

**Dr.G.R.D.COLLEGE OF SCIENCE (AUTONOMOUS)**  
**SCHOOL OF COMMERCE & INTERNATIONAL BUSINESS**  
**MASTER OF INTERNATIONAL BUSINESS Degree Course**  
**(Under Choice Based Credit System)**

CXI - 01  
2019-20

**Effective from the Academic Batch 2019- 2021**

SEM	COURSE	COURSE TITLE	CREDITS	Marks			HOURS PER WEEK	Exam Duration (Hrs)
				CA	TEE	TOTAL		
I	Core	Global Business Environment	3	25	75	100	5	3
	Core	Management Process	3	25	75	100	5	3
	Core	International Marketing Management	3	25	75	100	5	3
	Core	Organisational Dynamics	3	25	75	100	5	3
	Core	Economics for Decision Making	3	25	75	100	5	3
	Core	Business Research Methods	3	25	75	100	5	3
	Core	Managerial Communication	3	25	75	100	5	3
	Core	E-Commerce – Practical	-	-	-	-	1	3
II	Core	Retail Management	4	25	75	100	5	3
	Core	Logistics Management	4	25	75	100	5	3
	Core	International Trade Practices and Procedures	4	25	75	100	5	3
	Core	Human Resource Management	4	25	75	100	5	3
	Core	Foreign Exchange Management	4	25	75	100	5	3
	Core	Accounting for Decision Making	3	25	75	100	5	3
	Core	E-Commerce – Practical	4	40	60	100	3	3
III	Core	Institutional Training	3	40	60	100	3	3
	Core	Global Financial Management	4	25	75	100	5	3
	Core	Global Strategic Management	4	25	75	100	5	3
	Core	India's Foreign Trade and Legislation	4	25	75	100	5	3
	Core	Global Brand Management	4	25	75	100	5	3
	Core	Entrepreneurship and new venture planning	3	25	75	100	5	3
	Elective - I	<b>Elective Paper – I</b>	4	25	75	100	5	3
	Core	Computer Application Practicals	2	40	60	100	5	3
IV	Core	Exim Finance	3	25	75	100	5	3
	Core	Management of Multinational Corporations	3	25	75	100	5	3
	Elective - II	<b>Elective Paper – II</b>	4	25	75	100	5	3
	Core	Project work*	4	25	75	100	5	3
		<b>Total</b>	<b>90</b>	<b>695</b>	<b>1905</b>	<b>2600</b>		

**Elective – Students can choose one Elective (Two Papers)**

1. Logistics & Supply Chain Management - 2 Papers
  - Sem III Distribution and Cargo Management
  - Sem IV Supply Chain Management
2. Retail Management - 2 Papers
  - Sem III. Consumer Behaviour
  - Sem IV Online Marketing
3. Finance - 2 Papers
  - Sem III Corporate Finance
  - Sem IV Security Analysis and Portfolio Management
4. Human Resource Management - 2 Papers
  - Sem III Managing Interpersonal Effectiveness
  - Sem IV Human Resource Development

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CXI - 02  
2019-20

Effective from the Academic Batch 2019- 2021

CA - Continuous Assessment

TEE - Term End Examination

\* The students will do a full fledged project for two months from 1<sup>st</sup> December to 31<sup>st</sup> January and have to submit a Project Report based on the Specification of GRDSCIB

**Spilt up for Institutional Training**

**Continuous Assessment marks (40)**

1. Duration	-	05
2. Review	-	15
3. Report	-	20
		-----
		40
		-----

**Term End Examinations (60)**

1. Learning and assimilation	-	10
2. Presentation	-	05
3. Selection of organization	-	05
4. Quality of report	-	25
5. Viva	-	15
		-----
		60
		-----

**Spilt up for Project Viva voce**

**Continuous Assessment marks (25)**

1. Conceptualization of the research	-	05
2. Methodology	-	10
3. Periodical Review	-	10
		-----
		25
		-----

**Term End Examinations (75)**

1. Report	-	40
2. Viva	-	35
		-----
		75
		-----

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**SYLLABUS EFFECTIVE FROM ACADAMIC BATCH 2019-2021**  
**SUBJECT CODE:**

**FIRST SEMESTER**  
**CORE - GLOBAL BUSINESS ENVIRONMENT**  
**(100% Theory paper)**

**Objective:** This paper is designed to stimulate curiosity about seeking market opportunities outside the home country to learn about Global perspectives.

**UNIT I** **(Teaching Hours:13 hours)**

International business environment, concept, factors and dimensions- Environment adjustment needs – Analyzing the international marketing environment- Vital importance of continuous monitoring, adapting to the changing environment- PEST analysis

**UNIT II** **(Teaching Hours:13 hours)**

Economic Environment, Economic Systems And Stages In Economic Development- The national physical endowment – Topography – Climate – The nature of Economic activity – Rostow’s view. Infrastructure – Transportation. Energy – communication – Urbanization – Tax structure, Inflation foreign investments

**UNIT III** **(Teaching Hours:13 hours)**

Cultural environment: Material culture – language – Aesthetics design, color, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture– Corporate social responsibility.

**UNIT IV** **(Teaching Hours:13 hours)**

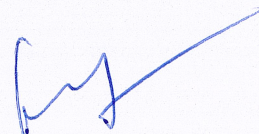
Legal environment –Bases for legal system – Jurisdiction International Legal disputes – International dispute resolution – Environmental Problems- Air, Water Pollution, Forests - India's policy and the relevant constitutional provisions

**UNIT V** **(Teaching Hours:13 hours)**

Case Studies

**BOOKS RECOMMENDED:**

1. International Marketing, Onkvist & Shaw, Prentice Hall of India Pvt. Ltd., New Delhi, 2000
2. International Marketing, Philip R. Cateora, Prentice Hall of India Pvt. Ltd., New Delhi, 2002
3. International Business, Charles W.L.Hill, Irwin, Tata Mc Graw Hill, New Delhi, 3<sup>rd</sup> Reprint, 2003
4. International business, Francis Cherunilam, Wheeler Publishing, Allahabad, 1998.
5. International Business, C.Jeevanandham, Sulatan Chand, 1<sup>st</sup> edition, 2003.



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**SUBJECT CODE:**

C XI - 04  
2019-20

**FIRST SEMESTER**  
**CORE - MANAGEMENT PROCESS**  
**(100% Theory paper)**

**Objective:** This paper aims at studying the basics of business management and the functions to be performed by a manager. It gives thorough knowledge about the functional areas of management.

**UNIT – I**

**(Teaching Hours:13 hours)**

Management Process – Concept – Nature – Importance – Modern Management Approaches. Planning: - Nature and Importance – Forms – Strategic and Tactical – Types of Plans – Steps in Planning

**UNIT – II**

**(Teaching Hours:13 hours)**

Decision Making: – Types of Decision – Decision Making Process – Rationality in Decision Making. Organization: Concept - Process of organising – Organisation structure – Departmentation – Span of management – Delegation – Authority, Responsibility.

**UNIT – III**

**(Teaching Hours:13 hours)**

Direction: - Principles – Elements – Motivation – Maslow's, Herzberg's, Vroom, Porter Models-Co-ordination, MBO – MBE.

**UNIT – IV**

**(Teaching Hours:13 hours)**

Leadership: - Leadership Theories – Styles – Managerial Grid – Control – Controlling and Planning – Types of Control – Concurrent and Forward Control – Principles of control – Areas of Control – Control Techniques – Communication – Meaning – Definition – importance – Barriers to effective communication and measures to overcome.

**UNIT – V**

**(Teaching Hours:13 hours)**

**CASE STUDIES**

**BOOKS RECOMMENDED:**

1. Management, Stoner, Freeman and Gilbert, Prentice Hall of India Pvt. Ltd., New Delhi, 1996
2. Fundamentals of Management, Robbins S.P., Prentice Hall of India Pvt. Ltd., New Delhi, 5<sup>th</sup> Edition, 2002
3. Management, VSP Rao, V.Hari Krishna, Excel Books, New Delhi, 2002
4. Business Management, Dinkar Pagare, Sultan Chand & Sons, New Delhi, 2008
5. Principles of Management , Harold Koontz, Heinz Wehrich, TATA McGraw Hill, 2011.

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**SUBJECT CODE:**

**FIRST SEMESTER**  
**CORE - INTERNATIONAL MARKETING MANAGEMENT**  
**(100% Theory paper)**

**Objective:** This paper is concentrated to study on the dynamic nature of international marketing. It provides a through coverage with specific emphasis on the planning and strategic problems confronting companies that market across cultural boundaries.

**UNIT – I**

**(Teaching Hours:13 hours)**

Definition of market- Meaning and Concept of Modern Marketing Management – Classification of markets- Marketing functions- Definition of International marketing management- National & International Marketing – Special features of International Marketing – The Scope and Challenge of International Marketing – Future of Global Marketing- Theories of International Trade.

