

Appendix – 58(R)
UNIVERSITY OF MADRAS
M.COM. DEGREE COURSE IN
INTERNATIONAL BUSINESS
CHOICE BASED CREDIT SYSTEM

REGULATIONS
(w.e.f. 2007-2008)

1. Condition for admission:

A candidate who has passed the B.Com. B.Com/B.A (Corporate Secretaryship), B.C.S., B.B.A., B.Com (Bank Management), B.A. B.Com. (Co-operation), B.A. (Indus. Org.) and B.Sc.(Maths) or B.Sc.(Comp. Sc.) or B.C.A, with any two core/main papers offered at the B.Com.

2. ELIGIBILITY FOR THE AWARD OF DEGREE:

A candidate shall be eligible for the award of the degree only if he/she has undergone the prescribed course of study in a college affiliated to the University for a period of not less than two academic years, passed the examination of all the four semesters prescribed earning 72 credits.

3. Duration of the course

The course for the Degree of Master of Commerce in International Business shall consist of two academic years with four semester.

4. EXAMINATION:

There shall be four examinations, first semester examination at the middle of the first academic year and the second semester examination at the end of the first academic year. Similarly the third and fourth semester examinations will be held at the middle and the end of the second academic year respectively.

5.Course of study and scheme of examination:

S. NO.	COURSE COMPONENTS	NAME OF COURSE	SEMESTER	INST. HOURS	CREDITS	HRS	MAX MARKS	
							CIA	EXTERNAL
1.	CORE	IB 401 International Business Environment	1	6 HRS	4	3	20	80
2.	CORE	IB 403 International Economics	1	6 HRS	4	3	20	80
3.	CORE	IB 405 International Marketing	1	6 HRS	4	3	20	80
4.	CORE	IB 407 Quantitative Techniques	1	6 HRS	4	3	20	80
5.	CORE	IB 409 Logistics and Supply Chain Management	1	6 HRS	4	3	20	80

SECOND SEMESTER

S. NO.	COURSE COMPONENTS	NAME OF COURSE	SEMESTER	INST. HOURS	CREDITS	HRS	MAX MARKS	
							CIA	EXTERNAL
6.	CORE	IB 402 International Financial Management	II	6 HRS	4	3	20	80
7.	CORE	IB 404 Foreign Trade Documentation	II	6 HRS	4	3	20	80
8.	CORE	IB 406 International Legal Environment	II	6 HRS	4	3	20	80
9.	ELECTIVE I WITHIN THE DEPARTMENT		II	6 HRS	3	3	20	80
10.	EXTRA DISCIPLINARY ELECTIVE II		II	6 HRS	3	3	20	80

THIRD SEMESTER

S. NO.	COURSE COMPONENTS	NAME OF COURSE	SEMESTER	INST. HOURS	CREDITS	HRS	MAX MARKS	
							CIA	EXTERNAL
11.	CORE	IB 411 International Marketing Research	III	6 HRS	4	3	20	80
12.	CORE	IB 413 Global Financial Markets and Investments	III	6 HRS	4	3	20	80
13.	CORE	IB 415 E – Business	III	6 HRS	4	3	20	80
14.	ELECTIVE III WITHIN THE DEPARTMENT		III	6 HRS	3	3	20	80
15.	EXTRA DISCIPLINARY ELECTIVE IV		III	6 HRS	3	3	20	80

FOURTH SEMESTER

S. NO.	COURSE COMPONENTS	NAME OF COURSE	SEMESTER	INST. HOURS	CREDITS	HRS	MAX MARKS	
							CIA	EXTERNAL
16.	CORE	IB 410 Research Methodology	IV	6 HRS	4	3	20	80
17.	ELECTIVE V		IV	6 HRS	3	3	20	80
18.	ELECTIVE VI		IV	6 HRS	3	3	20	80
19.	PROJECT PLUS VIVA VOCE	IB 412	IV		6	-	150 Project * 50 Viva Voce (Viva – fully external)	
20.	In lieu of Project 19 - 20	IB 414 International Accounting			3	3	20	80
		IB 416 Strategic Human Resource Management			3	3	20	80

- * Project Internal – 50 Marks
- External – 100 Marks

ELECTIVES

1. IB 418 International Business Strategies
2. IB 419 Business Process Outsourcing
3. IB 420 Strategic Cost Management
4. IB 423 Information Technology for Business
5. IB 424 Communication Skills for International Business
6. IB 426 Any one Foreign Language (Syllabus to be framed by the college and to get it approved by the University)
7. IB 427 International Trade Relations
8. IB 428 Management of MNCs
9. IB 429 Derivatives and Risk Management

MAY BE OFFERED AS EXTRA DISCIPLINARY COURSES FOR OTHER STUDENTS

10. IB 421 Total Quality Management
11. IB 422 Business ethics, Corporate Governance and Social Responsibility
12. IB 425 Customer Relationship Management

54 Credits to secure from Core Papers in all the four semesters including Project Work.

Minimum total credits 72 credits for securing a Post - graduate degree in a given subject.

6. Requirements for proceeding to subsequent semester:

- i. Candidates shall register their names for the First Semester Examination after the admission in the PG Courses.
- ii. Candidates shall be permitted to proceed from, the First Semester upto Final Semester irrespective of their failure in any of the Semester Examination subject to the condition that the candidates should register for all the arrears subjects of earlier semester along with current (subsequent) Semester subjects.
- iii. Candidates shall be eligible to go to subsequent semester, only if they earn, sufficient attendance as prescribed therefore by the Syndicate from time to time.
- iv. Provided in case of candidate earning less than 50% of attendance in anyone of the Semesters due to any extraordinary circumstance such as medical grounds. Such candidates, who shall

produce Medical Certificate certified by the Principal of the College, shall be permitted to proceed to the next semester and to complete the course of study. Such candidate shall have to repeat the missed semester by rejoining after completion of final semester of the course, after paying the fee for the break of study as prescribed by the University from time to time.

7. Passing Minimum:

A candidate who has secured a minimum of 50 marks in all the papers prescribed and earned a minimum of 72 credits will be considered to have passed the masters degree. Candidates who do not obtain the required minimum marks for a pass in a paper(s)/ project shall be required to appear for and pass the same at a subsequent appearance.

8. Classification of Successful Candidates:

Candidates who secured not less than 60% of the aggregate marks in the whole examination shall be declared to have passed the examination in the First Class.

All other successful candidates shall be declared to have passed in Second Class.

Candidates who obtain 75% of the marks in the aggregate shall be deemed to have passed the examination in First Class with Distinction provided they pass all the examinations prescribed for the course in the first appearance.

9. GRADING SYSTEM:

The term grading system indicates a Seven (7) Point Scale of evaluation of the performances of students in terms of marks obtained in the CIA and External Examination, grade points and letter grade.

SEVEN POINT SCALE (As per UGC notification 1998)

GRADE	GRADE POINT	PERCENTAGE EQUIVALENT
`O' = Outstanding	5.50 – 6.00	75 – 100
`A' = Very Good	4.50 – 5.49	65 – 74
`B' = Good	3.50 – 4.49	55 – 64
`C' = Average	3.00 – 3.49	50 – 54
`D' = Below Average	1.50 – 2.99	35 – 49
`E' = Poor	0.50 – 1.49	25 – 34
`F' = Fail	0.00 – 0.49	0 - 24

10. Ranking:

Candidates who pass all the examinations prescribed for the Course in the FIRST APPEARANCE ITSELF ALONE are eligible for Classification/Ranking/Distinction :

Provided in the case of Candidates who pass all the examinations prescribed for the Course with a break in First Appearance due to the reasons as furnished in the Regulations under REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT. SEMESTER are only eligible for Classification/Distinction.

