

Max. Marks: 75

Internal Assessment Theory – 15 Marks; Practical – 10 Marks

Univ. Exam. Theory - 45 Marks ; Practical - 30 Marks

Examination Duration : Theory 2 Hours ; Practical 2 Hours

Objective : To make the student understand the computers both theory and in practical.

Unit I

Introduction, Classification and Types of Computer, Evolution of digital Computers, components of digital Computers and their Functions, Hardware and Software, Input and Output Devices, Low level Languages and High Level Languages, Translator, Computer Applications, Impact of Computer on Society.

Unit II –

MS-Word :

Word Basics – Menus, Commands, Tool Bars and their Icons – Mail merge, Macros.

Unit III – **MS-Excel :** Introduction – Menus, Commands, Toolbars and their Icons – Functions – Power Point presentation.

Unit IV

MS-Access :

Introduction, Parts of an Access Window, Creating a Database, Relationships, Creating table through Design. View, Relationship, Query, Form, Reports.

Unit V –

Foxpro

Introduction, Applications – Pay Roll, Stock Maintenance, Bank Transactions, File Sorting and Merging, Invoice Preparation, Sales order processing, Income Tax Calculations, Share market processing, Balance Sheet Preparation.

BOOKS FOR REFERENCE:

1. Sanjay Saxena, MS Office 2000 for Everyone, Vikas Publishing House.
2. Krishnan, N., Windows and MS Office 2000 with database Concepts, Scitech Publications, Chennai.
3. Griever, Yair Alan, Foxpro 2.6: Code Book, BPB Publishers, New Delhi, 1994.
4. Edward Jones, Foxpro 2.5 for Windows Inside & Out, McGraw Hill, 1996.
5. S.V.Srinivasa Vallabhan, Computer Application in Business – Sultan Chand and Sons, 2006 – New Delhi

List of Practical's :

01. Mail Merge
02. Pay Roll Preparation in MS. Excel
03. Income Tax Preparation in MS. Excel
04. Slide Transition
05. Creating a database in MS. Access
06. Creating a table through Design
07. Query
08. Forms
09. Reports
10. Pay Roll Preparation in Foxpro
11. File Sorting and Merging in Foxpro
12. Income Tax Calculations in Foxpro
13. Balance Sheet Preparation in Foxpro
14. Invoice Preparation in Foxpro

For Practical Exam – Marks : 30

Time : 2 Hours

Answer any Two questions carrying equal marks : (2 x 10 = 20)

1. a) MS – Word

(or)

- b) MS – Excel

2. a) MS Access (or) Power Point

(or)

- b) Foxpro

2 x 10 = 20

Record = 05

Viva = 05

30

SEMESTER II
CORE COURSE IX
FOREIGN EXCHANGE MANAGEMENT

Credit Allotted: 4

Max. Marks: 75

Unit I

Introduction to International Financial System – International Monetary System – Features and requirements – System of exchanging currencies – From Bretton Woods system to free float and convertibility – Pegging of currencies – target zone arrangement – International liquidity.

Unit II

Foreign exchange – Administration of Foreign Exchange – Foreign Exchange Transactions – Purchases and sales transactions – Authorized dealers – Multinational Banking – Foreign exchange risk and exposure – External techniques of exposure management – Internal techniques of exposure management.

Unit III

Foreign Exchange Markets and its Activities – Exchange rate quotations and practices – Foreign Exchange market activities – Arbitraging, hedging and speculation – spot and forward transactions – Merchant rates – TT selling rate – TT buying rate – Forward exchange contract – Features of forward exchange contract.

Unit IV

Exchange Rate Determination- Exchange rate determination in spot and forward market – Interest rate parity, purchasing power parity, Fisher open equation Monetary and portfolio balance approaches – Short run demand and supply theory, BOP theory and growth theory – Forecasting exchange rate.

Unit V

Inter Bank deals – cover deals trading, SWAP deals – Arbitrage operations – Managing foreign exchange reserves – Fiscal and Monetary policies in India – Devaluation – Pros and Cons – International Debt Problem – Problem of debt servicing and developing countries (with special reference to India).