**UNIT – II**

**(Teaching Hours:13 hours)**

Product Mix – Global products– New Product Development –International Product life cycle-Price Mix: Importance of price, pricing objectives, kinds of pricing – Factors of Pricing- Pricing for international markets.

**UNIT – III**

**(Teaching Hours:13 hours)**

International Marketing Channels– Meaning – Importance – Factors and Methods – Integrated marketing communications– Promotion strategies in International Marketing - methods of promotion – Global advertising – characteristics and types – sales promotion – meaning -types personal selling – Meaning – Importance - Consumer Behavior – Meaning – Need – Factors influencing consumer behavior – cultural, social personal and psychological factors – Buyer decision making process.

**UNIT – IV**

**(Teaching Hours:13 hours)**

Global segmentation and positioning – Methods, Importance – on-line marketing – meaning – importance and relevance- Global marketing research –Scope- Importance- Challenges- Exploring new market – problems and procedures- International marketing information system – Sources of significant marketing information – Domestic and International – Implementation of IMIS.

**UNIT – V**

**(Teaching Hours: 13 hours)**

Case studies (based on the above units)

**BOOKS RECOMMENDED:**

1. Marketing Management, Philip Kotler, Prentice Hall of India, New Delhi, Millennium edition, 2000
2. Marketing, William Zikmond & Michel D. Amico, West Publishing Company, 4<sup>th</sup> Edition, 1993
3. International Marketing, Sak Onkvist & John J. Shaw, Prentice Hall of India Pvt. Ltd, 2002
4. International Marketing, Philip R. Cateora, Irwin Mc Graw Hill, 1996
5. International Marketing Management, Deklan JM, Discovery Publication house, New Delhi.

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**SYLLABUS EFFECTIVE FROM ACADAMIC BATCH 2019-2021**  
**SUBJECT CODE:**

**FIRST SEMESTER**  
**CORE - ORGANISATIONAL DYNAMICS**  
**(100% Theory paper)**

**Objective:** This paper deals with the study of the individual behavior in the organization collectively and the various organizational forces which influence the human behavior at work.

**UNIT I** **(Teaching Hours:13 hours)**

Organisational Behaviour: History – Evaluation, Challenges and opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour- . Attitudes-relationship with behaviour, sources, types, consistency, work attitudes, values- importance, sources, types, ethics and types of management ethics.

**UNIT II** **(Teaching Hours:13 hours)**

Foundations of group behaviour: linking teams and groups, stages of development- Influences on team effectiveness, team decision making- Issues in managing teams- Stress- Nature, sources, effects, influence of personality, managing stress. Conflict Management, Levels, Sources, bases, conflict resolution strategies, negotiation

**UNIT III** **(Teaching Hours:13 hours)**

Organizational Change- Managing planned change. Resistance to change- Approaches to managing Organisational change- Organisational Development- values- interventions, change of management.

**UNIT IV** **(Teaching Hours:13 hours)**

Organisational politics- Political behaviour in Organisation, Impression management, Self monitoring. Organizational Culture Dynamics, Role and types of culture and corporate culture, ethical issues in Organisational culture, creating and sustaining culture.

**UNIT V** **(Teaching Hours:13 hours)**

Case Study

**BOOKS RECOMMENDED:**

1. Organisational Behaviour, K.K.Karthick, Himalaya Publishing House, Mumbai, 1998
2. Organizational Behaviour and Design, Barry Cushway Derek Lodge., Crest Publishing House, USA, 2001.
3. Organizational Behaviour, Fred Luthans, Mc Graw Hill Education (Asia), International Publication, 2005
4. Organisational Behaviour, L.M.Prasad, Sultan Chand, New Delhi, 2005
5. Strategic Management and organisational dynamics, Stacey Ralph D, Pitman Publishing, London,1993

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**SUBJECT CODE:**

**FIRST SEMESTER**  
**CORE - ECONOMICS FOR DECISION MAKING**  
**(100 %THEORY)**

**Objective:** This paper deals with fundamental concepts of economic theory in the areas of demand, supply It also helps to develop a perspective on managerial decision making and to use simple economic tools for analyzing firm's decision problems.

**UNIT I**

**(Teaching Hours:13 hours)**

Meaning – Nature and Scope Managerial economics- Definition, Objectives, Characteristics of Managerial Economics, Usage of Managerial Economics - Role and Responsibility of Managerial Economist

**UNIT II**

**(Teaching Hours:13 hours)**

Meaning of demand- Demand determinants- Demand distinctions- Elasticity of demand (Price, Income, Cross and Advertisement elasticity)-Demand forecasting – Meaning – Essential of Demand forecasting - Criteria of a good Demand forecasting- Methods of Demand forecasting- Overseas Demand Analysis.

**UNIT III**

**(Teaching Hours:13 hours)**

Law of Supply- Determinants of supply- Cost – Meaning, Definition and Importance in Managerial Decision Making - Types of cost- Cost and output relationship in the short run- Cost and output relationship in the long run- Economies and Diseconomies of scale- Production function – Cobb-Douglas production function – Law of Variable proportion – Law of return to scale – Isoquant and its types - Break- Even Analysis.

**UNIT IV**

**(Teaching Hours: 13 hours)**

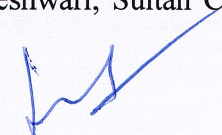
Market Competition, Features - Price and output determination in perfect competition- Monopoly- Price discrimination- Monopolistic- Oligopoly - Profit Theories on policies - Inflation and Types of inflation, Deflation -Concept of National Income- Measuring National Income – Difficulties of Measurement - Monetary Policy, Fiscal Policy and its instruments

**UNIT V**

**(Teaching Hours: 13 hours)**

Case Study

**BOOKS RECOMMENDED:**

1. Managerial Economics, Joel Dean, Prentice Hall of India, New Delhi, 2002
  2. Managerial Economics, Peterson-Lewis, Prentice Hall of India, New Delhi, 2002
  3. Managerial Economics Analysis, Problems and cases, P.L Mehtha, Sultan Chand & Sons, New Delhi, 2006.
  4. Micro Economics, Jhingan, Vrinda Publications, New Delhi, 11<sup>th</sup> Edition, 1993
  5. Managerial Economics, R.LVarshney and K.L Maheshwari, Sultan Chand & Sons, New Delhi, 2006.
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**SUBJECT CODE:**

**FIRST SEMESTER**  
**CORE - BUSINESS RESEARCH METHODS**  
**(80% Theory 20% Problem)**

**Objectives:** The broad objective of the course is to develop in the students, the approach, skills and the attitude required to specify, evaluate and utilize different types of information for better management decisions. This paper will provide in the student an understanding of research methodology following in management science.

**UNIT I** **(Teaching Hours:13 hours)**

Research Meaning- Objectives – Characteristics and Types – Criteria of Good Research – Research Process.

**UNIT II** **(Teaching Hours:13 hours)**

Data – Types – Collection – Classification – Research Design – Sampling and Sample Design –Hypothesis – Meaning, formulation, types- steps in testing of hypothesis- Types of Errors in testing- correlation and regression - application

**UNIT III** **(Teaching Hours:13 hours)**

Measurement: Meaning – Types of scales – sources of error – scaling techniques – Meaning – classification – Techniques – SPSS Packages.

**UNIT IV** **(Teaching Hours:13 hours)**

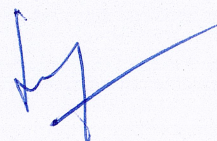
Chi-square Test- ANOVA – one way & two way – Reports – Types of Reports – Structure of Research Reports

**UNIT V** **(Teaching Hours:13 hours)**

Case Studies (based on above units) - Pilot Study to be conducted

**BOOKS RECOMMENDED:**

1. Business Research Methods, Cooper ,Donald R & Schindler, Irwin Mc Graw Hill International Edition, Singapore, 1998
2. Business Research Methods, Zikmund, Thomson Asia Pvt Ltd., Singapore, 2003
3. Research Methodology, CR Kothari, New Age International Pvt Ltd., New Delhi, 2004
4. Research Methods for Management and Commerce, Rao K.V., Sterling Publishers Pvt Ltd., New Delhi, 2004
5. Statistical Methods, SP Gupta, Sultan Chand & Sons, New Delhi, 2002



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**SUBJECT CODE:**

**FIRST SEMESTER**  
**CORE -MANAGERIAL COMMUNICATION**  
**(100% Theory paper)**

**Objective:** The broad objective of the paper is to help the students in knowing the scope of communication and developing the communication skills, which adds value to their knowledge.