11. PATTERN OF QUESTION PAPER

Part A ($7 \times 2 = 14$)

7 out of 10 questions (Each requiring 2 to 3 lines of answer or 30 words) (2 questions from each unit)

Part B ($5 \times 6 = 30$)

5 either or type questions (Each requiring 2 to 3 pages answer or 500 words) (1 from each unit)

Part C ($3 \times 12 = 36$)

3 out of 5 questions (Each requiring 4 to 5 pages answer or 1200 words) (1 from each unit)

Proportion of marks for problems in problem oriented papers are given under the syllabus for the respective papers.

12. APPEARANCE FOR IMPROVEMENT:

Candidates who have passed in a theory paper / papers are allowed to appear again for theory paper / papers only once in order to improve his/her marks, by paying the fee prescribed from time to time. Such candidates are allowed to improve within a maximum period of 10 semesters counting from his/her first semester of his/her admission. If candidate improve his marks, then his improved marks will be taken into consideration for the award of Classification only. Such improved marks will not be counted for the award of Prizes / Medals, Rank and Distinction. If the candidate does not show improvement in the marks, his previous marks will be taken into consideration.

No candidate will be allowed to improve marks in the Practicals, Mini Project, Viva-voce, Field work.

13. Transitory Provision:

Candidates who have undergone the course of study prior to the academic year 2007-2008 will be permitted to appear for the examinations under those Regulations for a period of three years i.e., upto and inclusive of April/May 2011 Examinations. Thereafter they will be permitted to appear for the examinations only under the Regulations then in force.

GUIDELINES FOR INTERNAL ASSESSMENT PROJECT WORK

Work Load for Project work is 12 hours per week. Internal assessment for project work is to be carried out by the Departmental Committee with HOD as the Chair Person and all project Guides as members. They should assess each candidate based on two presentations. Each candidate should present two seminars. The first one after one month of commencement of the Project Work where in the proposal for the project work and review of literature should be presented. The second seminar should be presented before submission of the Project Report. The second presentation should cover the results of project Work. For each presentation 25 marks shall be allotted.

At the option of the college, the students shall be asked to under go Institutional training for 4 weeks during summer vacation immediately after first year. If such arrangement is made, the candidate shall be asked to make a presentation in the first week of 4th semester on the training programme undergone and the experience gained. 20 marks may be allotted for this presentation. Where ever Institutional training is encouraged, the project related seminars shall carry 15 marks each.

GUIDELINES FOR CONTINUOUS INTERNAL ASSESSMENT

In case of internal assessment for other papers, each faculty member should conduct a minimum of two tests and the students should write atleast one assignment and present one seminar in the subject taught by the faculty member. The marks may be allotted to each component and the total internal assessment marks obtained by each student shall be recorded. Each faculty member and the Department should maintain a record of the details of internal assessment marks awarded to each student.

Each year in the beginning of the 4th semester the Head of Department and the faculty members who are involved in the project guidance should prepare a list of topics for project work and the students should be asked to choose from the list. Each student should work on a different topic.

The viva voce for each candidate shall be conducted by the external examiner appointed by the University.

INSTRUCTIONS for COURSE TRANSACTIONS

Out of the total teaching hours allotted to each paper, the departmental committee may allocate needed number of hours to the following:

Practicals

Library work

Seminars

Tutorials

Quiz

Field Work

Institutional visits

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Appendix 58(S)
UNIVERSITY OF MADRAS
M.COM. DEGREE COURSE IN
INTERNATIONAL BUSINESS
CHOICE BASED CREDIT SYSTEM

SYLLABUS
(w.e.f. 2007-2008)

Course Objectives

1. To develop specialized knowledge among students in global business.
2. To prepare students with required knowledge and skills to accept responsible positions in the functional areas of international business.
3. To provide practical exposure to students on the global business practices.
4. To develop the character and professional ethical behaviour of students.

SEMESTER – I

IB 401 INTERNATIONAL BUSINESS ENVIRONMENT (Credit- 4)

Objectives

1. To provide an overview of global business and internal and external factors influencing global business.

Unit – I

Introduction - Modes of International Business - External Influence - Internationalisation Process - Comparative Environmental Framework - International Trade Theories - Trade and Investments.

Unit – II

World Financial Environment - Working of Foreign Exchange Markets - Convertibility - Exchange Restrictions - International Monetary System.

Unit – III

Dynamics of International Business and Government Relationships - Multinational Enterprises – Economic, Political, Legal and Operational Impact of MNE.

Unit – IV

Operations - Scanning for Alternatives - Business Research - Motives for Collaborative Arrangements - Types and Problems - Organisational Structure - Location of Decision Making and Control.

Unit – V

Market Size Analysis - Product Policy - Pricing - Promotion - Branding and Distribution - Export and Import Strategy - Export Financing - Sources of Funds - Internal and External.

References :

- 1 Daniels, D. and Radebangh. H, “International Business”, Pearson Education Asia, New Delhi, 2002.
- 2 Griffin and Pustay, “International Business”, Pearson Education Asia, New Delhi, 2002.
- 3 Subba Rao, “International Business”, Himalaya, Mumbai, 2001.
- 4 Schaffer, “International Business Law and Its Environment”, Thomson, 2002.
- 5 Gerald M. Meier, “The International Environment of Business: Competition and Governance in the Global Economy”, Oxford University Press, Inc.
- 6 Stuart Wall and Bronwen Roes, “Introduction to International Business”, Pearson Education, 2001.
- 7 Ricky W Griffins & Michael W. Pustay, “International Business- Managerial Perspective”, 3rd Edn, Pearson Education, 2001.

IB 403

INTERNATIONAL ECONOMICS (Credit –4)

Objectives

1. To impart an in depth knowledge on the application of economic concepts and theories to global business and to develop an understanding of their implications.

Unit – I

Nature and scope of International Economics – Importance – Need for separate theory – distinction between internal trade and international trade.

Unit – II

Theory of International Trade - Classical Theory of International Trade - Comparative cost theory - Modern Theory - Hecksher - Holin theorem - Selected Modern approaches to international trade theory.

Unit – III

Trade Policy - Free Trade - Case for and against - policy of protection case for and against - trade restrictions - Tariff, Quota, Dumping, cartels- WTO - Economic integration - Customs Union.

Unit – IV

Foreign Exchange and Balance of payments - Theories of Exchange rate of determination - Foreign Exchange market - Factors influencing foreign exchange - fixed vs flexible exchange rate, Balance of trade vs Balance of Payments - causes for disequilibrium in Balance of payments- Remedial measures.

Unit – V

International Economic Relations - Foreign Aid and Economic Development - Private Foreign investment - Role of MNC IMF - International liquidity SDR - World Bank and its affiliates.

References

1. Jones, Ronald W. and Peter B. Kenen, eds , “Handbook of International Economics”. Two Volumes, North- Holland, 1984.
2. Jepma, Catrinus J. with Henk Jager and Elise Kamphuis, “Introduction to International Economics”, Longman Publishing Group.
3. Wilson, Peter, “International Economics. Theory, Evidence and Practice”, Harvester Press, 1986.
4. Thompson, Henry, “International Economics: Global Markets and International Competition”, Powell's Books.
5. Harvey E. Lapan , “ International Economics: Theory & Policy”
6. Richardson, J. David, “Understanding International Economics; Theory and Practice”, Little Brown, 1980
7. M.L.Jhingan, “International Economics”, Oscar Publications.
8. Carbaugh, Robert J., “ International Economics”, Fifth Edition. Hard Cover. South-Western College Publishing, Cincinnati, OH (1995)
9. Sodersten, Bo, “ International Economics”, 2nd Edition, Macmillan Press, NY (1980)
10. Kenen, Peter B., “Financing, Adjustment, and the International Monetary Fund (Studies in International Economics)”, Brookings Institution Press Washington DC, U.S.A. 1986.