BOOKS FOR REFERENCE:

1. Apte. P.G. Multinational Financial Management, Tata –McGraw Hill, New Delhi, 1998, Baker J.C. International Finance: Management, Markets and Institutions, Prentice Hall, Englewood Cliffs, 1998.
2. Levi, Maurice, International Finance, McGraw Hill Inc., New York, 1996.
3. Seth, A.K. International Financial Management, Galgotia, Publishing Company, New Delhi, 2000.
4. Shapiro, Allen, C. Multinational Financial Management, Prentice Hall India Pvt Ltd., New Delhi, 1995.
5. Sharan, V. International Financial Management, Prentice Hall of India Private Ltd, New Delhi, 2000.

SEMESTER II

ELECTIVE COURSE I

INTERNATIONAL TRADE PROCEDURE & DOCUMENTATION

Credit Allotted: 4

Max Marks: 75

Unit I

Trade operations and documentation- Framework – Nature and characteristics of EXIM documents and dimension – Standardised pre-shipment Export Documents – Commercial and Regulatory Documents – EDI and documentation – Legal framework in India – FEMA – Origin and objectives – Main provision of FEMA – Other relevant Acts – Trade contract and trade terms – Trade terms and need for standardization – INCO terms.

Unit II

Export credit instruments and procedure – Credit risk management and payment terms – Main features of payment terms – Advance payment, open account, documentary – collection, documentary credit – Documentary collection – DP and DA process and operation – Letter of credit and parties involved – Process of opening and advising LC – Types of LC – Quality control and Pre-shipment inspection – Quality maintenance provisions of Exports (Quality Control and Inspection) Act – Types of pre-shipment inspection- Procedure and documents for pre-shipment inspection.

Unit III

Shipment of Export cargo by sea, by air and by post – Procedure and Documents required for shipment of cargo – Multi modal transport – procedure and documentation – Export incentives – EPCG scheme – Nature of transit risk – Contract of cargo insurance Parties involved – Insurer / assured, Indemnity and insurable value – Perils and losses; Cargo loss claims – Procedure and documentation.

Unit IV

Export credit insurance – Concept, importance, services of Export Credit and Guarantee Corporation – Covers issued by ECGC – Financial guarantees – Coverage of commercial and political risks – procedures and documentary requirements specific policy and small exporters Policy – Guarantees – Procedure for availing insurance and necessary documents – Cargo insurance – Marine insurance – Procedure for marine insurance claims – Necessary documents for filling claim.

Unit V

Duty Drawback – Concept and rationale – Monitoring authority, Types and mechanism of rate fixation – Settlement of claims including under EDI – Procedure and documentation – Import Policy and Export Promotion – Duty exemption schemes – Import of capital goods – Export, trading star trading, super star trade house policy and procedures – EoU's/EPZs/SEZs/ schemes and procedures.

BOOKS FOR REFERENCE :

1. Tianwah, Goh, Export Import Procedure & Documentation How to start, finance and Manage your own import export (revised edition)1990
2. Nabhi, “New Import Export Policy and Handbook of Procedure Vol. 1, 200-2007 : As Amended Upto 4.4.2002, Oscar Publications.
3. S.Ramakrishna & Others Quality Control and Pre-shipment Inspection for exports.
4. Seyom, Belay, “Export Import Theory, Practices and Procedures” NY, Haworth Press.

SEMESTER III

CORE COURSE X

INTERNATIONAL SUPPLY CHAIN MANAGEMENT

Credit Allotted: 4

Max Marks: 75

Unit I

Supply chain management – Basic Framework, Nature, Concepts and Functions – Supply Chain effectiveness – Outsourcing – 3 PLs and 4PLs – Supply chain relationships – Customer services – SCM and trade logistics – Value chain analysis and SCM – Internationalization of SCM.

Unit II

Integrated SCM – Concept, span and process – Supply chain and continuous improvement, Supply chain performance measurement – Supply chain modelling – Forecasting and financial implications: Supply chain and after – sales service – creating life – cycle ownership value – Customer service management – Demand management – Product development Process and SCM.

Unit III

Managing Relationship – Role of Relationship marketing in SCM – Managing relationships with suppliers and customers – Captive buyers and suppliers – Strategic partnerships – Supplier – retailer collaboration and alliances.