**UNIT-I** **(Teaching Hours:13 hours)**  
Definition- Process of Communication - Objectives of communication- Types and patterns of communication- Horizontal communication- Upward communication- Spoken communication- Written communication - Non-verbal communication- Audio-visual communication and Multimedia communication - Principles of Effective communication – Barriers to communication - Know your Audience - Developing Listening skills

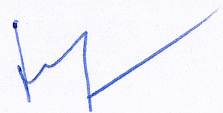
**UNIT-II** **(Teaching Hours:13 hours)**  
Business correspondence- Functions-Variou kinds of business correspondence - Business Letter- Characteristics- Structure and Layout of a business letter- Letter of Enquiries and Replies, Offers and quotations-Credit and Status Enquiries-Complaints, Claims and adjustment, Collection Letters and Sales Letters

**UNIT-III** **(Teaching Hours:13 hours)**  
Email correspondence – Layout and Etiquette, Report writing-Classification-Characteristics of a good report- Report structure- Various forms of reports- Management Information System - Resume writing – Emailing Resume - Presentation skills - Use of MS Word , Excel and Power point tools in reporting and Presentations

**UNIT-IV** **(Teaching Hours:13 hours)**  
Banking Correspondence- Insurance Correspondence- Import and export correspondence –Letter of credit transaction cycle and related correspondence– Content of an L/C application – Letters among parties to L/C, Documents – Bill of Lading, Bills of Exchange and Commercial Invoice - Letter about documents against payment, against acceptance – Instructions to the bank – Correspondence carriage of goods - Enquiry and Contract

**UNIT-V** **(Teaching Hours:13 hours)**  
Case Study

**BOOKS RECOMMENDED:**

1. Business Communication , Dr.K.K.Ramachandran, Macmillan Publication, Mc Millan India, New Delhi, 2006
  2. Business Correspondence and Report writing, RC Sharma , Krishnamohan, Tata Mc Graw Hill Publishing Co., Ltd., New Delhi, 2002
  3. Business Communication, Lesikar, AITBS Publishers & Distributors, 6<sup>th</sup> Edition, 2005
  4. Essentials of Business communication, Rajendra pal, Sultan Chand & Sons, New Delhi, 2008
  5. Effective business communication, Harta A Murphy, TATA McGraw Hill, New Delhi, 2009.
  6. Model Business Letter, email and other business documents ,Shirley Taylor, PEARSON PUBLICATION, NEW DELHI.
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**SUBJECT CODE:**

C XI - 10  
2019-20

**SECOND SEMESTER**  
**CORE - RETAIL MANAGEMENT**  
**(100% Theory paper)**

**Objective:** This paper deals with the various aspects related to the retailing business. This has a vast coverage of the planning and implementation of strategies related to various functional areas of business.

**UNIT I** **(Teaching Hours:13 hours)**

Introduction to Retailing: Meaning, Definition, Scope and Classification of Retail. Nature and growth of Indian retailing industry-trends, strategic issues, challenges and opportunities, Global retailing scenario, Store-based retailing, and Non store based retailing, Social trends, and Economic trends-key drivers of Retailing in India.

**UNIT II** **(Teaching Hours:13 hours)**

Retail strategic planning: Environmental analysis, selection of retail formats, business models, competitor analysis, market evaluation, target market selection, location analysis, and site selection decision process. Retail operations management: Store layout and design, Visual merchandising, Planning merchandise assortments, merchandise budgets, buying decision process, logistics decisions, vendor negotiations, retailer-supplier relationship.

**UNIT III** **(Teaching Hours:13 hours)**

Human resources planning: selection, training, compensation- Retail management information system: Retail Technology and automation- role of retail technology in store operating process- Retail technology and CRM- HR and Executive information system- retail automation in merchandise and SCM systems- Retail promotional strategies: Pricing objectives, constraints, markup, markdown pricing strategies, Private labels, retail sales management, retail promotion mix decisions, retail advertising campaign, sales promotion, publicity, store positioning, Franchising-Types of Franchise arrangements.

**UNIT IV** **(Teaching Hours:13 hours)**

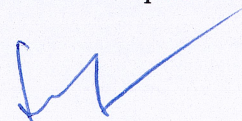
Customer relationship: Identifying and understanding customer characteristics, needs, shopping attitude and behaviour, database management, marketing research, retail information system, customer service delivery, evaluation of customer satisfaction, customer relationship management, Ethics in retailing.

**UNIT V** **(Teaching Hours:13 hours)**

Case Study

**BOOKS RECOMMENDED:**

1. Retail Management , Vedamani ,Gibson, Jaico Publishing House, Mumbai, 3<sup>rd</sup> Edition, 2008
2. Retailing , Patrick M.Dunne,Rober F.Lusech, David A. Griffith, Thomson Asia Pte Ltd, Singapore, 2002
3. Retailing, Dale M.Lewis, M.Wayne delozier, Thomas Nelson & Sons,
4. Retail Management, Barry Berman & Joel R.Evans, Pearson Prentice Hall of India, New Delhi, 2006
5. Retail Management , Hasty Ron, James Reardon, Mc Graw Hill Companies Inc., 1997



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**SUBJECT CODE:**

**SECOND SEMESTER**  
**CORE -LOGISTICS MANAGEMENT**  
**(100% Theory paper)**

**Objective:** This paper aims to gain knowledge about the importance of Logistics in International Business. It enriches the study on the major ports and its infrastructural development.

**UNIT I**

**(Teaching Hours:13 hours)**

Logistics – Concept, Meaning – Evolution of Logistics - logistics linkage with value chain - Marketing logistics system – concept, objectives and scope – Logistics interface with marketing – Logistics system elements – Importance and relevance in export management – Managing towards logistics excellence-Logistics Information System, e-Logistics

**UNIT II**

**(Teaching Hours:13 hours)**

The general structure of Shipping Industry – World sea routes - Types of ships – Operating systems : Liner operations and tramp operations – Conference system – Chartering principles – Freight structure and practices-INCOTERMS - International Marine Insurance :Policies and coverage

**UNIT III**

**(Teaching Hours:13 hours)**

PORTS: Major and minor ports in India – Issues in India shipping – Port infrastructure development – Shipment of government controlled cargo – Organization and functions of Trans chart.

Co-ordination : Role of intermediaries – Freight forwarders – Freight broker – Stevedores – shipping agents – NVOCC, International Commercial Documents: Export – Import- Transport and EDI.

**UNIT IV**

**(Teaching Hours:13 hours)**

Containerization – Concepts, Operation of the system – Types of containers: Air and Sea – benefits of containerization – Inland container depots, problems and prospects – Clearance procedure of ICD's – CONCOR – Multimodal transportation

International Air Transport – Advantages and constrains – Types of air transport – Airport infrastructure – Air cargo Tariff Structure – IATA- Global Logistics.

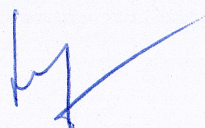
**UNIT V**

**(Teaching Hours:13 hours)**

**Case Studies**

**BOOKS RECOMMENDED:**

1. Fundamentals of Logistics Management, Douglas M. Lambert, James Stock, Lisa M. Ellram, Mc Graw Hill Irwin International Edition, 1998
2. Logistics Management & World Seaborne Trade, Dr. Krishnaveni Muthiah, Himalaya Publishing House, New Delhi, 1999
3. Text Book of Logistics and Supply Chain Management, D.K.Agarwal, Macmillan India LTD, New Delhi, 2003.
4. Logistics Strategy Cases & Concepts, Roy D. Shapiro, James L. Heskett, West Publishing Co., 1985
5. Business Logistics Management- Theory and Practice, Vogt, WJ. Piennar, PWC. De. Wit, Oxford University Press, Southern Africa, 2002.



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**SYLLABUS EFFECTIVE FROM ACADAMIC BATCH 2019-2021**  
**SUBJECT CODE:**

**SECOND SEMESTER**  
**CORE- INTERNATIONAL TRADE PRACTICES AND PROCEDURES-**

**Objective:** The main objective of the paper is to enable the participants to organize and carry out the internal functions, documentation and financial procedures, which are necessary for effective and profitable exports and imports.

**UNIT I**

**(Teaching Hours:13 hours)**

Export trade control: Different categories of exporters- Registered exporters- Definition of status holders- Export licensing procedure and formalities- Types of licence- INCO terms- Export procedure and documentation- customs clearance procedure for exports- Letter of credit- Acceptance of documents under D/A and D/ P terms- Documentation through EDI- eBRC- Future of EDI in customs.

**UNIT II**

**(Teaching Hours:13 hours)**

FTZ, EPZ, SEZ and EOU- salient features- norms governing the establishment and functioning of the units- export incentives and benefits- Debonding/ exit of the units- Deemed exports and its benefits- Duty Drawback- role of ECGC in export promotion- Project and consultancy exports.

**UNIT III**

**(Teaching Hours:13 hours)**

Import trade control: Licence- import of samples- Duty credit scripts- Imports under EPCG scheme- Import of raw materials and components under actual user condition and OGL- Restricted and banned items for imports – Canalization of Imports- customs duty- meaning and types- Impact of GST.

**UNIT IV**

**(Teaching Hours:13 hours)**

Import documentation- import customs clearance- Bill of entry- types- Warehouse- warehousing procedure for exports- Warehousing under imports- Bonded warehousing- Special facilities for NRIs- norms for import by NRIs- import of raw materials and capital goods by EOUs, EPZs and SEZs.