IB 405

INTERNATIONAL MARKETING

(Credit –4)

Objectives

1. To offer expert knowledge in marketing concepts, theories and techniques as applied in global business.

Unit – I

Introduction – The concept of global marketing – Importance, Growth and Benefits – Scope and Challenge of international marketing – The dynamic environment of international marketing.

Unit – II

Developing Global Marketing strategies – Global marketing management –Planning and Organisation – International Marketing Information System and Research – Understanding Global Consumers – Cultural Dynamics in assessing Global markets.

Unit –III

International product policy – Product positioning in foreign market – Product standardization and Adoption – Brands, Trademarks, Packaging and Labeling – International marketing of services – International product pricing policy – Export pricing –Pricing for international markets.

Unit – IV

International promotional policy – International advertising – Developing international advertising strategy – International sales force and Their management – Other forms of promotion for global markets.

Unit – V

Overseas marketing channel policy – Managing international distribution channels – Multinational retailers and Wholesalers – Global Logistics – Contemporary issues in International marketing – Future prospects in International marketing.

References:

1. Philip R. Cateora, John Graham, 'International Marketing', Irvine – Sage publications,2004.
2. Michal R. Czinkota, Illkka A. Ronkainen, 'Best Practices in International Marketing', Harcourt college publishers,2001.
3. Vern Terpstra , Ravi sarathy, 'International Marketing', Harcourt college publishers,2001.
4. Warren J.Keagan, Mark Green, ' Global Marketing', 3/e, Prentice Hall.
5. Rathor, Jani Rathor, 'International Marketing', Himalaya publishing House.
6. John Fayer Weather, 'International Marketing', Prentice Hall.

7. S.A.Sherlekar, V.S.Sherlekar, 'Global Marketing Management', Himalaya publishing House.
8. Sak Onkvisit, John J Shaw, 'International Marketing', Prentice Hall,1998.
9. J.M.Dewan, K.N.Sundarshan, 'International Marketing Management', Discovery publishing house,1996.

IB 407 QUANTITATIVE TECHNIQUES (Credits –4)

Objectives

1. To provide knowledge in quantitative methods and applications.
2. To offer expertise in quantitative analysis.

Unit – I

Theory of probability – probability rules – Baye’s theorem – Probability distribution – Binomial, Poisson and Normal. Statistical decision theory -- Decision environment -- decision making under certainty and uncertainty and risk conditions - EMV, EOL and marginal analysis - value of perfect information - decision tree analysis.

Unit – II

Sampling-Meaning of random sample - sampling methods - sampling error and standard error - relationship between sample size and standard error

Sampling distribution - characteristics- central limit theorem - estimating population parameters -point and interval estimates - estimating proportion, percentage and mean of population from large sample and small sample.

Unit – III

Testing hypothesis -testing of proportions and means large samples - small samples - one tailed and two tailed tests - testing differences between mean and proportions - errors in hypothesis testing - chi square distribution - characteristics - applications of tests of independence and tests of goodness of fit - inferences - F distribution- testing of population variance- analysis of variance - one way and two way.

Unit – IV

Correlation and regression Simple, partial and multiple correlation - simple, partial and multiple regressions - estimation using regression line - standard error of estimate - testing significance of correlation and regression coefficients - interpreting correlation - explained variation and explained variation - coefficient of determination- multivariate analysis - factor, cluster and discriminant analysis.

Unit – V

Linear programming graphic and simplex models - maximisation and minimization – Transportation – Assignment.

Note- The question paper should consist 80% problems and 20% theory questions.

References:

- 1 Richard I.Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, latest edition.
- 2 S.P.Gupta, Statistical Methods, Sultan Chand, latest edition
- 3 Sanchetti and Kapoor, Statics, Sultan Chand, 1992.
- 4 G.C.Beri, “ Statistics for management”, Tata Mc Graw Hill, 2003
- 5 J.k.Sharma, “ Business Statistics”, Pearson, 2004
- 6 Anderson Sweeney Williams, “ Statistics for Business and Economics”, Thomson. 2002
- 7 R.P.Hooda, “ Statistics for Business”, Mc Millan, 2003
- 8 Levine Krehbiel & Beverson, “ Busines statistics”, Pearson edition , Delhi, 2000

IB 409 LOGISTICS AND SUPPLY CHAIN MANAGEMENT (Credits – 4)

Objectives

1. To provide specialized knowledge in the operations of business logistics, supply chain, distribution network, international transportation and various logistic service providers for global business.

Unit – I

Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive advantages of Logistics – Functions of logistics management – Principles – Logistics Network – Integrated Logistics system.

Unit – II

Supply chain managements – Nature and Concepts – Value chain – Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.

Unit – III

Elements of Logistics and Supply chain management – Inventory carrying – Ware housing –Material handling – Order Processing –Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Supply chain management – Performance measurements.

Unit – IV

Transportation - Position of Transportation in Logistics and Supply chain management – Land, Sea, Air transports – Multi-model transport – Containerization – Selection of transportation mode – Transportation Network and Decision.

Unit – V

Logistical Information system (LIS) – Operations – Integrated IT solution for Logistics and Supply chain management – Emerging technologies in Logistics and Supply Chain management.

References:

1. Douglas M. Lambert, James R. Stock, Lisa M. Ellram, 'Fundamentals Of Logistics Management', Mc Graw Hill.
2. Coyle,Bardi, Langley, 'The Management of Business Logistics' , Thomson-South Western.
3. Cristoper, 'Logistics and Supply Chain Management', Pearson Education,2001.
4. Charles C.Porier and Michael J Baner, 'E- Supply Chain', Viva books.
5. D.K.Agrawal, 'Text Book of Logistics and Supply Chain Management ,Mac Millan India Ltd.
6. G.Rangahuram & N.Ranganaraj, 'Logistics and Supply Chain Management- Cases and concepts', Mac Millan India Ltd.
7. Gurinder singh Ahluwalia, 'International Marketing Logistics' ,Vrinda publications,2003.

8. Krishnaveni Muthiah, 'Logistics management and World Sea Borne Trade', Himalaya, 2001.
9. B.S.Sahay, 'Supply Chain Management-for Global Competitiveness', Mac Millan 2004.
10. B.S.Sahay, 'Supply Chain Management in the 21st Century', Mac Millan 2004.

SEMESTER – II

IB 402 INTERNATIONAL FINANCIAL MANAGEMENT (Credits –4)

Objectives

1. To impart knowledge on sources of financing and methods of appraisal of investment decisions and risks involved in global level of financial operations.

Unit – I

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

Unit – II

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

Unit – III

Nature and Measurement of Exposure and Risk - Measuring Accounting Exposure - Managing Accounting Exposure - Measuring and Managing Economic Exposure - Management of operating Exposure - Management of Interest Rate Exposure.

Unit – IV

Designing a Global Financing Strategy - institutional Structure - Euro Currency Loan -- International Equity Markets - International Financing Decision - Financing Overseas Subsidiary - Borrowing International Equity Investment - CAPM - Measuring the cost of International Borrowing - Syndicated Loans.

Unit – V

International Project Appraisal -- Issues involved in *Investment Analysis* - Foreign Project appraisal - Political Risk analysis - Adjusted Present Value Method - Cost of Capital for Foreign Investment -- Weighted Average Cost - Measurement and Management of Political Risk - International Tax Management.