Unit IV

Purchasing Process – Strategic role of purchasing in the supply chain and total customer satisfaction – Types of purchases – Purchasing cycle – Supplier selection and evaluation – Purchase agreement – Purchasing cost management.

Unit V

Supply chain and Information Management Systems – Importance of Information management IT and business management systems MR, DRP, ERP, PDM, EIP and CPFR : Globalisation, technology and business chain management – Re-engineering the supply chain: Future directions.

BOOKS FOR REFERENCE :

1. Christopher. M, Logistics and Supply Chain Management: Strategies for Reducing Cost and Improving Services, Pitman, London, 1992.
2. Stern L.W, et al. Marketing Channels, Prentice Hall of India Private Ltd, New Delhi, 1996.

SEMESTER III

CORE COURSE XI

RESEARCH METHODOLOGY

Credit Allotted : 4

Max. Marks: 75

Objective: To make the students know the Research Methods and their applications in Commerce.

THEORY ONLY

Unit I

Research in Management: An Introduction – Definition, meaning and nature – Scope and objects of Research. Types of Research: Experiment Research – Survey Research – Case Study method – Ex Post Facto Research.

Unit II

Research Design – Defining Research Problem and Formulation of Hypothesis – Experimental Designs.

Unit III

Research Process – Steps in the process of Research, Data Collection and Measurement : Sources of Secondary data – Methods of Primary data collection – Questionnaire construction – Attitude measurement and Scales – Sampling and Sampling Designs. Pilot study and Pre testing.

Unit IV

Data presentation and analysis – Data Processing – Methods of Statistical analysis and interpretation of Data – Testing of Hypothesis and theory of inference.

Unit V

Report writing and presentation – steps in Report writing – Types of Reports – Formats of Reports – Presentation of a Report.

BOOKS FOR REFERENCE:

1. V.P. Michael : Research Methodology in Management, Kitib Mohan Publications, Alahabad.
2. C.R. Kothari: Research Methodology, Wiley Eastern, Ltd, New Delhi.
3. P. Saravanavel, Research Methodology, Kitab Mahal, Alahabad.
4. O.R.Krishnaswami: Methodology of Research in Social Science.
5. D. Amarchend: Research Methods in Commerce.

SEMESTER III
CORE COURSE XII
INTERNATIONAL FINANCIAL MANAGEMENT

Credit Allotted : 4

Max. Marks: 75

Unit I

International Financial Management Environment – Rise of Multinational Corporations – MNCs Financial Management Theory and Practice – Theories of Trade Blocks Trade Blocks – quantitative and qualitative restrictions on Trade – Determinants of Foreign Exchange Rates- Theories : Interest Rate Parity – Fisher effect – International Fisher effect – Unbiased Forward Rate Theory.

Unit II

Exchange Rate system – Gold and Bretton Woods system – Seventies and Eighties – Multiple Exchange Rates – Exchange Rates – Trade and Balance of Payments – Monetary and Portfolio Balance Models – Exchange Rate determination in Fixed Rate system – External Deficit and Internal Deficit – European Monetary system.

Unit III

Nature and Measurement of Exposure and Risk – Measuring Accounting Exposure – Measuring and Managing Economic Exposure – Management of operating Exposure – Management of Internet Rate Exposure.

Unit IV

Designing a Global Financing Strategy – institutional structure – Euro Currency Loan – International Equity Markets – International Financing Decision – Borrowing International Equity Investment – CAPM – Measuring the cost of International Borrowing – Syndicated Loans.

Unit V

International Project Appraisal – Issues involved in Investment Analysis – Foreign Project Appraisal – Political Risk analysis – Adjusted Present Value Method – Cost of Capital for Foreign Investment – Weighted Average Cost. Multinational Working Capital Management – Short-Term Financing – Options – Dollar Cost Averaging – Alternative Financing Options – Current Asset Management – International cash Management – Inventory Management.