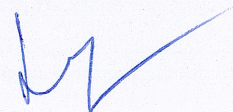
**UNIT V**

**(Teaching Hours:13 hours)**

Case Study

**BOOKS RECOMMENDED:**

1. Export Marketing, B.S.Rathor&J.S.Rathor, Himalaya Publishing House, 1998
2. New export – Import policy, Nabhis Publication, 2004
3. Foreign Trade, C. Jeevanadam, Sultan Chand & Sons, New Delhi, 2007
4. Export- What, Where and How, Parasram, Anupam Publishers, New Delhi, 35<sup>th</sup> Edition, 2004
5. A Guide on export policy procedure and documentation, M.L. Mahajan, 2007



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**SYLLABUS EFFECTIVE FROM ACADAMIC BATCH 2019-2021**  
**SUBJECT CODE:**

**SECOND SEMESTER**  
**CORE -HUMAN RESOURCE MANAGEMENT**  
**(100% Theory paper)**

**Objective:** The paper attempts to explain the functional aspects related to management of Human resource in an organization. The procedural aspects of recruitment, selection and training helps the students to gain knowledge in the field of Human resource management.

**UNIT – I**

**(Teaching Hours:13 hours)**

Human Resource Management: - Meaning – Significance – Scope – Objectives – Functions of HRM – Environmental influence – HRM in India – HRM Policies, Procedures and Programmes – Line and Staff Relationship and Personnel function – HRM Vs HRD. HRM Vs Personnel Management, Motivation Theories- International HRM, Global HR competencies – Diversity Management.

**UNIT – II**

**(Teaching Hours:13 hours)**

Human Resource Planning: - Introduction – Meaning – Objectives – Importance – Techniques and process – Job Analysis – Job Description – Job Specification - Job design

**UNIT – III**

**(Teaching Hours:13 hours)**

Recruitment – Inducements – Constraints – Sources of Recruitment – Methods – Policies and Procedures. Selection – method of Selection – Selection practices. Placement and Induction.

**UNIT – IV**

**(Teaching Hours:13 hours)**

Training: - objective, method of training - On- the- job and Off- the- job Training - need for training:- Needs Assessment -Kirk Patrick's Evaluation model, Malcolm Knowles Adult Learning Principles. Development: - Purpose and Methods - Performance appraisal: - meaning and techniques. Human Resource Accounting: - Benefits – Limitations.

**UNIT – V**

**(Teaching Hours:13 hours)**

Case Studies

**BOOKS RECOMMENDED:**

1. Human Resource Management, V S P Rao, Excel Books, Delhi, 2002.
2. Essentials of Human Resource Management Industrial Relations, P Subba Rao, Himalaya Publishing House, Mumbai, 2<sup>nd</sup> edition 2003.
3. Personnel Management, P C Tripathi, Sultan Chand & co Ltd, New Delhi, 10<sup>th</sup> revised edition, 2007
4. Human Resource Management, C.B.Gupta, Sultan Chand & co Ltd, New Delhi, 1<sup>st</sup> edition 2007.
5. Human Resource Management, Dessler, Gary Prentice Hall inc. 1<sup>st</sup> edition, Mumbai.

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**SUBJECT CODE:**

**SECOND SEMESTER**  
**CORE- FOREIGN EXCHANGE MANAGEMENT-**  
**(80 % Theory, 20% Problems)**

**Objective:** This paper attempts to enrich the practical knowledge in calculation of the exchange rate and the techniques in risk management.

**UNIT I**

**(Teaching Hours:13 hours)**

Foreign exchange – Administration of Foreign Exchange – Foreign Exchange transactions – determination of exchange rate- purchases and sales transactions – Authorized dealers – Foreign currency accounts –Nostro account-Vostro account-Loro account - international exchange rate systems- fixed exchange rates-floating exchange rates

**UNIT II**

**(Teaching Hours:13 hours)**

Foreign exchange market – Functions – Exchange rates– Exchange quotations-direct-indirect – two-way quotation-spot and forward transactions – factors determining forward margin Forward exchange contract – Features of Forward exchange contract- Execution and Cancellation of forward contracts.

**UNIT III**

**(Teaching Hours: 13 hours)**

Foreign exchange risk and exposure – types of exposure-transaction-translation-economic exposure- Internal techniques of exposure management –netting-foreign currency invoicing - foreign currency account-leading and lagging External techniques of exposure management- forward contract-hedge-options-futures

**UNIT IV**

**(Teaching Hours: 13 hours)**

Merchant rates – TT buying rate – bill buying rate –TT selling rate-bill selling rate. Cross rates- Inter Bank Deals – cover deals trading, SWAP Deals– Arbitrage operations (Problem) – Managing foreign exchange reserves – Fiscal and Monetary policies in India – (Software package related to FOREX-lab work)

**UNIT V**

**(Teaching Hours:13 hours)**

Case studies

**BOOKS RECOMMENDED:**

1. International Finance, Maurice D Levi, McGraw Hill, 2<sup>nd</sup> Edition , 1996
2. Foreign Exchange, International Finance, AV Rajwade, Tata McGraw Hill Publishing Company, 2002
3. Global Financial Markets, Ian H Giddy, AITBS Publishers and Distributors, 1<sup>st</sup> Edition, 1998
4. International Finance, Alan C.Shapiro, Prentice Hall of India Pvt Ltd, New Delhi, 4<sup>th</sup> edition, 1997
5. Foreign Exchange and Risk Management, C Jeevanandham, Sultan Chand & sons, 2008

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**SYLLABUS EFFECTIVE FROM ACADAMIC BATCH 2019-2021**  
**SUBJECT CODE:**

**SECOND SEMESTER**  
**CORE -ACCOUNTING FOR DECISION MAKING**  
**(50% Problem, 50%Theory)**

**Objective:** The objective of this paper is to help students, analyze the financial statement and use the accounting information for managerial decision making.

**UNIT - I**

**(Teaching Hours:13 hours)**

Accounting Concepts: principles , concepts – conventions. International accounting standards – Indian accounting standards - financial reporting (annual reports), Financial cost & management accounting . Financial statements - preparation of P & L account and balance sheet.

**UNIT – II**

**(Teaching Hours:13 hours)**

Cost concepts: cost, classification- preparation of cost statement, marginal costing and cost volume profit analysis

**UNIT – III**

**(Teaching Hours:13 hours)**

Working capital - concepts, kinds, importance, and sources of working capital – Estimation of working capital requirements - fund flow and cash flow analysis. Accounting ratios and evaluation of profitability- Liquidity and solvency.

**UNIT – IV**

**(Teaching Hours:13 hours)**

Budgeting and budgetary control- preparation of functional budget. Master budget, cash budget, flexible budget - capital budgeting –Time Value of money- Cost of Capital (Theory Only)- Return on Investment–Pay-back and discounted cash flow methods of evaluating.

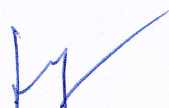
**UNIT – V**

**(Teaching Hours:13 hours)**

Case Study.

**BOOKS RECOMMENDED:**

1. Management Accounting, Dr.K.K.Ramachandran,
2. Management Accounting, Dr. S.N. Maheswari, S.Chand & Company, New Delhi, 9<sup>th</sup> edition, 2000
3. Financial Management : Sharma & Gupta, Kalayani Publishers, New Delhi, 8<sup>th</sup> edition 2000.
4. Management Accounting: Sharma & Gupta, Kalayani Publishers, New Delhi, 8<sup>th</sup> edition 2002.
5. Financial Management: I.M. Pandey, Vikas Publishing House Pvt Ltd, New Delhi, 9<sup>th</sup> edition 1999.



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**SYLLABUS EFFECTIVE FROM ACADAMIC BATCH 2019-2021**  
**SUBJECT CODE:**

C XI - 16  
2019-20

**FIRST AND SECOND SEMESTER**  
**CORE – E-Commerce (Practical)**

**UNIT I**

Definition of E – Commerce, Difference between E-COMMERCE and E – business, information asymmetry - unique feature of e –commerce, types of E- commerce

**UNIT II**

Introduction, understanding of internet, internet working and required materials, address of accounts, information of shell accounts, e –mail, network and internet.

**UNIT III**

TCP /IP, ISP, interface, upload and download, SLIP, PPP, FTP, shell and PPP difference, requirement to get the internet the internet connection.

**UNIT IV**

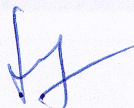
Internet explorer, search engine, programming languages, databases.

**UNIT V**

B 2 B, B 2 C , C 2 C , C 2 B, G 2 B etc, extensive study of one particular site, ex- e – bay, google etc.

**BOOKS RECOMMENDED:**

- |                                     |                     |
|-------------------------------------|---------------------|
| 1. E- Commerce                      | : Bajaj, Kamalesh K |
| 2. E- Commerce Concepts             | : Cran, Carol. M    |
| 3. E- Commerce Business, Technology | : Laudon Kenneth C. |
| 4. E- Commerce Essentials with MS   | : Holden Greg       |
| 5. E-Commerce                       | : Chan, Henry       |



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**SUBJECT CODE:**

**THIRD SEMESTER**  
**CORE -GLOBAL FINANCIAL MANAGEMENT**  
**(100% Theory)**

**Objective:** The main objectives of this paper are to provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed. Its main focus is on international financial markets and international banking.