Multinational Working Capital Management - Short-Term Financing - Options - Dollar Cost Averaging - Alternative Financing Options - Current Asset Management - International cash Management: - Inventory Management - Managing Blocked Currency Trade.

Note- The question paper should consist 40% problems and 60% theory questions.

References:

- 1 Rite M Rodriguez - International Financial Management, E Eugene Carter Prentice Hall, New Delhi 1985.
- 2 Alan C Shapiro - Multinational Financial Management, Allyn and Pacon Ioc, Boston, 1986.
- 3 Adrin. Buckley - Multinational Finance, Hcrit, New Delhi.
- 4 Raymond Vemon - Manager in the International Economy, Louis T Wells Jr Prentice Hall, 1987.
- 5 David H Blake - Tine Politics of Global Economic Robert S Walters Relations, Prentice Hall, 1987.
- 6 Madura, Jeff, “ International Financial Management, West Publishing Company.
- 7 William R. Folks Jr.; Raj K. Aggarwal; Raj Aggarwal, “International Dimensions of Financial Management”, South-Western Thomson Learning.
- 8 Henning, Charles N. , And Pigott, William, And Scott, Robert Haney, “International Financial Management” ,New York McGraw-Hill.
- 9 V K Bhalla, “International Financial Management”,Oscar Pub.
- 10 Zenoff, David B. And Zwick, Jack, “ International Financial Management”, Prentice Hall.
- 11 P.K.Jain, Josette Peyrand & Surendra Singh Yadav, “International Financial Management”, Macmillan India.

IB 404 FOREIGN TRADE DOCUMENTATION (Credits-4)

Objectives

1. To impart practical knowledge on the procedures and documentation requirements in international trade.

Unit – I

Export Documentation - Framework - Standardised preshipment Export Documents- Commercial and Regulatory Documents - Export credit instruments and procedure - Letters of credit and types Documents required for export credit - Central Excise and Customs clearance of export cargo - Procedure and documents.

Unit – II

Shipment of Export cargo by sea, by air and by post - Procedure and Documents required for shipment of cargo - Multimodel transport - procedure and documentation - Export incentives - EPCG scheme - Duty drawback - Central excise and j sales tax exemption - exemption of export profit from income Tax Procedure for availing export incentives - Documents required for export incentives.

Unit – III

Cargo insurance - Marine insurance - institute cargo clauses -specific policy -Open policy -procedure for cargo insurance - Procedure for marine insurance claims - Necessary documents for filling claim.

Unit - IV

Export credit insurance - services of Export Credit and Guarantee corporation in export credit insurance - specific policy and small exporters Policy - Guarantees - Procedure for availing credit insurance and necessary documents.

Unit - V

Quality control and Pre-shipment inspection - Quality maintenance provisions of Exports (Quality Control and Inspection) Act - Types of pre-shipment inspection - Procedure and documents for pre-shipment inspection.

References:

- 1 Tianwah,Goh, “Export-Import Procedures & Documentation How to start, finance and manage your own import-export (revised edition)”,1990.
- 2 Nabhi, “New Import Export Policy And Handbook Of Procedures”, Vol.1 2002-07: As Amended Upto 4.4.2002, Oscar Publications.
- 3 S.Ramakrishna & Others – Quality Control and Pre-shipment Inspection for exports.
- 4 Johnson,Thomas E., “Export/Import Procedures and Documentation”,New York, AMACOM, 1994.
- 5 Seyoum, Belay, “Export-Import Theory, Practices and Procedures”, NY, Haworth Press, 2000.

IB 406

INTERNATIONAL LEGAL ENVIRONMENT (Credits-4)

Objectives

1. To develop a thorough understanding of legal framework for global business operations and dispute settlement.

Unit – I

Definition of contracts – types – essentials of valid contract – performance of contract - Remedies for Branch of contract – Implied or quasi contracts - Special contracts - Contracts of Indemity and guarantee - Bailment and pledge - contract of Agency - Negotiable instruments - Types - negotiation - Endorsement - Acceptance - Presentation - Dis-honour - Discharge - Compensation - International Law.

Unit – II

Contract of Sale - Sale and agreement to sell goods - Conditions and warranties -passing of property in goods, Transfer of title by non-owners - performance of the contract of sale - seller/Es and buyers duties and rights under contract of sale.

Unit – III

Carrier and carriage of goods - Contract of carriage - common carriers - Carriage of goods by Rail, Sea - Contract of affreightment - charter party- Bill of Lading - Carriage by air.

Unit – IV

Uniform law on international sale of goods - obligations of the seller - obligations of the buyer, common provisions - Avoidance of contract - Supplementary rules concerning damages - Provisions of passing of risk in international sale contracts - Arbitration - procedure and practice.

Unit – V

International Environmental Agreements - The Stockholm Conference - Montreal Protocol on ozone reducing substances - Basel convention on transboundary Shipment of wastes - The Rio summit - The Kyoto Conference.

References:

1. Herbert M. Bohlman & Mary Jane Dundas , “The Legal, Ethical, and International Environment of Business”, 4th Edition, South-Western College Publishing, 1999.
2. Miller, Roger LeRoy; Cross, Frank B., “ Legal Environment Today: Business in Its Ethical, Regulatory & International Setting”, South-Western Thomson learning, 1998.
3. Litka, Michael, “International Dimensions of the Legal Environment of Business”, Thomson Learning Custom Publishing.
4. Cheeseman, Henry R., “ Business Law: the Legal, Ethical, and International Environment”, Prentice Hall, 2nd Edn, 1995.
5. Bohlman , “The Legal, Ethical & International Environment of Business-Industrial Laws & Legislation”, 1993.
6. Nan S. Ellis, “Study Guide With Critical Legal Thinking Cases: Business Law: The Legal, Ethical, and International Environment”, Allyn & Bacon 3rd Edn, 1997.

SEMESTER – III

IB 411 INTERNATIONAL MARKETING RESEARCH (Credits-4)

Objectives

1. To impart knowledge and skills in the tools, techniques, procedures of global marketing research.

Unit – I

International Marketing Research – Nature, Scope, Importance – Marketing Research in the International Environment – Areas for International Marketing Research – Quantitative Research and Qualitative Research.

Unit – II

International Marketing Research Process – Planning and Formulating Research Problems – Research Design – Methods of Collection of data – Primary and Secondary Sources – Survey Research – Measurements Techniques – Questionnaire Design – Scaling – Observations and Physiological Measures – Sampling Process.

Unit – III

Analysis and Interpretations – Data Analysis – Uni-variate, Bi-variate and Multi-variate Analysis – Presentation of Research Report – Norms and Procedures – Ethical issues in International Marketing Research.

Unit – IV

Consumer Behavior in Global Market – Market Segmentation - International Consumer Research – Understanding Consumer as an Individual and As a Group – Consumer Decision making Process – Various Models.

Unit – V

Marketing Information and Decision Support System – On-Line marketing Research – Marketing Research system – Marketing Intelligence system – Marketing Decision Support System – Digital Revolution in International Marketing System – Global Competitiveness in Marketing Research.

References:

1. V.Kumar, 'International Marketing Research', Prentice Hall 2000.
2. Donald S Tull & Del I.Hawkins, 'Marketing Research – Measurement and Method', Prentice Hall 2003..
3. Douglas Susan P, 'International Marketing Research', John willy & Sons 1999.
4. Craig, 'International Marketing Research- Concepts and Methods', John willy & Sons 1999.
5. Subhash C.Jain, 'Hand Book of Research in International Marketing', Edward Elgar pub. 2003.
6. Leon G Schiffman & Leslie L Kanuk, 'Consumer Behavior', Prentice Hall 2003.
7. Lovdon, 'Consumer Behavior' TNH 2003.