BOOKS FOR REFERENCE:

1. Rite M. Rodriguez – International Financial Management E. Eugene Carter Prentice Hall, New Delhi 1985.
2. Alan C. Shapiro – Multinational Financial Management, Allyn and Pacon IoC, Boston, 1986.
3. Adrin. Buckley – Multinational Finance, Herit, New Delhi.
4. Raymond Vemon – Manager in the International Economy, Louis T Wells Jr Prentice Hall, 1987.
5. Madura, Jeff, : International Financial Management”, West Publishing Company.

SEMESTER III

ELECTIVE COURSE II EXPORT MANAGEMENT

Credit Allotted: 4

Max Marks: 75

Unit I

Introduction - Composition of Exports – Traditional and non traditional products – principle products of export, Direction of Export Trade – Export potential analysis in agricultural products – marine products, Textiles , engineering goods – software and information technology.

Unit II

Product planning – discipline of management – manager skills - export planning objectives, programming – organisation – building a team executive action – management control designing products for export product positioning in over seas, markets new product planning for export markets.

Unit III

Export services – product servicing tourism software and IT enabled services – financial services – deemed services – product and service organization Exim Bank – advisory services – effects on exports GATT-WTO.

Unit IV

Export pricing and costing pricing decisions –factors influencing pricing – export costing – breakeven point – export offer quotation –export contract pricing strategies marginal costing and export pricing – transfer pricing exchange rates – forward contracts.

Unit V

Export promotion council / organisations – export oriented industrial part – FIEO, IIFT, IIP, ICA, ITPO, STC, MMTC, FTC-100% export oriented units India's export potential by 2020 Abdul Kalam's vision of 2020- international comparisous and India export target by 2020.

BOOKS FOR REFERENCE:

1. Export Management TAS Baragopal Himalaya Publishing House.
2. International Trade & Export Management : Francis Chernutrilam Himalaya Publishing House.
3. Global Business Today – Charles W.L. Hill McGraw Hill Irwing.
4. International Business Francis Chernutrilam (EEE) PHI New Delhi Victor Luis Anthuvan Issues in Globalization.
5. Foreign Exchange Manual, RBI
6. Quality Control and Pre-Shipment Inspection for Exports S. Ramakrishana et. Al Exim Bank Publications.

SEMESTER III

ELECTIVE COURSE III

ORGANISATIONAL BEHAVIOUR

Credit Allotted : 4

Max. Marks: 75

Objective: To make the students understand the basics of individual behaviour and group behaviour of people at work and enable them to gain knowledge relating to overall development of the organisation.

Unit I

Organisational Behaviour – Meaning – Characteristics – Disciplines contributing to OB – Relationship with other Social Sciences – Approaches to OB – Hawthorne Experiments.

Unit II

Perception: Process – Factors influencing perceptual selection and Distortion in Perception – Learning Theories of Learning – Attitudes : Factors influencing formation of Attitude OB Modification.

Unit III

Personality : Theories of Personality – Determination – Types of Emotional Intelligence – Features – Group Dynamics : Formal and Informal Groups – Group Cohesiveness – Stress Management: Causes and Effects of Stress – Coping strategies for stress.

Unit IV

Leadership: Theories and styles – Motivation – Theories of Motivation – Communication Conflict Management : Role Conflict – Goal Conflict and inter personal conflict.

Unit V

Organisation change – Resistance to change and Overcoming resistance to change – Organisation Development – OD Process and Techniques – Organisation Culture – Factors influencing organisation culture – Organisational Effectiveness – Process and factors influencing organizational effectiveness.

BOOK RECOMMENDED:

1. Keith Davis – Organisational Behaviour and Human Behaviour at work.

BOOKS FOR REFERENCE:

1. Fred Luthans – Organisational Behaviour
2. Keith Davis – Human Behaviour at work
3. L.M. Prasad – Organisational Behaviour – Sultan Chand & Sons.
4. K. Aswathappa – Essentials of Organisational Behaviour
5. Stephan Robinson – Organisational Behaviour.

SEMESTER IV

CORE COURSE XIII

E – COMMERCE

Credit Allotted: 4

Max. Marks: 75

Objective : To make the students understand the concepts of E-Commerce, Types of Electronic systems, computer based education and training.

Theory only

Unit I

Introduction to E-Commerce – Electronic Commerce Frame work – Electronic commerce and Media convergence – The anatomy of E-Commerce Applications – Components of the IWay – Network Access Equipment – Global Information Distribution Networks – Internet Terminology – NSFNET : Architecture and Components - National Research and Educational Network.