**UNIT I** **(Teaching Hours: 13 hours)**

International Financial Environment: Overview- International flow of funds- Balance of Payment: Current account, Capital account- Currency convertibility- International trade flows- Factors affecting international trade flows- Correcting Balance of Trade Deficit- International capital flows.

**UNIT II** **(Teaching Hours: 13 hours)**

International Money Markets – Money Market Instruments – International Capital Markets – Comparison of New York, Indian money Market – International Bond Market – Bond Issue Drill – Bench mark Drill – Euro Currency Market – Euro Dollar – Euro Deposit and Loans.

**UNIT III** **(Teaching Hours: 13 hours)**

Exchange Rate Theories –IPP- IRP- Derivatives – Forward Rate Agreements – Currency Futures and Interest Futures – The International Debt and Country Risk Analysis.

**UNIT IV** **(Teaching Hours: 13 hours)**

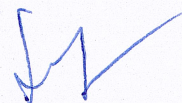
International Monetary System- Exchange rate regime- International Banking –Agencies facilitating international flow: IMF- Role of IMF in International Liquidity – International Institutions: World Bank- International Development Associations – International Finance Corporation –Recent Changes in International Financing.

**UNIT V** **(Teaching Hours: 13 hours)**

Case Studies

**BOOKS RECOMMENDED**

1. International Finance: Maurice D Levi, Tata McGraw Hill, 1996
2. International Financial Management: V.K Bhalla, Anmol publications Pvt Ltd, 3<sup>rd</sup> edition.
3. International Financial Management: PK Jain, Macmillan Publishing Company, 1998.
4. Global Financial Markets: Ian Giddy, A.I.T.B.S Publishers & Distributors, Delhi, 1998.
5. Multinational Financial Management, Madhu Vij, Excel books, New Delhi



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**THIRD SEMESTER**  
**CORE –GLOBAL STRATEGIC MANAGEMENT**  
**(100% Theory paper)**

**Objective:** This paper helps to acquire an executive level perspective and strategy formulation : implementation. It provides major components of the entire strategy management process and show h they are conceptually related and sequenced through.

**UNIT I**

**(Teaching Hours:13 hours)**

Corporate strategic planning – mission – vision of the firm – development, maintenance and the role of leader – Hierarchal levels of planning – Strategic planning process. Strategic management Practice in India- Competitive advantage of Nations and its implication on Indian Business.

**UNIT II**

**(Teaching Hours:13 hours)**

General environment scanning, competitive & environment analysis – to identify opportunities & threat – Assessing internal environment through functional approach and value chain – identifying critical success factors – to identify the strength & weakness – SWOT audit – core competence – Stock Holders’ expectations, Scenario – planning – industry analysis.

**UNIT III**

**(Teaching Hours:13 hours)**

Generic strategies – Grand strategies – Strategies of leading Indian Companies – Diversification – Mergers and Acquisitions – Turn around management. Strategic management for large multi product and multiple market organizations. Strategic management for global corporations.

**UNIT IV**

**(Teaching Hours:13 hours)**

Competitive cost dynamics – experience curve – BCG approach – cash flow implication – IA-BS matrix – Business portfolio balancing – Assessment of economic contribution of strategy - Various approaches to implementation of strategy – Matching organization structure with strategy – 7S model – Strategic control process - Balanced score card – M.Porter’s approach for Globalization – Future of Strategic Management.

**UNIT V**

**(Teaching Hours:13 hours)**

Case Study

**BOOKS RECOMMENDED:**

1. Strategic Management, Pearce & Robinson, Tata McGraw Hill International publication, 2003
2. Strategic Management, David, Fred R, Prentice Hall Inc, 5<sup>th</sup> edition , 2000.
3. Strategic Management text and cases, VSP. Rao, Harikrishana, Excel Books, Delhi, 2006.
4. Strategic Management Concepts and cases, Thompson, Strickland, 9<sup>th</sup> edition, 1996.
5. Strategic Management, G A Cole, Thompson, 2<sup>nd</sup> edition, 1997.

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**SUBJECT CODE:**

**THIRD SEMESTER**  
**CORE- INDIA'S FOREIGN TRADE AND LEGISLATION-**  
**(100% Theory paper)**

**Objective:** This paper attempts to explain the origin and growth of Indian's trade with foreign countries. It enables the students to know the various service organizations and the procedure to avail the benefits from those agencies.

**UNIT I**

**(Teaching Hours:13 hours)**

Development of Foreign Trade Policy – objectives of 1992-1997 policy – salient features of 1992-97 policy – salient features and special provisions of 1997-2002 policy – 2002-2007 policy – 2009-2014 Policy- 2015-2020 policy, Impact of recent changes.

**UNIT II**

**(Teaching Hours:13 hours)**

Legal framework of India's Foreign Trade – The Foreign Trade Development and Regulation Act (1992) – Import and Export (Control) Act (1947) – foreign Trade Regulation Rules (1993) – Foreign Trade (exemption from application of rules in certain cases) order 1993 – Regulatory environment of International Business – Authorities of Trade control in India : Ministry of commerce, DGFT, Customs Authorities (Central Board of Excise and customs) - Exchange control : Objective and Methods of Regulation (FERA & FEMA) - Carriage of goods by air, sea and road.

**UNIT III**

**(Teaching Hours:13 hours)**

Technology import contract – Technology Policy and environment – Selection and transfer issues – Law for protection of intellectual property rights, patents, trademarks, etc.,- Law of product liability- Laws relating to customs practices and procedures – settlement of International Trade disputes

**UNIT IV**

**(Teaching Hours:13 hours)**

Export Promotion measures: ASIDE, MAI, MDA- MEIS- SEIS - Service Organizations: EPC, Commodity Board, FIEO, ITPO- State trade- Role and objectives- performance of State Trading Corporation – Mineral and Metal Trading Corporation (MMTC) – Handicraft and Handloom Export Corporation (HHEC) – The Tea Trading Corporation of India (TTCI) – Project Equipment Corporation (PEC)- Central Cottage Industries Corporation (CCIC).

**UNIT V**

**(Teaching Hours:13 hours)**

Case Studies

**BOOKS RECOMMENDED:**

1. International Marketing, Analysis & Strategy, Sakonkvisit and Shaw, Prentice Hall of India Pvt Ltd, New Delhi, 3<sup>rd</sup> edition 2000.
2. International Marketing, Philip A Cateora, Irwin McGraw Hill, 9<sup>th</sup> edition 2000
3. International Trade and Export Management, Francis Cherunilam, Himalaya Publishing House, Mumbai, 5<sup>th</sup> edition, 2000
4. Mercantile Law, ND Kapoor, Sultan Chand & Sons Ltd, New Delhi, 22<sup>nd</sup> edition 2000.
5. International Business Environment, Janet Horison, Palgrave publishers.

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**SUBJECT CODE:**

C<sub>XI</sub>+20  
2019-20

**THIRD SEMESTER**  
**CORE – GLOBAL BRAND MANAGEMENT**  
**(100% Theory paper)**

**Objective:** The core objective of this paper is to enable the students to gain knowledge on the concept of branding and its importance in international market survival.

**UNIT I**

**(Teaching Hours: 13 hours)**

Introduction: Concept of Branding, Evolution of Brand Management, Definition of Brand - Brand Awareness. Characteristics of a Good Brand.

**UNIT II**

**(Teaching Hours: 13 hours)**

Brand Building: Brand Building - Brand Campaign - Brand Strategies - Brand Loyalty - Brand Position and Repositioning - Brand Extension - Global Branding - Internet Branding

**UNIT III**

**(Teaching Hours: 13 hours)**

Brand Equity: Brand Equity - Brand Measurement - Methods and Significance - Brand Life Cycle- Brand culture: Culture- influence of culture on brand- Rituals- Symbols- icons- values.

**UNIT IV**

**(Teaching Hours: 13 hours)**

Promotion: Definition of Promotion - Promotion Mix Elements - Adapting Promotion strategies for Global Markets towards Brand Management.

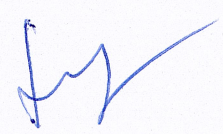
**UNIT V**

**(Teaching Hours: 13 hours)**

Case Studies'

**BOOKS RECOMMENDED:**

1. Brand Management, Naveen Das, ICFAI University Press, 2000
2. Brand Management, Harsh V.Verma. Excel books, 2<sup>nd</sup> edition, 1998
3. Marketing, Philip Kotler, Pearsons Education, 2<sup>nd</sup> edition, Millenium Edition, 2000
4. Brand Management, Ajay Kumar, Wisdom publications, 1997.
5. Compendium of Brand Management, S.A. Chunawalla, Himalaya Publication House, 2009.