IB 413 GLOBAL FINANCIAL MARKETS AND INVESTMENTS (Credits-4)

Objectives

1. To develop an understanding of the characteristics and institutional framework for sourcing and trading of financial instruments in global markets.

Unit – I

Introduction: What are the global Financial Markets? The Foreign Exchange Market - Comparison of Domestic and International Money and Capital Markets - Global Derivatives Market - The mechanism of Foreign Exchange Transfers - Foreign Exchange and Eurocurrency Markets.

Unit – II

Foreign Exchange Arithmetic --- Direct and Indirect Quota - Merchants Rates - Inter-bank Market - Bid and offered Rates - Spot and Forward Rates - International Foreign Exchange Markets - Nostril Account - Vostro Account Transfers - cross Rates - Ready Rates (spot) - ready forward Rates - Arbitrage in Markets.

Unit – III

International Money Market - Instruments traded - Euro currency time Deposits - Euronotes -- Banker's acceptance - Floating Rate Notes - International banking and Euro Currency market - Syndication technique.

Unit – IV

International Capital Markets - Bond Market -- Eurobonds and Foreign Bonds - Structure of International Bond Market - Yields and Proceeds Computation - Currency and Interest rate Swaps - How Scrap rates are determined - Swaps versus Long - Dated Forwards -- Caps and Floors.

Unit – V

International Equity Markets - World's Major Stock Markets - Emerging Stock Markets - International Equity trading - Diversification benefits of International Investment - New Issue Procedures - Private Placements and Rule 144A- Hedging the currency Risk of International Portfolios.

International Derivatives Market - Currency Forwards and Futures Market - Forwards in Hedging and Speculation - Pricing a Forward Contract from Relative interest Rates, - Hedging a Forward Position - Currency Futures - MTM – Swap Market - Over the counter Options Market

Put-call Parity - Currency Option Pricing- Trading Locality Currency collars.

Note- The question paper should consist 40% problems and 60% theory questions.

References:

- 1 Meric, Ilhan, “Global Financial Markets at the Turn of the Century”, Science & Technology Books.
- 2 Maxwell, Charles E.; Bruckner (editor), “ Financial Markets and Institutions: The Global View”, West Publishing Company, 1994.
- 3 Ian H Giddy, Global Financial Markets, Houghton Mifflin in Co., USA, 1997.
- 4 John R.Prick, Hkent Basker, John A Hasliem - financial Markets: Instruments and Concepts, Reston pub Co NY 1995.
- 5 David Kidwell Richard I. Peterson and David W Bcakwell, Financial Institutions: Markets and Money, Harcourt Brace, Javanbvich, 1993.
- 6 Rajwade V A 'Foreign Exchange: International Finance and Risk Management, Academy of Business Studies, New Delhi, 1991.
- 7 Apte P.G. International Financial Management, Tata McGraw Hill, New I Delhi, 1995.
- 8 Johnson, Hazel, “Global Financial Institutions and Markets”, Blackwell Publishing
- 9 Kaushik, Surendra K., “International Capital Markets: New Directions” New York Institute of Finance, 1989.
- 10 Greene, Edward F., “U. S. Regulation of the International Securities and Derivatives Markets”, Set 2 vols, Aspen Publishers.

Objectives

1. To provide knowledge on the basics of doing business through internet.
2. To develop skills of students in the net based business operations.

Unit – I

Introduction : Introduction to Internet, Web servers, Web browsers, World wide web
Web pages, URL's e-mail, ftp, telnet, modems and ISP's (Internet Service Provider)

Unit – II

Internet Security : Public/Private key pairs-Digital certificate - Digital signatures -
Encryption and Decryption - Message Digests - Secure Hash Algorithms (SHA).

Unit – III

e-Commerce : EDI (Electronic data interchange), search engines - Digital currency, e-cash,
e-cheque, credit card charge card.

Unit – IV

Online Commerce: Interactive web pages, e-shopping, e-banking, e-agriculture, e-
governance.

Unit – V

HTML : Tags, Hyper-links, lists, framesets, tables, formats, images, forms (Post, Get,
Read).

Note:

The practical examination will be conducted by an internal examiner and an external
examiner jointly.

The theory paper (3 hours and 100 marks) will be scaled to 50 marks. The practical
paper (3 hours and 100 marks) will be scaled to 50 marks. The candidate has to secure 50% in each of the practical and theory papers to
secure a pass.

Failure to secure the minimum either in the theory or the practical will entail the
reappearance only in that paper. Twenty marks out of hundred for the practical paper is reserved
for the record.

References:

1. Pete Loshin's Electronic Commerce.
2. Bajaj's E-Commerce the cutting edge.
3. Kala Kota Frontiers of E-Commerce, Pearson Education, New Delhi, 2002

SEMESTER – IV

IB 410

RESEARCH METHODOLOGY

(Credits-4)

Objectives

1. To provide knowledge on research methods, techniques and the process.
2. To develop skills in the application of research methods for business problem solving.

Unit - I

Research – meaning & purpose – types of research – pure and applied, survey, case study – experimental, exploratory - Research design – steps in selection & formulation of a research problem – steps in research - review of literature.

Unit - II

Formulation of hypothesis – types, sources – testing – sampling techniques – sampling error & sample size.

Unit - III

Methods of data collection – primary & secondary data – observation – interview – questionnaire – construction of tools for data collection – Testing validity and reliability – Pilot study and Pre-testing.

Unit - IV

Processing & analysis of data – editing – coding – transcription - tabulation – outline of statistical analysis – descriptive statistics – elements of processing through computers – packages for analysis.

Unit - V

Report writing – target audience – types of reports – contents of a report – style and conventions in reporting – steps in drafting a report.

References:

1. William C. Emory, Business Research Methods, R.D. Irwin Inc.
2. Robert G. Murdick, Business Research: Concepts & Practice, International Text Book Company
3. Claus Moser & Graham Kalton, Survey Methods in Social Investigation, Gower Publishing Co.
4. Anderson J. Berry H.D. & Poole M., Thesis & Assignment Writing, Wiley Eastern Ltd.
5. Kothari C R, Research Methodology, Vikas Publishing Ltd.2002
6. Krishnasamy O R, Research Methodology, Himalaya publishing house,1998.
7. Cooper, “ Business research Methods”, Tata Mc Graw Hill, 2003

IB 414 **INTERNATIONAL ACCOUNTING** **(Credits - 3)**
Objectives

1. To provide specialized knowledge in the procedures, methods and standards adopted in reporting financial accounting information and statements.

Unit – I

Introduction to International Accounting - Standardization, Harmonization and Accounting Methods - International Organizations and Accounting Standards

Unit – II

Accounting for Foreign Transactions - Translation of Foreign Currency Financial Statements

Unit – III

Multinational Financial Reporting and Analysis - International Taxation

Unit – IV

International Managerial Accounting - International Auditing

Unit – V

The Bretton Woods Agreement and Development of Trading Areas - US - UK Group - Continental Group - South American Group and Others

Note- The question paper should consist 40% problems and 60% theory questions.