Unit II

Electronic Commerce and World Wide Web: Architectural Frame work for E-Commerce – WWW Architecture – Hypertext Publishing – Consumer Oriented Applications – Mercantile Process Models – Consumer’s Perspective – Merchant’s Perspective – Electronic Payment Systems (EPS) – Types - Designing EPS - Smart Cards and EPS – Credit Cards and EPS.

Unit III

Electronic Data Interchange (EDI) : Applications – Security and Privacy Issues – Software Implementations – Value Added Networks – Internal Information System – Work-flow Automation and Coordination – Customization – Supply Chain Management .

Unit IV

Marketing on the Internet: Advertising on the Internet – Charting the On-Line Marketing Process – E-Commerce Catalogs or Directories – Information Filtering – Consumer-Data Interface: Emerging Tools.

Unit V

Multimedia and Digital Video: Concepts – Digital Video and E-Commerce – Video Conferencing – Frame Relay– Cell Relay – Mobile Computing -Frame Work –Wireless Delivery Technology – Cellular - Data Communication Protocols.

BOOKS FOR REFERENCE:

1. Frontiers of Electronic Commerce - Ravi Kalakota, Andrew Winston
2. E-Commerce- A Managerial perspective - P.T.Joseph
3. Designing Systems for Internet Commerce- G.Winfield Treese & Lawrence C.Stewart
4. E-Commerce The Cutting Edge Of Business - Kamelesh K Bajaj, Debjani Nag
5. E Business Road Map for Success - Dr.Ravi Kalakota, Marcia Robinson
- 6.E-Commerce – Srinivasa Vallabhan.S.V.

SEMESTER IV

CORE COURSE XIV

CROSS CULTURAL BUSINESS MANAGEMENT

Credit Allotted: 4

Max Marks: 75

Unit I

Introduction: Concept of Culture for a Business Context: Brief wrap up of organizational culture & its dimensions; Cultural Background of business stake-holders (Managers, Employees, Share Holders, Suppliers, Customers and Others) – An Analytical frame work.

Unit II

Culture and Global Management: Global Business Scenario and Role of Culture – A Frame Work for Analysis – Elements & Processes of Communication across Cultures: Communication Strategy for of an Indian MNC and Foreign MNC & High Performance Winning Teams and Cultures; Culture Implications for Team Building.

Unit III

Cross Culture – Negotiation & Decision Making – Process of Negotiation and Needed Skills & Knowledge Base – International and Global Business Operations – Strategy Formulation & Implementation – Aligning Strategy, Structure & Culture in an organisational Context.

Unit IV

Global Human Resources Management – Staffing and Training for Global Operations. Developing a Global Management Cadre – Motivating and Leading – Developing the values and behaviours necessary to build high performance organization personnel (Individual and teams).

Unit V

Corporate Culture: The Nature of Organizational Cultures – Designing the Strategy for a Culture Change Building : Successful implementation of Culture Change Phase; Measurement of ongoing Improvement.

BOOKS FOR REFERENCE:

1. International Management: Managing Across Borders and Cultures, 4th Edition, Deresky Helen.
PrenticeHall India ISBN : 81-203-2227-4.
2. The Secret of A Winning Culture: Building High Performance Teams, “Esenn Dralarry Rchildress John, Prentice Hall India, ISBN : 81-203-1713-0.
3. Revitalize Your Corporate Culture: Powerful Ways to Transform Your Company Into A High Performance Organization, “Cashby Franklin, Prentice Hall India, ISBN 81-203-1693-2.

SEMESTER IV

CORE COURSE XV

PROJECT REPORT

Project Report Work shall begin from the third semester of Part –II. Students shall select topic of their project work at the commencement of Semester – III in consultation with faculty members. Students are free to choose any topic relating to the course. which is contemporary, application oriented and having significance to the business firms. The Project may be secondary data based or may involve survey work field work. Ideally the project work should be the one, which involves use of both the desk and field researches, and is able to delve into managerial implications and business significance of the issue under investigation. After approval of the project topics, they shall begin their work. At the completion of the project work, they shall submit three typed copies of their project report for evaluation before the commencement of the Semester – IV Examination, project report shall be evaluated for 80 marks by the external and internal examiners (40 marks each) at the end of the fourth semester.