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**MASTER OF INTERNATIONAL BUSINESS Degree Course**  
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**SUBJECT CODE:**

**THIRD SEMESTER**  
**CORE- ENTREPRENEURSHIP AND NEW VENTURE PLANNING**  
**(100% THEORY)**

**Objective:** This course aims to provide necessary input for entrepreneurial effort and planning the start of new venture to enable them to investigate, understand and internalize the process of setting up a business.

**Unit I** **(Teaching Hours: 13 hours)**  
Introduction: Concept of Entrepreneurship- Role of entrepreneurship in economic Development- Factors impacting emergence of entrepreneurship- Managerial vs. entrepreneurial approach- Types of Entrepreneurs- Characteristic of successful entrepreneurs; Entrepreneurship process- Women Entrepreneurs- Social entrepreneurship- Entrepreneurial challenges- Entrepreneurial culture with special reference to Intrapreneurship / Corporate Entrepreneurship.

**Unit II** **(Teaching Hours: 13 hours)**  
Entrepreneurship Development and Leadership: Types of start-ups- Entrepreneurial class Theories- Entrepreneurial training- EDP Programmes- Characteristics of entrepreneurial leadership- Components of Entrepreneurial Leadership- International Entrepreneurship- Opportunities and challenges- Source of innovative ideas- Entrepreneurship and creativity- Techniques for generating ideas- Impediments to creativity.

**Unit III** **(Teaching Hours: 13 hours)**  
New Venture Planning: Methods to Initiate Ventures- Acquisition-Advantages of acquiring an ongoing venture and examination of key issues- Franchising- franchising law- evaluating of franchising opportunities- Developing a Marketing plan-customer analysis- sales and competition analysis- steps in marketing research- Business Plan-benefits of drivers- perspectives in business plan preparation- elements of a business plan- Business plan failures- turnaround techniques.

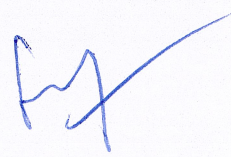
**Unit IV** **(Teaching Hours: 13 hours)**  
Financing Venture: Financing Stages- Sources of Finance- Venture Capital- Criteria for evaluating new venture proposals- Evaluating the Venture Capital- process- Sources of financing for Indian entrepreneurs- Special Issues for Entrepreneurs: Legal issues- importance for start-ups- Legal acts governing business in India –Intellectual Property Protection: Patents, Trademarks and Copyrights.

**Unit V** **(Teaching Hours: 13 hours)**

Case studies

**References:**

1. Hishrich., Peters, Entrepreneurship: Starting, Developing and Managing a New Enterprise, Irwin.
2. Allen, K.R., Launching New Ventures: An Entrepreneurial Approach, Cengage Learning.
3. Ramachandran, K., Entrepreneurship Development, Tata McGraw Hill, India.
4. Roy, Rajeev, Entrepreneurship, Oxford University Press.
5. Robert, H. M., Manimala, M. Peters, and D. Shepherd, Entrepreneurship, Tata McGraw Hill, India.



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**SYLLABUS EFFECTIVE FROM ACADAMIC BATCH 2019-2021**  
**SUBJECT CODE:**

**THIRD SEMESTER**  
**CORE: COMPUTER APPLICATION PRACTICALS**

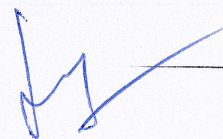
1. Write a program in HTML using some basic HTML tags.
2. Write a program in HTML to have links to other pages using hyper link..
3. Write a program in HTML to create web pages about the types of list.
4. Write a program in HTML to create timetable.
5. Write a program in HTML to create forms.
6. Write a program in HTML to create frames.
7. Write a program in HTML to create web pages about outdoor games.
8. Write a program in HTML to create a web site about your college with five pages.
9. Write a program in HTML to create a banner frame.
10. Write a program in HTML to create your biodata.

**DHTML**

11. Write a program in DHTML to create dynamic style.
12. Write a program in DHTML to create windowless window method.
13. Write a program in DHTML to create window positioning.

**JAVASCRIPT**

14. Write a program using JAVASCRIPT to create frame set.
15. Write a program using JAVASCRIPT to create table of factorials.
16. Write a program using JAVASCRIPT to create push button.



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**SUBJECT CODE:**

**THIRD SEMESTER**  
**ELECTIVE: DISTRIBUTION AND CARGO MANAGEMENT**  
**(100% Theory paper)**

**Objective :** The main aim of this paper is to impart knowledge on distribution, inventory management, storage and warehousing.

**UNIT I** **(Teaching Hours:13 hours)**

Logistics and Distribution : Definition – Components – Importance – Planning – Competitive advantage through logistics – Distribution channels – Selection of channel – Third party and Fourth party logistics.

**UNIT II** **(Teaching Hours:13 hours)**

Inventory : Types of stock holding – Implications – Inventory replenishment system – Inventory and time – Lead time gap – Inventory for manufacturing and Retailing – Warehouses : Role – Operations – Design procedure.

**UNIT III** **(Teaching Hours:13 hours)**

Storage : Palletized storage – Non-palletized storage – Order picking – Receiving and despatch process.

**UNIT IV** **(Teaching Hours:13 hours)**

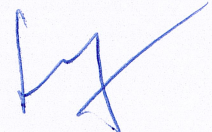
Benchmarking – Process – Distribution operation – Outsourcing – Selection process – International security measures – Safety in distribution centre and warehouse.

**UNIT V** **(Teaching Hours:13 hours)**

Case Study

**BOOKS RECOMMENDED:**

- 1.The handbook of Logistics and Distribution Management – Alan Rushton, Phil Croucher, Peter Baker, Kogan Page Limited, Third Edition, 2006.
2. Supply Chain Management – Sunil Chopra & Peter Meindl, Pearson Education, 2003.
3. Logistics – An introduction to SCM, Donald Waters, Palgram Macmillan, 2004.
4. Designing and Managing Supply Chain – David Simchi-Levi, Philip Kaminsky, Edith Simchi Levi, Tata McGraw Hill Publications Co Ltd, Fourth Edition, 2005.
5. Fundamentals of logistics Management, Douglas M. Lambert, James stock, Lisa M. Ellram, McGraw Hill, 1998.



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SYLLABUS EFFECTIVE FROM ACADAMIC BATCH 2019-2021  
SUBJECT CODE:

**THIRD SEMESTER**  
**ELECTIVE: CONSUMER BEHAVIOUR**  
**(100 % THEORY PAPER)**

**Objectives:**

- To impart in-depth knowledge and requisite skills to understand the behavior of consumers in perspective. To explore the ways and means to apply consumer behavior knowledge to plan, develop and implement marketing strategies.

**UNIT I: Introduction to Consumer Behavior**

**(Teaching Hours:13 hours)**

The meaning of Consumer Behavior – Different types of Consumers – The relationship between consumer behavior and the marketing concept, Segmentation, Targeting & Positioning (STP)- The makeup and composition of a model of Consumer Behavior- The Howard Sheth Model of buying behavior – The Buying Decision Process: The Five-Stage Model – Problem recognition- Information search-Evaluation of alternatives-Purchase decision – Post Purchase Behavior.

**UNIT II: Consumer Motivation, Personality and Consumer Behavior (Teaching Hours:13 hours)**

The meaning of Motivation- A model of the Motivation Process – Types of Human needs and Motives and the meaning of goals-The dynamics of motivation, arousal of needs, setting of goals and interrelationship between needs and goals- Maslow's Hierarchy of needs and its marketing application – The measurement of Human Motives. The meaning of personality-The nature of personality-Theories of personality- Personality and understanding consumer behavior – The ways to create Brand Personalities-Like Traits.

**UNIT III: Consumer Perception & Consumer Learning**

**(Teaching Hours:13 hours)**

The meaning of Perception- The sensory dynamics of perception- The elements of perception- Components of consumer imagery and their strategic applications - The meaning of Learning- The four elements of consumer learning-Behavioral learning and its applications to consumption behavior-Consumer involvement and passive learning and their strategic application on consumer behavior-Measuring consumer learning.

**UNIT IV: Consumer Attitude Formation and change**

**(Teaching Hours:13 hours)**

The meaning of attitude – The way in which attitudes are learned – nature and characteristics of attitudes-Tri-component attitude model –Multi- attribute attitude models-Theory of trying to consume model-attitude toward the ad model-attitude formation-strategies of attitude change- Understanding how consumers' attitudes can lead to behavior and how behavior can lead to attitudes.

**UNIT V: Social Environment and Consumer behavior**

**(Teaching Hours:13 hours)**

Socialization and other roles of the family – Dynamics of Husband-Wife decision making-the influence of children in family consumption decision making-Traditional and Nontraditional Family Life Cycles (FLCs) and their impact on consumer behavior-Meaning of Social Class- Relationship between social class and consumer behavior-distinctive profile of social class groupings-Consumer Behavior applications of social class- Opinion leadership and firm's marketing strategy-Adopter categories- The stages in the adoption process.