References:

1. Paul E.Holt and Cheryl D.Hein , “International Accounting”, 5th Edition, DAME
2. Thomson Learning, 2001.
3. Chris Nobes and Robert Parker, “Comparative International Accounting”, Pearson
4. Education, 2002.
5. Clare Roberts, Pauline Weetman and Paul Gordon, “International Financial Accounting, A Comparative Approach”, Prentice Hall, 2002.
6. Walton, “Financial Statement Analysis: An International Perspective”, Thomson
7. Learning, 2002.
8. European Commission, “Accounting Harmonization: A New Strategy vis-a-vis
9. International Harmonization”, Brussels, Belgium, 1995.
10. International Accounting Standards Committee, “International Accounting Standards”, London: IASC, 2000
11. Helen Gernon and Gary Kenneth Meek, “Accounting and International Perspective”, Tata McGraw Hill, 2002.
12. Mark E Haskins, Darden, Kenneth r Ferris and Tom Selling, “International Financial
13. Reporting and Analysis”, Tata McGraw Hill, 2002.
14. Arpan, Jeffrey S., “International Dimensions of Accounting”, P W S Publishers.
15. Saudagaran, Shahrokh M., “International Accounting”, South-Western Publishers.

IB 416 STRATEGIC HUMAN RESOURCE MANAGEMENT (Credits-3)

Objectives

1. To provide the basics of strategic implications in the management of human resources.
2. To expose students to global business practices in managing human resources.

Unit – I

Changing Business Environment – Globalisation – Technological Changes – Market Changes – Business Strategy and HR – Strategic HR Practices – Strategic responses of Organisations to Changing Environment.

Unit – II

Human Resource and Business Strategy – Changing work Roles – Portfolio – Process and Structure Related Strategic Responses and SHRM System.

Unit – III

Strategic HRM Practises and Facilitators – Organisational Structure – Employee Relations.

Unit – IV

Management of Careers – National Cultures and International Management.

Unit – V

Leadership in times of Change – Economic Indicators of HRM.

References:

1. Shaun Tyson ed., “Strategic Prospects for HRM”, New Delhi, 2002.
2. Kandula, Srinivas R, “Strategic Human Resource Development”, Prentice Hall of India, New Delhi, 2002.
3. Mello, “Strategic Human Resource Management”, Thomson, 2002.
4. Hitt, “Strategic Management – Competitiveness and Globalisation”, Thomson. 2002.
5. Ian Beard Well & Len Holden, “Human Resource Management”, McMillan Ltd, 2003.
6. Biswanth Ghosh, “Human Resource Development and Management”, Vikas Publishing, 2002.
7. Anthony, William P., “Strategic Human Resource Management”, Dryden Press.
8. Fombrun, Charles J., “Strategic Human Resource Management”, Wiley & Sons.
9. Y R K Reddy, “Strategic Approach To Human Resource Management”, New Age International Pub.
10. Lundy, Olive, “Strategic Human Resource Management”, Thomson Learning.
11. Alan McKinlay, “Strategic Human Resource Management”, Blackwell Publishing.

ELECTIVES

IB 418 INTERNATIONAL BUSINESS STRATEGIES (Credits-3)

Objectives

1. To provide specialized knowledge and understanding of global business strategic alliances, their planning and implementation and their effectiveness.

Unit – I

Introduction to International Business and International Business Environment. Corporate Strategy, Planning and Strategic Management in International Business - Definition and scope of international corporate strategy -The strategic management process - Strategic analysis and evaluating performance -Corporate planning, systems and machinery.

Unit – II

International Competitive Strategies - Generic strategies and competitive advantage - Strategic options and strategic choice Global/national competitive strategies - International portfolio' strategy International Competitive Strategies - Global /local taxation - Co-ordination/centralisation - Transnational strategy Alternative' Methods of Strategy Implementation.

Unit- III

Case studies of US Companies.

Unit - IV

Case studies of European Companies.

Unit – V

Case studies of Asian Companies including Japan.

References:

- 1 P. Lorange; F. J. Contractor, “Cooperative Strategies: In International Business and Alliances”, Publisher: Elsevier Science.
- 2 Contractor, Farok J., “Cooperative Strategies in International Business”, Free Press
- 3 Dicken, P. Global Shift, (Paul Chapman, 1992)
- 4 Hodgetts., R. & Luthans, F. International Management, 2nd Edn, Mcgraw Hill, 1994
- 5 Luo, Yadong, “Entry and Cooperative Strategies in International Business Expansion”, Publisher: Westport, CT: Quorum, 1999.
- 6 Robert T Moran, William G Stripp, “Dynamics Of Successful International Business Negotiations: Strategies That Work In Today's Multicultural Business Arena”, Oscar Publications.

Objectives

1. To develop an understanding of the need, the procedures, the management of outsourced business processes.

Unit – I

Introduction – meaning – Planning outsourcing – defining scope of transaction – areas targeted for BPO – General categories – administration – Asset and property management – finance – HR

Unit – II

Selecting group of potential vendors- request for proposal – selecting the vendor – negotiating strategy - process – exposure analysis – BPO Contract – Key issues.

Unit – III

Sharing inter-firm processes – Survey of technology – Pricing Considerations- Transaction Costs – Measuring performance – Service levels – Benchmarking

Unit – IV

Structure of BPO Agreement – Transition – Integration – Staffing – Customer Responsibility – Intellectual Property – Audit – Liability – Liquidated damages

Unit – V

Contract Related issues – Dispute Resolution- Governing law – Taxing BPOs – International Issues – US Backlash

References:

21. BPO: Process, Strategies & Contracts. Arthur John k. Halvey, Barbara Murphy Melby. John Wiley & Sons
22. Outsourcing : Steven M. Bragg, John Wiley & Sons
23. Alliances Outsourcing & the Lean Organisation. – Michael Milgate, Greenwaad Pub Group, 2001
24. It Outsourcing guide – Rob Aaldens
25. BPO – The hot world of doing Business – Ramesh Kumatr
26. Strategic Outsourcing – Maurice F. Greaver, Aualam 1999
27. S.Nakkiran&D.J.Franklin, “BPO”,Deep&Deep Publication,2004

Objectives

1. To offer specialized knowledge on applying costing techniques in strategy formulation and implementation and to assess the effectiveness of strategic decisions.

Unit – I

Introduction- Cost management - Factors affecting cost management – Systems approach to cost management – cost management concepts – Activity based cost system – Activity cost behaviour.

Unit – II

Activity and Strategic based costing and control – Steps in ABC systems – Activity identification – Assigning costs to activities – Assigning secondary activity costs – Cost objectives & bills of activities – Activity rates and product costing – Activity based management – Activity based responsibility accounting – Activity based budgeting – Implementing activity based management.

Unit – III

Strategic based costing – Strategic positioning – Value chain analysis – Life cycle cost management – JIT management and purchasing and their effect on cost management.

Unit – IV

Strategic based control – Strategic based responsibility accounting – Balanced score and linking measures to strategy – Strategy alignment – Tactical decision making – steps – Relevant cost & Revenues – Activity resource usage model.

Unit – V

Quality cost management – Cost of quality – reporting quality costs – Quality cost information and decision making – Controlling quality costs – Productivity measurement and control – Environmental costs – Measurement and control.

Note- The question paper should consist 60% problems and 40% theory questions.

References :

1. Don. R. Hansen & Maryanne M. Mowen, “Cost Management – Accounting and Control”, Thomson Learning (Asia) Pvt Ltd, Singapore 2003.
2. John. K. Shank and Vijay Govindarajan, “Strategic Cost Management”, The Free Press, New York.
3. Robert. S. Kaplan and David. P. Norton, “The Balanced Score Card. Translating Strategy into Action”, Harvard Business School Press 1996, Boston.
4. Raymond. J. Trotta, “Translating Strategy into Shareholder Value”, American Management Association, New York.
5. Publication of ICWAI on ABC and SCM.
6. Alles, Michael, “ Strategic Cost Management”, Courier Custom Publishing.
7. Wilson, Richard M., “Strategic Cost Management”, Aldershot Ashgate Publishers, 1997.

