

Dr.G.R.D.COLLEGE OF SCIENCE (AUTONOMOUS)
SCHOOL OF COMMERCE & INTERNATIONAL BUSINESS
PG DIPLOMA IN INTERNATIONAL BUSINESS (PGDIB) Degree Course
(Under Choice Based Credit System)
Effective from the academic Batch 2019-2020

C XII-01

2019-20

SEM	COURSE	COURSE TITLE	CREDITS	Marks			HOURS PER WEEK	Exam Duration (Hrs)
				CA	TEE	TOTAL		
I	Core	Global Business Environment	5	25	75	100	4	3
	Core	International Marketing Management	5	25	75	100	4	3
	Core	Business Research Methods	5	25	75	100	5	3
	Core	Computer Applications in Business	5	25	75	100	5	3
	Core	International Trade Practices and procedures	5	25	75	100	5	3
II	Core	Foreign Exchange Management	5	25	75	100	3	3
	Core	Export-Import Finance	5	25	75	100	3	3
	Core	India's Foreign Trade and Legislation	5	25	75	100	5	3
	Core	Project Work*	5	25	75	100	5	3
		Total		45			900	

CA - Continuous Assessment

TEE - Term End Examination

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

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Spilt up for Project Viva voce

Continuous Assessment marks (25)

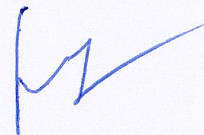
1. Conceptualization of the research	-	05
2. Methodology	-	10
3. Periodical Review	-	10

		25

Term End Examinations (75)

1. Report	-	40
2. Viva	-	35

		75



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SUBJECT CODE:

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

Objective: New markets are springing forth in emerging economics from Eastern Europe, the Commonwealth of Independent States, China, Indonesia, Korea, India, Mexico, Chile, Brazil, Argentina – in short, globally. These emerging economics hold the promise of huge markets in the future. 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 – SWOT 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(CSR).

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, 3rd Reprint, 2003
4. International business, Francis Cherunilam, Wheeler Publishing, Allahabad, 1998.
5. International Business, C.Jeevanandham, Sulatan Chand, 1st edition, 2003.

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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, 4th 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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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 Guptha, Sultan Chand & Sons, New Delhi, 2002

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SUBJECT CODE:

FIRST SEMESTER
CORE: COMPUTER APPLICATIONS IN BUSINESS
(100% Theory)

Objective: This paper aims in providing the students with the basic knowledge of computers and its application in business. It deals with updating of latest technologies.

UNIT - I

(Teaching Hours:13 hours)

Hardware and software: Computer system importance of computers in business - data and information - data processing - data storage and data retrieval capabilities - computer applications in various areas of business - computer related file in business

UNIT - II

(Teaching Hours:13 hours)

Types of computer system: micro, mini, main frame and super computers - Analogue digital and hybrid computers - business and scientific computer system - first, second third and fourth generation computers - Laptop or note book computers - data processing systems - batch, online and real-time system - time sharing - multi programming and multi processing systems - networking - local area and wide area networks.

UNIT - III

(Teaching Hours:13 hours)

Components of computer system - input, output and storage devices - software - system software and application software - programming languages - machine languages - assembly languages - high level languages - flow chart - system flow chart and programme flow charts - step in developing a computer program.

UNIT - IV

(Teaching Hours:13 hours)

Internet - intranet - extranet - email - its uses and importance - World Wide Web site - E - Commerce - E-Business - Smart Cards - Debit Cards - Credit Cards - EPS - EDI.

UNIT - V

(Teaching Hours:13 hours)

Case studies

BOOKS RECOMMENDED:

- | | |
|-------------------------------|------------------------------|
| 1. Computers and commonsense | - Roger Hunt and John Shelly |
| 2. Using Micro computers | - Brightment and Dimsdale |
| 3. P. C. Software made simple | - R. K. Tasali |
| 4. Introduction to computers | - Alexis and Mathews Leon |

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PG DIPLOMA IN INTERNATIONAL BUSINESS DEGREE COURSE
(Under Choice Based Credit System)
SYLLABUS EFFECTIVE FROM ACADEMIC BATCH 2019-2020

SUBJECT CODE:
FIRST SEMESTER
CORE- INTERNATIONAL TRADE PRACTICES AND PROCEDURES-
(100% Theory paper)

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 scrips- 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 Studies

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, 35th Edition, 2004
5. A Guide on export policy procedure and documentation, M.L. Mahajan, 2007

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SUBJECT CODE:

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

Objective: With increasing openness of the economy the external cash flow of the firms increasing which are designated in foreign currencies. Also the foreign exchange markets have become more volatile in recent times. To survive and to grow of international business, a firm needs to manage the risks efficiently

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 - Balance of payments- current account –capital account- convertibility of rupee-current account convertibility-capital account convertibility- 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 Merchant rates – TT buying rate – bill buying rate –TT selling rate-bill selling rate Forward exchange contract – Features of Forward exchange contract.

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)

Inter Bank Deals – cover deals trading, SWAP Deals – Arbitrage operations – Managing foreign exchange reserves – Fiscal and Monetary policies in India –Devaluation – pros and cons.(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, 2nd 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, 1st Edition, 1998
4. International Finance, Alan C.Shapiro, Prentice Hall of India Pvt Ltd, New Delhi, 4th edition, 1997
5. Foreign Exchange and Risk Management, C Jeevanandham, Sultan Chand & sons, 2008

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SUBJECT CODE:

SECOND SEMESTER
CORE : EXPORT-IMPORT 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 fiancée – 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. Export Import Finance, Parasram, Anupam Publishers, New Delhi, 10th Edition, 2001
2. International Marketing, M.L.Varma & Agarwal, King Book Publishers, 1985
3. International Finance, Maurice D.Levi, Tata McGraw Hill , 1996
4. Money Banking International Trade, Mithani DM, Himalaya Publishing House, 11Th edition, 1998
5. International Finance, Maurice D. Levi, Tata McGraw Hill, 1996

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SUBJECT CODE:

SECOND SEMESTER

CORE: INDIA'S FOREIGN TRADE & LEGISLATION
(100% Theory)

Objective: This paper attempts to explain the origins of various legal systems, its applications, judicial decisions and regulations at global perspective.

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. Recent Policy and its impact.

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 – Notification under Foreign Trade (development & regulation) Act 1992 - Indian Contract Act (Upto Sec.38) – Regulatory environment of International Business – Exchange control regulations in India.

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.,

UNIT IV

(Teaching Hours: 13 hours)

Law of product liability – Laws relating to customs practices and procedures – Settlement of International Trade disputes – Carriage of goods by sea, air and land.

UNIT V

(Teaching Hours: 13 hours)

Case Studies

BOOKS RECOMMENDED:

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