**Reference Books:**

1. Consumer Behaviour: Insights from Indian Market by Ramanuj Majumdar, PHI Learning, First Edition, New Delhi, 2010.
2. Consumer Behaviour by Rajneesh Krishna, Oxford University Press, First Edition, New Delhi,
3. Consumer Behaviour, Text & Cases –An Indian Perspective by, Dr.S.L.Gupta and Sumitrapal, Sultan Chand & Sons, New Delhi, Second Edition, 2011.
4. Consumer Behavior by Leon G.Schiffman, Leslie Lazar Kanuk, S.Ramesh Kumar, Pearson, Tenth Edition, New Delhi, 2010.
5. Consumer behaviour by Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K.

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**SUBJECT CODE:**

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2019-20

**THIRD SEMESTER**  
**ELECTIVE: CORPORATE FINANCE**  
**(100% Theory paper)**

**Objectives:** This paper aims at bringing the updated information about corporate finance related to domestic and international trade.

**Unit I** **(Teaching Hours: 13 hours)**

Industrial Finance: Indian Capital Market- Basic problem of Industrial Finance in India, Equity-Debt financing – Guidelines from SEBI - Cost of various sources of finance – Finance from international sources.

**Unit II** **(Teaching Hours: 13 hours)**

Advanced financial management: Appraisal of risky investments - Certainty equivalent of cash flows and risk adjusted discount rate - Risk analysis in the context of DCF methods using probability information - Nature of cash flow, Sensitivity analysis, Simulation and investment decision - Decision tree approach in investment decision.

**Unit III** **(Teaching Hours: 13 hours)**

Financing decision: Simulation and financing decision- Cash inadequacy and cash insolvency – Determining the probability the cash insolvency – Financing decision in the context of option pricing model and agency costs – Inter-dependence of investment – Financing and Dividend decision.

**Unit IV** **(Teaching Hours: 13 hours)**

Corporate governance: SEBI Guidelines – Corporate disasters and Ethics, Corporate social responsibility :Stakeholders and ethics – Ethics, Managers and Professionalism. Evidence of corporate financial performance relationship

**Unit V** **(Teaching Hours: 13 hours)**

Case Study

**Reference Books:**

1. I. M. Pandey, Financial Management, Vikas Publishing House Pvt Ltd., 8<sup>th</sup> Edition, 2004.
2. Machiraju, Indian Financial System, Vikas Publishing House Pvt Ltd., 2<sup>nd</sup> Edition, 2002.
3. Thomas E. Copel and J. Fred Weston, Financial Theory & Corporate Policy, Addison, Wesley Publishing House.
4. Raj Agarwal, Capital Budgeting Under uncertainty, Prentice Hall Englewood Cliffs, New Jersey, 1993
5. R.K.Sharma and Shashi Gupta, Financial Management, Kalyani Publication, 5<sup>th</sup> edition

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SUBJECT CODE:

**THIRD SEMESTER**  
**ELECTIVE: MANAGING INTERPERSONAL EFFECTIVENESS**  
**(100 % Theory Paper)**

**Objective:** To provide an insight on Self, TA, Emotional Intelligence and its applications on individual, groups and organizational context.

**UNIT I:** **(Teaching Hours:13 hours)**

Self and Communication :Self : Defining and perceiving, self – effectiveness, self – presentation: motives and strategies, Communication and language, Non- verbal communication - Types.and importance. Transactional Analysis : TA philosophy and principles – Ego states as a model of personality – Types of transaction and rules of communication – Strokes and Motivation – Rackets and Stamps – life positions and time structuring.

**UNIT III:** **(Teaching Hours:13 hours)**

Emotional Intelligence: meaning, importance- mental intelligence and emotional intelligence- factors. Emotional intelligence in work place- developing emotional intelligence –EI models.

**UNIT III:** **(Teaching Hours:13 hours)**

Counselling : Counselling - Techniques, types , process and measures of effective counseling, Coaching – types, process and techniques, Mentoring – types, mentoring process and mentoring lifecycle.

**UNIT IV:** **(Teaching Hours:13 hours)**

Assertiveness : Anxiety and stress at work .Assertiveness : Nature, importance and relevance in organisation. How assertiveness could improve individual - assertive communication exercises.

**UNIT V:**

**Case study**

**Reference books:**

1. I' m Okay, You're Okay - Thomas Harris - Mass market Publications –2005 –4<sup>th</sup> Edition.
2. Getting to say Yes : Negotiating an agreement without giving in.-Fishert Uray – Farrey Publications- 2006-2<sup>nd</sup> Edition.
3. Counseling and guidance- S.Narayana Rao, - Tata Mcgrawhill Publishing company Ltd, New Delhi- 2006, IInd edition.
4. Positive Psychology – Alan Carr – Routledge Publications, 2007
5. Emotional Intelligence works- developing “people smart” strategies – S Micheal Kravitz, Susan D Schubert – Viva Books Pvt Ltd- 2007

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**SUBJECT CODE:**

**FOURTH SEMESTER**  
**CORE -EXIM FINANCE**  
**(100% Theory paper)**

**Objectives:** This paper aims at bringing the updated information an export-import finance/ export credit risk insurance, new liberalized foreign exchange schemes, new techniques factoring services, pre-shipment credit and post-shipment credit.

**UNIT – I**

**(Teaching Hours:13 hours)**

Introduction to export import finance- terms of international payments – Modes of international payments – Financing of export credit needs - short terms source of finance – Medium and long term sources of finance – Export credit system in India.

**UNIT – II**

**(Teaching Hours:13 hours)**

Pre shipment finance – Categories of pre shipment finance – facilities of pre shipment credit pre shipment credit in foreign currency (PCFC) – Interest rate on pre shipment credit – Post shipment credit finance – Categories of post shipment credit in rupees – Post shipment credit in foreign currency – Refinance of Pre shipment and post shipment finance.

**UNIT – III**

**(Teaching Hours:13 hours)**

Long term finance – Deferred payments for EXIM – Buyers credit scheme- EXIM bank's Line of credit- Financing for export incentives- Hedging by Importers/ Exporters.

**UNIT – IV**

**(Teaching Hours:13 hours)**

Introduction of import finance – Bulk import finance for inputs – Import finance against foreign lines of credit - European and Asian countries investment partners facility- Foreign exchange for import of inputs – Payment methods for imports – Role of financial institutions.

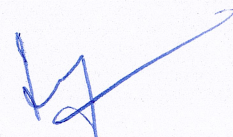
**UNIT – V**

**(Teaching Hours:13 hours)**

Case Study

**BOOKS RECOMMENDED:**

1. International Finance, Maurice D.Levi, Tata McGraw Hill , 1996
2. Money Banking International Trade, Mithani DM, Himalaya Publishing House, 11<sup>Th</sup> edition, 19
3. International Marketing, M.L.Varma & Agarwal, King Book Publishers, 1985
4. Export Import Finance, Parasram, Anupam Publishers, New Delhi, 10<sup>th</sup> Edition, 2001
5. International Finance, Maurice D. Levi, Tata McGraw Hill, 1996



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**SUBJECT CODE:**

**FOURTH SEMESTER**  
**CORE -MANAGEMENT OF MULTINATIONAL CORPORATIONS**  
**(100% Theory paper)**

**Objective:** This paper aims at explaining the methods of managing business across nations due to the increasing openness of the economy resulting in the emergence of a number of Multinational corporations.

**UNIT I**

**(Teaching Hours:13 hours)**

MNCs Definition and Meaning- MNCs and International Trade- Need to Study MNCs- Factors Contributed for the growth of MNCs – Organizational Models – Arguments in favour of and against– Code of Conduct.

**UNIT II**

**(Teaching Hours:13 hours)**

International Cash Management: Cash flow analysis – centralized cash management – Techniques to optimize cash flows – complications in optimizing cash flow.

**UNIT III**

**(Teaching Hours:13 hours)**

The International Cultural Environment: Meaning-Critical Cultural Value – Problems caused by Cultural differences – Developing a Multinational Business Team – Standard vs Tailormade. International Negotiations: Negotiations process -negotiation tactics

**UNIT IV**

**(Teaching Hours:13 hours)**

Basic Strategies for Multinational Company: Content and formulation – Multinational and participation strategies – Small Business as multinational companies – Overcoming barriers and findings opportunities – comparative strategic management – Trends in International Management.

**UNIT V**

**(Teaching Hours:13 hours)**

Case Study

**BOOKS RECOMMENDED:**

1. International Management , Hodgets & Luthans, Tata McGraw Hill, 2<sup>nd</sup> Edition, 2003
2. International Business , Alam M.Rugman, Pearson Education, 2004
3. Multinational Management, Johan B Cullen , South Western College Publication, 1999
4. International financial management, Jeff Madura, Thomson Publishing Company, 6<sup>th</sup> Edition , 2001
5. International Finance, Maurice D. Levi, Tata McGraw Hill, 1996

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**SUBJECT CODE:**

**FOURTH SEMESTER**

**ELEACTIVE: SUPPLY CHAIN MANAGEMENT – 453U1**

**UNIT I**

**Introduction to Supply Chain Management:** Definition, objectives and Evolution of Supply Chain Management – Supply Chain Process Cycles – Strategic fit model for Supply Chain Management – Drivers of Supply Chain Performance-Benefits of SCM- Corporate success through SCM- Designing Supply Chain Network-Role of Distribution– Factors influencing decisions- Value of distributors in Supply Chain-Supply Chain as Profession.