8. Shank, John K, “Strategic Cost Management: The New Tool for Competitive Advantage”, The Free Press.
9. Blocher, “Cost Management: A Strategic Emphasis”, Irwin/McGraw Hill, 1999.

IB 421 TOTAL QUALITY MANAGEMENT (Credits-3)

Objectives

1. To develop knowledge of conceptual framework, procedures, implementation process, benchmarking of quality standard in global business.

Unit – I

Total quality management – Introduction I definition – Basic concepts and approach – accelerating use of TQM – Quality and business performance. Information analysis – Strategic Information system and process management – Service quality Vs. Product quality.

Unit – II

Strategic considerations – quality centered strategic planning – Strategic planning process – Strategic quality management- Definition of quality control- statistical quality control- other tools and techniques.

Unit – III

Total quality oriented HRM – Training and development – Performance appraisal- Leadership for TQM – Attitude and involvement of top management – Quality education in the context of corporate training programmes.

Unit – IV

Total quality model – improvement implementation process – Intra and inter functional process – managing integrated process. Costs of quality – Economics of quality in relation to total quantity: Maximise value , minimize cost.

Unit – V

Benchmarking – use for continuous improvement – collecting data and identifying benchmark partners – analyzing data – adapting – improving.
Assessing quality – self assessment and certification – ISO 9000 quality management- Documentation , requirements benefits.

References:

1. Joel E.Ross , “TQM, text, cases and readings”, St. Lucie Press, 1993
2. Tito Conti, Building total quality – Chapman and Hall,1995
3. Michael E.Joyce , Leading your business beyond TQM – Pitmann Publishing
4. R.P.Mohanty & R.R.Lakhe, TQM, - Jaico Publishers,2002
5. Dale Besterfield , TQM – International edition,2003
6. S.K.Singh, ISO 9000 & TQM, Commonwealth Publishers,1997.
7. Robert C.Camp, “ Business Process Benchmarking”, ASQC Quality Press, 1998

IB 422 BUSINESS ETHICS CORPORATE GOVERNANCE (Credits-3)

AND SOCIAL RESPONSIBILITY

Objectives

1. To provide an in depth understanding of ethical issues and good governance practices and social responsibility of global business.

Unit – I

Concept of ethics – sources – ethics and morals – justice – fairness – values – normative ethical theory – relevance of business ethics – arguments for and against – business values for 21st century – ethics in Indian business.

Unit – II

Ethical management – strengthening of personal and organizational integrity – complexity and group dynamics – spiritual core of leadership – leaders the value references.

Unit – III

Does ethics pay – ethical pitfalls of investment industry – corporate scams and its effects – law as an instrument of ethics.

Unit – IV

Corporate social responsibility – meaning – promoting – stakeholders satisfaction – corporate responsiveness – managing socially responsible business.

Unit – V

Environment responsibility – ethics and ecology – advertise and information disclosure – work ethics and professional responsibility.

References:

1. R.C.Sekhar -Ethical Choices in Business-Response Books.
2. Corporate Governance and business Ethics by All India Management Association- Excell Books.
3. Business Ethics by William H. Shaw –Thomson Publications.
4. Keith Davis, “Business and society, Environment and Responsibility”, Mc GrawHill, New York, 2003

Objectives

1. To provide knowledge on the basics of doing business through internet.
2. To develop skills of students in the net based business operations.

Unit – I

Introduction to computers – Characteristics, history, generation of computers. Peripherals – I/O devices, storage device and over view of programming language, flow charts, over view of operating systems- window O/S- MS word, MS Excel, MS Power point MS Access – Internet explorer. Computer system – data processing, tele shopping – tele working – E Mail, E Commerce – Multimedia.

Unit – II

Operating system – Multi programming – time-share – distribution system – I/O structure, system designing & implementation, multi processor scheduling, inter processor communication, storage management – swapping, single and multi partition allocation – segmentation storage, secondary storage management disk scheduling , storage hierarchy. File protection, file operation, file protection, Security - Encrypting.

Unit – III

Date base Management – Data base concept – basic concept, E R model – SQL basic structure, set equation, sub quires, DDL, DML, Embedded SQL, integrity security. Introduction to XML, concepts, storage and file structure, physical storage, file organization, data dictionary storage, indexing and hazing- basic concepts, multiple key access, dead lock handling.

Unit – IV

Networking- Introduction, network hardware- software- reference model, Internet, ATM, physical layer, Transmission Media- wireless Transmission, switching, communication satellite. Data link layer- multiple access, protocol- Ethernet wireless LAN- bluetooth, internet working – IP protocol, internet control protocol – internet transport protocol – E Mail- network security – Cryptography.

Note:

The practical examination will be conducted by an internal examiner and an external examiner jointly.

The theory paper (3 hours ans 100 marks) will be scaled to 50 marks. The practical paper (3 hours and 100 marks) will be scaled to 50 marks. The candidate has to secure 50% in each of the practical and theory papers to secure a pass.

Failure to secure the minimum either in the theory or the practical will entail the reappearance only in that paper. Twenty marks out of hundred for the practical paper is reserved for the record.

References:

1. Larry Long, Nancy Long, “ Introduction to Computers and Information Systems”, Prentice Hall International, 1997
2. John P. Slone, “ Handbook of Local Area Networks”, Viva Publishers, Latest edition
3. Vaughan, “ Multimedia – making it work”, Tata Mc Graw Hill , 2003
4. Crowley, “ Operating Systems – a design oriented approach”, Tata Mc Graw Hill, Latest edition
5. Houlette, “ SQL A beginners guide”, Tata Mc Graw Hill, Latest edition
6. Chang, “ Oracle XML Handbook”, Tata Mc Graew Hill

IB 424**COMMUNICATION SKILLS****(Credits-3)****FOR INTERNATIONAL BUSINESS****Objectives**

1. To impart knowledge skills required for global business operations.
2. To expose students to communication practices in global business.

Unit I

Introduction to Communication and language-Meaning-Need-Objectives of Models of Communication –Understanding the process of Communication.

Unit II

Levels of Communication :Intera-personal, Inter-personal, Small group, Inter-cultural, Public, Mass media and Non-Verbal .Theories in Communication: Balance and Communication theories ,The Social judgment-involvement approach, Inoculation Theory.

Unit III

Forms of Communication: Non verbal Communication-personal appearance, posture, gestures, facial expressions, space distancing - Oral Communication- Dyadic Communication, face to face, telephonic conversation, meetings , seminars and presentations-Using Aids in Oral Communication-Importance of Clarity and Brevity in oral communication .Written Communication-Formal reports-Definition-Preparatory steps-Types-Structure and style.

Unit IV

Importance of Communication in professional writing-features of written Communication, Choice of words and phrases-Do's and Don'ts: Clichés, Slang, Jargon etc., The craft of writing Business letters, Qualities of effective Business letters-Kinds of Business letters.

Unit V

Importance of Communication in the Business world-Applying Communication skills in the global business network-Intercultural communication-Attitudes, patterns of thought across cultures, social organizations, Role and Role prescriptions, Conceptualizations of time across countries, Non-Verbal expression in Inter-Cultural perspectives-The new technology and Communication.