Evaluation of Project Report shall be as follows:

Report evaluation by Internal and External Examiners of 40 marks each and Viva Voce Examination. 20 marks

SEMESTER IV

ELECTIVE COURSE IV

INSTITUTIONS FACILITATING INTERNATIONAL BUSINESS

Credit Allotted: 4

Max Marks: 75

Unit I

Export promotion in India – Department of Commerce – Functional divisions – Advisory bodies – Commodity organizations – Export promotion councils (EPCs)- Commodity Boards – Autonomous bodies – Service Institutions and organizations – Government trading organizations – State trading corporations – Major STC's in India – State Export – Promotion agencies – Impediments in export promotion.

Unit II

Role of RBI in export finance – Role of commercial banks –Small industrial Development Bank of India (SIDBI) –Objectives – Schemes –Export and Import Bank of India (EXIM)- Objectives – Functions – Export Credit Guarantee Corporation of India (ECGC) – Functions – Special functions of ECGC.

Unit III

World Trade Organisation – GATT – Objectives – Evolution of WTO –functions – Principles of WTO – Organisation structure – WRO agreements – GATS –TRIMS – TRIPS – Objectives of IPRS benefits – Limitations – Procedure of dispute settlement – WTO and anti dumping measures – Evaluation of WTO – drawbacks.

Unit IV

International Monetary Fund (IMF)-Objectives – Organisation and Management – Resources – Financing facilities – Conditions on borrowers – Special drawing rights – World Bank – Purpose – Organisation structure – Guiding principle – Leading programs.

Unit V

International Development Association (IDA)- Objectives – Memberships – Loan assistance – International Financial Corporation (IFC) – Objectives Main features – Asian Development Bank (ADB) – Objectives – UNCTAD – Functions Basic principles – International Trade Centre.

BOOKS FOR REFERENCE:

1. International Business (Text & Cases): Francis cherunilam.
2. International Marketing : Rakesh Mohan Joshi.
3. International Business (Text & Cases): P. Sudha Rao
4. International Business Environment : Francis cherunilam.
5. Export Marketing : Achaya and Jain.
6. Export Marketing: B.S. Rathir & J.S. Rathir.

SEMESTER IV

ELECTIVE COURSE V

INTERNATIONAL CARGO MANAGEMENT

Credit Allotted: 4

Max Marks: 75

Objective : This module is intended to prepare the students to enter in Cargo Handling agencies with well verse knowledge.

Unit I

Cargo History – Concepts and Common terms used in Cargo handling – Rules governing acceptance of Cargo – Cargo Rating – Familiarization of Cargo Tariffs – Rounding off of the weights / Dimensions / currencies – Chargeable weight rating – Specific commodity rates, class rates, general cargo rates, valuation charges.

Unit II

Introduction to Air Cargo – Air Cargo Terminology - IATA Cargo agent and agency Operation – ABC Air Cargo Guidebook Air Cargo Guides – TACT Rules, TACT Tariff etc.

Unit III

Cargo Booking Acceptance – Acceptance of special cargo – IATA Dangerous Goods regulation – Perishable cargo, valuable cargo, Baggage Shipped as Cargo, Human Remains Life Saving Drugs, Live Animals Regulations – Restrictions in acceptance of Cargo – Identification of Cargo, Documentation, Labels.

Unit IV

Documentation – Air way bill – The Function and Completion of the airway Bills, Labelling & Marking of Packages – charges correction advice – irregularity report – cargo manifesto – cargo transfer Manifesto – documents concerning postal mails and diplomatic mails – Shippers declaration for dangerous goods – SMTP, IGM, SOB, LOC, FCL.

Unit V

Handling Cargo capacity of Air and Ships – Cargo needing special attention – introduction to dangerous goods regulations – Some important Cargo companies.

BOOKS FOR REFERENCE:

1. Air Cargo Tariff Manuals
2. International Air Transport Association's Animals Regulations Manuals.
3. IATA Special Mail Manual.