**UNIT II**

**Demand Forecasting in Supply Chain:** Role – Characteristics of good forecast-Components and methods of forecasting- Planning supply and demand (Managing Predictable variability) - Principles of Just in Time (JIT) – Achieving JIT operations.

**Planning and Managing Inventories:** Reasons for holding stock- EOQ – Uncertain demand and safety stock – Periodic Review System – Efforts to stock control.

**UNIT III**

**Sourcing strategies and Procurement:** Strategic Sourcing- Strategic Partnership with supplier – Supplier selection process- supplier development – Decisions- Continuous improvement of suppliers- Procurement process.

**Transportation:** Factors affecting transport decisions-Designing transport network -Ownership of transport – Vehicle routing - Role of Information Technology in supply chain – Future trends in supply chain.

**Co-ordination:** Bull Whip Effect- effect of lack of co-ordination-obstacles to Coordination-Achieving co-ordination in practice.

**UNIT IV**

**Supply Chain and CRM:** Concept- linkage between CRM and SCM- CRM business cycle

**Supply Chain Implementation and Performance:** Implementing SCM – SCOR: Supply Chain Operations Reference Model - Performance benchmarking – Supply Chain performance measures for Agile supply Chains- Best practices in Supply Chain.

**UNIT V**

Case Study.

Text Book References

1. Supply Chain Management – Sunil Chopra, and Peter Meindl, Person Education , 2003
2. Supply Chain Management – Concepts, Practices and Implementation by Sunil Charma, Oxford University Press, 2010.
3. Logistics and Supply Chain Management – Agarwal, McMillan India Ltd, First Edition , 2003
4. Logistics – An introduction to Supply Chain Management by Donald Waters, Palgram Macmillan India Ltd, First Edition 2004
5. Logistical Management- The integrated Supply Chain Process, Donald J.Bowersox, David J.Closs, Tata Mc Graw Hill Publishing Company Ltd., New Delhi, 5th Reprint, 2003

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SUBJECT CODE:

**FOURTH SEMESTER**  
**ELECTIVE: ONLINE MARKETING**  
**(100% Theory)**

Objective : This paper aims at bringing the knowledge of the recent trend in marketing and the challenges and growth in the field of on-line marketing

**Unit -I** **(Teaching Hours :13 hours)**

Definition – **E-marketing**. Ten C's for Internet Marketers-The on-line marketing environment in the modern economy-Microenvironment factors, Macro environment factors. **On-line Marketing planning** – strategic marketing cycle- Multi-channel marketing – On-line marketing mix.

**Unit -II** **(Teaching Hours :13 hours)**

**On-line Buyer Behaviour** - Consumer Buying decision Process – On-line Customer Expectations – On-line B2C Buyer Behaviour – On-line B2B Buyer Behavior – On-line Target Marketing – Data base Marketing. **Search Engine Marketing**- Pay per click – Search Engine optimization.

**Unit -III** **(Teaching Hours :13 hours)**

**Permission and Personalization on-line**- CRM and One- to – One Marketing - Permission Marketing – Personalization On-line. **The On-line Product** – Product attributes – Customizing the product – Branding Dimensions- New product development on-line.

**Unit -IV** **(Teaching Hours :13 hours)**

**On- line Pricing** – Pricing objectives – methods- Strategies and tactics. **Promotional communications Mix** – On-line advertising – types – E-mail Marketing – Viral Marketing- Affiliate Marketing. E-Public relations – Blogging – On-line sales promotions. **On- Line Distribution** – Channel Strategies- On-line Market places- E-procurement .

**(Teaching Hours :13 hours)**

**Unit -V**

Case study

**Reference Books :**

- |                                       |  |
|---------------------------------------|--|
| 1. On-line Marketing                  | : Richard Gay, Alan Charles Worth, and Rita Esan, Oxford University Press, 2007. |
| 2. Internet Marketing                 | : Rafi A. Mohammed, Tata Mc Graw Hill Publishing House, 2002.                    |
| 3. Marketing Management               | : Philip Kotler, Prentice Hall of India,1999.                                    |
| 4. Sales Management                   | : Still Condiff & Govoni Norman, Prentice Hall of India, New Delhi, 1993.        |
| 5. International Marketing Management | : Onkrist & Shaw, Prentce Hall of India.2000.                                    |

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SUBJECT CODE:

**FOURTH SEMESTER**  
**ELECTIVE: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**  
**(100% Theory paper)**

**Objectives:** This paper aims at bringing the updating the knowledge of the students in the field Securities and the portfolio management.

**Unit I** **(Teaching Hours: 13 hours)**

Investment setting - Types of Investment – Process of investment management - Sources of investment information – Investment alternatives – Investor protection, New Issue market, Overview of Primary market and secondary Market, Stock exchanges in India- Regulations of stock exchanges- Trading system of stock exchanges.

**Unit II** **(Teaching Hours: 13 hours)**

Portfolio Management: Portfolio analysis – Capital Asset Pricing Model, Portfolio selection – Markowitz model, Sharpe index model, Portfolio revision, Portfolio evaluation.

**Unit III** **(Teaching Hours: 13 hours)**

Fundamental analysis: Economic Analysis - Economic forecasting and stock investment decisions- Forecasting techniques. Industry Analysis- Industry classification - Economy and Industry analysis- Industry Life cycle- Company Analysis - Measuring earnings- Forecasting Earnings – Applied Valuation Techniques – Graham and Dodds investor Ratio.

**Unit IV** **(Teaching Hours: 13 hours)**

Technical analysis: Fundamental Analysis Vs Technical Analysis- Charting Methods- Market indicators- Trend- Trend Reversals- Patterns- Moving Average- Exponential moving average- Oscillators – ROC momentum- MACD- RSI- Stoastics.

**Unit V** **(Teaching Hours: 13 hours)**

Case Study

**Reference Books:**

1. Security Analysis & Portfolio Management ,Donald E. Fischer & Ronald J. Jordan, , Prentice Hall of India Pvt Ltd., New Delhi, 2000.
2. Securities Analysis and Portfolio Management. V. A. Avadhani, Himalaya Publishing House, 1997.
3. Investment Management, V. K. Bhalla, , S. Chand & Comapany Ltd., 7<sup>th</sup> Edition, 2000.
4. Securities Analysis and Portfolio Management, PunithavathyPandian, ,Vikas Publishing House Pvt Ltd., 2001.
5. Financial Statement Analysis and Security valuation, Penman, Stephen H, Mcgraw Hill, Edition 2003.

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**SUBJECT CODE:**

**FOURTH SEMESTER**  
**ELECTIVE : HUMAN RESOURCE DEVELOPMENT**  
**(100% Theory paper)**

**Objectives:** To teach the basic concepts and methods of HRD. To teach the HRD practices in various industries. To explain the contemporary issues in HRD.

**UNIT I** **(Teaching Hours: 13)**

HRD – basic concept – Characteristics - Need for HRD – Need for HRD in Indian Context – History of HRD in India – HRD Climate – Framework of HRD – Goals of HRD – HRD Competencies – Areas of HRD– HRD Methods – Process of HRD – HRD as profession – HRM Vs HRD – HRD in millennium.

**UNIT II** **(Teaching Hours: 12)**

HRD System: Planning the HRD System – HRD Philosophy – HRD Sub-systems – objectives – policies- HRD Strategy and Action plans – Strategic HRD – Organising HRD System – Forms of HRD Organisation – Tasks of HRD department – Attributes of HRD Manager.

**UNIT – III** **(Teaching Hours: 13)**

HRD in Indian industry: HRD for workers – HRD for Service sector – Special features – Design and implementation – HRD in the government and public systems – HRD in Health Sector – HRD in Defence, Police, Voluntary organizations and Panchayati Raj institutions. International experiences in HRD.

**UNIT –IV** **(Teaching Hours: 15)**

HRD Issues and Experiences: HRD Audit – Multi source feedback system – Knowledge management – Technology and HRD – Diversity management – Managing globalisation

**UNIT – V** **(Teaching Hours: 12)**

Case studies (based on the above units)

**BOOKS RECOMMENDED**

1. Human Resource Development – P.C.Tripathi, Sultan Chand and Sons, New Delhi, 5<sup>th</sup> Edition, 2006
2. Human Resource Development – L.M.Prasad, Sultan Chand and Sons, New Delhi, 2009.
3. New Dimensions on Human Resource Development – T.D.Tiwari and Ms.Anuja Thakkar, Wisdom Publications, Delhi, 2005.
4. Human Resource Development, MBA Study material, IGNOU, New Delhi.
5. Human Resource Development, Theory and practice, Tapomoy Deb Ane Books India, NewDelhi.