References:

1. Rosalie Torres et al, "Evaluation strategies for communicating and reporting", Sage Publications, 1996
2. Phillip G. Clampitt, "Communicating for managerial effectiveness", Sage Publications, 2001
3. Fred E Jandt, "Intercultural Communication", Sage Publications, 2001
4. Ronald L Applbaum et al, "Fundamental Concepts in Human Communications", Harper & Row Publications, 1973
5. Steward H et al, "Business English and Communication", McGraw Hill, 1984
6. Krishna Mohan and Meera Banerjee, "Business Communication", Mac Millan India Ltd., 2003
7. L.A.Woolcott & W.R.Unwin, "Mastering Business Communication", Mac Millan Master Series, 1983

IB 425 CUSTOMER RELATIONSHIP MANAGEMENT (Credits-3)**Objectives**

1. To provide specialized knowledge in relationship marketing concepts and in management of customer relationships.

Unit – I

Customer Relationship Management - Management requires Measurement - Qualitative Measurement Methods - Quantitative Measurement Methods - Calculating Relationship Indices.

Unit – II

Customer Relationship Survey Design - Statistical Analysis of Customer Surveys - Using Customer Relationship Survey Results

Unit – III

Relationships in Marketing - Relationship Concepts - Relationship Drivers - Lasting Relationships

Unit – IV

Customer Partnerships - Internal Partnerships - Supplier Partnerships - external Partnerships

Unit –V

The Technological Revolution - Relationship Management - Changing Corporate Cultures

References :

1. John Egan, "Relationship Marketing, Exploring Relational Strategies In Marketing", Prentice Hall.
2. John Anton, "Customer Relationship Management", Prentice Hall.
3. Jagdish N Sheth and Atul Parvatiyar, "Handbook of Relationship Marketing", Response Books, 2002.
4. Anderson, "Customer Relationship management", Tata McGraw Hill, 2002.
5. David Strutton; Lou E. Pelton; James R. Lumpkin, "Marketing Channels: A Relationship Management Approach", McGraw-Hill Higher Education.
6. Zineldin, Mosad, "Strategic Relationship Management: A Multi-Dimensional Perspective: Towards a New Co-Operative Framework on Managing, Marketing and Organizing", Coronet Books Pub.
7. McKenna, Regis, "Relationship Marketing: Successful Strategies for the Age of the Customer", Addison-Wesley Longman, 1991.
8. Christopher, Martin, "Relationship Marketing", Science & Technology Books.

IB 427 INTERNATIONAL TRADE RELATIONS (Credits-4)

Objectives

1. To provide an overview of trade alliances, negotiations, dispute settlement mechanisms and institutional framework for regulation of international trade.

Unit – I

Meaning – Importance and theories – economic interdependence – Emerging dimensions of international economic relations.

Unit – II

Historical perspective – its implications – monetary reserves.

Unit – III

Quota- quantitative restrictions and state trading - role of Hard currency in international liquidity -tariff plans - Triffin - UNCTAD - GATT- WTO - obligations of the member Countries.

Unit – IV

Functions and role of IMF, IBRD, IDA, UNDO - International Finance corporation - Asian development bank- European Payment union. Inter - American development USAID - Trade Blocks - USAID Trade among common Wealth countries - Trade among SAARC countries.

Unit - V

South - north and south - south dialogue - role of Multinational corporations - SDR - role of technology - new International economic order - Asian common market - Euro - Currency market.

References:

- 1 Richard D. Ways, Christopher M.Korth & Manuchar Roudiani, International Business, New Delhi, Prentice Hall.
- 2 Nigam, R. S. A Study Of The European Common Market And Its Impact On India's Foreign Trade, Delhi, S.Chand.
- 3 Reubens Edwin P., The Challenges Of The New International Economic Order, Westview Press, Inc.
- 4 Blackhurst, Richard and Tumlr, Jan, "Trade Relations Under Flexible Exchange Rates. GATT - Studies In International Trade", Geneva, 1980.
- 5 Archer, Clive , "International Organisations", Routledge Publisher.

IB 428**MANAGEMENT OF MNCs****(Credits-4)****Objectives**

1. To impart specialized knowledge on the managerial policies, practices and techniques of MNCs in their global business operations.

Unit – I

Concept of MNCs - Emergence and growth of MNCs - Process of Internationalisation - Types of MNCs - Factors behind growth of MNCs - Problems and benefits from MNCs - Special problems of MNCs and developing countries.

Unit – II

Strategic Management of MNCs - SWOT Analysis - components of Strategies.- Levels of Strategies - Corporatge level, business level and functional level strategies - strategy formulation and implementation -Case studies.

Unit – III

Ownership Strategy of MNCs - International joint ventures - International Strategic Alliances - Foreign subsidiary - mergers and acquisition - Problems, prospects and patterns of each form - Case studies.

Unit – IV

Strategic planning in MNCs - Concept of Strategic Planning - Need - Focus modes - Planning for expansion - Planning for competitive advantage and market leadership - Planning for core competence -Environmental scanning and planning - Case studies.

Unit – V

Organisational strategies of MNCs - Organisational theories applicable to MNCs -- Structure of MNCs - American, European and Japanese organisational designs of MNCs - Designing appropriate strategy - organisational aspects of Integration of subsidiaries - Strategic adoption to local conditions - MNC culture - Business Ethics - Social responsibility.

References:

- 1 Sethi, S. Prakash & Holton, Richard H., Management of the Multinationals: Policies, Operations, & Research, NY, Free Press.
- 2 Singh, Chaitram, “ Multinationals, the State, and the Management of Economic Nationalism”, NY: Praeger, 1989.
- 3 Gladwin, Thomas N. & Ingo Walter, “Multinationals under Fire: Lessons in the Management of Conflict”, NY, John Wiley & Sons, 1980.
- 4 Stopford John, M & Loius T Wells Jr., “Managing the Multinational Enterprise”.
- 5 Dunning, J.H., “The Globalisation Business”, Routledge, 1993.

IB 429 DERIVATIVES AND RISK MANAGEMENT (Credits-4)**Objectives**

1. To develop an understanding of derivative instruments and their usage in risk management.
2. To expose students to various financial risks in business and their impact on business operations.

Unit – I

Derivatives defined – products – participants & functions – types of derivatives – development of exchange traded derivatives – global derivatives markets – exchange trade Vs OTC Derivatives – Derivatives market in India.

Unit – II

Options – development of options markets – call options – put options – organized options trading – listing requirements – contract size – exercise prices – expiration dates – position & exercise limits – exchanges on which options trade – options traders.

Unit – III

Forward contracts – Futures contracts – structure of forward & futures markets – development of futures markets – organized futures trading – futures exchanges – Futures traders.

Unit – IV

Principles of Option pricing – Put Call Parity relationship – Option pricing models – The Black Scholes Model – The Binomial model – Principles of forward and future pricing – the cost of carry model.

Unit – V

The impetus for Risk management – benefits – dealers & other participants –managing market risk – Delta – Theta - Gamma – Vega hedging – value at risk – derivatives in the organisation – accounting and tax for derivatives – avoiding derivative losses – regulations.

Note- The question paper should consist 60% problems and 40% theory questions.

References:

1. John C.Hull, “ Options, Futures and other Derivatives”, Prentice Hall India, 2001
2. D.C.Patwari, “ Options and Futures in an Indian Perspective”, Jaico Publishers, 2001
3. Robert W.Kolb, “ Understanding Futures Markets”, Prentice Hall India, 1997
4. Franklin R.Edwards, “ Futures and Options”, Tata Mc Graw Hill, 1992
5. V.K.Bhalla, “ Financial Derivatives and risk Management”, S.Chand, 2001
6. Chance, “ Introduction to derivatives and Risk Management”, Thomson Learning, 2002.

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