

INTERNATIONAL BUSINESS**SEMESTER I**

- IMS 011 ESSENTIALS OF MANAGEMENT
 IMS012 BUSINESS ENVIRONMENT
 IMS 013 FINANCIAL ACCOUNTING
 IMS 014 QUANTITATIVE METHODS IN BUSINESS
 IMS 015 HUMAN RESOURCE MANAGEMENT
 IMS 016 INDIAN VALUE SYSTEM & BUSINESS ETHICS
 IMS 017 MARKETING MANAGEMENT
 IMS 018 MANAGERIAL ECONOMICS

IMS 011 ESSENTIALS OF MANAGEMENT

Objective: To provide an understanding of the tasks and functions of management and to acquaint the students with the evolution of management thought.

Course Outline**Unit I**

Introduction: Definition, Nature scope and significance of Management, the evolution of Management thought, Approaches of management, Contributions of Taylor, Fayol and Barnard to Management Science Functions of a Manager Social responsibility of Managers, Values and Ethics in management.

Unit II

Planning: Definition, Nature, Scope and significance of planning, Objectives, Steps of Planning, Decision making as key step in planning. The process and techniques of decision making, long- range planning, strategies and policies.

Unit III

Organisation: Definition, Nature, scope and significance, Approaches, Departmentation, Line and staff relationships, Delegation and Decentralization, Committee system, Determinants of effective organising, Staffing - nature and significance, Selection, Appraisal and Development of Managers.

Unit IV

Directing & Controlling: Issues in managing human factors, Motivation - nature and Significance, Theories and Techniques, Leadership and Leadership Styles; Communication - Definition and Significance, Communication Barriers, Building effective communication system. Definition and Elements Control Techniques, Coordination, Determinants of an Effective Control system, Managerial Effectiveness.

Recommended book(s)

- Donnelly J.H., Gibson, J.L. & Ivancevich, J.M., Fundamentals of Management, Irwin, Inc.
 Drucker, P.F. , The Practice of Management, Allied Publishers
 Hold, David, H., The Management Principles and Practice, Tata McGraw Hill
 Koontz & O'Donnell, Essentials of Management, Tata McGraw Hill
 Prasad, L.M., Principles and Practice of Management, Sultan Chand & Sons
 Robbins, S.P., and Coulter, M., Management, Pearson Education

IMS012 BUSINESS ENVIRONMENT

Objective: To facilitate the understanding of the various components of the environmental to be considered for decision making.

Course Outline**Unit I**

Introduction: The concept of Business Environment, its significance and nature. The interaction matrix of different environmental factors – Porters model, the process of Environmental Scanning. Types of economies – socialistic pattern, free market economy and mixed economic structure. Responsibility of business to the society.

Unit II

The Politico-Legal Environment – The relationship between business and government in India. Federal structure in India – Centre-State financial relations. An introduction to some important business laws like New Competition Law 2000, MSME Act, FEMA, Important regulations of SEBI affecting Indian business environment.

Unit III

Macro Economic Environment – National income aggregates, Fiscal and monetary policy. Balance of trade and balance of payment. Exchange market convertibility of rupee. Trade Cycles – meaning, phases and theories – monetary theories, Samuelson and Hicksian approach. Inflation analysis.

Unit IV

Indian Economic Environment – Features of Indian Economy – primary, secondary and tertiary sectors, demographic profile of the Indian economy. The philosophy and strategy of planning in India. Industrial policy in India. Second generation economic reforms – liberalisation, globalisation and its impact on business environment, Foreign investment in India. Composition and direction of India's foreign trade. Problems of Indian business environment.

Recommended book(s)

- Cherunilum, Francis, Business Environment, Himalaya Publishing House

Dutta and Sundaram, Indian Economy, S. Chand and Co.

Mamoria, C.B., Social Problems and Social Disorganization in India, Kitab Mahal

Mathew, M.J., Business Environment, RBSA Publishers, Jaipur, 1996.

IMS 013 FINANCIAL ACCOUNTING

Objective: To develop an insight into the nature and uses of Financial Accounting Information and its reporting.

Course Outline

Unit I

Nature and function of financial reporting. Accounting and accounting system, Information perception of different users, measures of return, ethical issues in accounting, basic accounting concepts and conventions, GAAP, Indian accounting standards.

Unit II

Source documents, classification of accounts, recording, posting of transactions, preparation of trial balance for service and merchandise business, adjustment of accounts, closing of accounts, completing the accounting cycle, measuring business income, financial statements of manufacturing businesses.

Unit III

Meaning and reporting of assets / liabilities, internal control systems for cash, bank reconciliation, accounting for receivables and inventories, capital and revenue expenditure, depreciation accounting, accounting for liabilities, accounting for share capital, preference share and other long-term liabilities.

Unit IV

Analysis of accounting information, Financial Statement analysis and application, Statement of Cash Flow, preparation and interpretation, contents of an Annual Report.

Recommended book(s)

Financial Accounting, A Managerial Perspective, R. Narayanaswamy - Prentice Hall India

Financial Accounting for Management, N. Ramachandran & Ram Kumar Kakani, TMH Publication

Accounting For Managers, Maheswari & Maheswari, Vikas Publishing house (P) Ltd.

Financial Statement Analysis, Wild, Tomson Cengage Learning Ltd.

Advanced Accountancy, R.L. Gupta & M. Radhaswamy, Sultan Chand Publications

Accounting for Managers, Bhattacharya, Vikas Publications

IMS 014 QUANTITATIVE METHODS IN BUSINESS

Objective: To acquaint the students with various quantitative techniques helpful in improving their decision making skills.

Course Outline

Unit I

Arithmetical and Geometrical Progression; Addition, subtraction and multiplication of Matrices, transpose of a matrix, Identity Matrix, Null matrix, Singular and Non-singular Matrix, Cofactor Matrix, Adjoint of a matrix, Inverse of a matrix; Solution of a system of linear equations by using matrices, single linear application of matrices.

Unit II

Measures of central tendency – Mean, Mode, Median, Geometric Mean, Harmonic Mean;

Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation. Absolute and Relative Dispersion; Coefficient of variation. Combined standard deviation.

Unit III

Correlation analysis – types of correlation. Methods of studying correlation – scatter diagram method, Karl Pearson's coefficient of correlation, Rank correlation coefficient.

Regression analysis – difference between correlation and regression. Regression lines. Regression equations Y on X and X on Y. Method of Least Squares. Deviations taken from the actual means of X and Y. Deviations taken from the assumed means. Regression coefficients and their properties.

Unit IV

Linear Programming – Extreme point theorem: Graphical solution method – maximization problem, minimisation problem. Some special cases in Linear Programming – multiple optimal solutions, an unbounded solution, an infeasible solution.

Transportation Problem: Methods of finding an initial solution – North-West Corner Method, Least Cost Method, Vogel's Approximation Method.

Recommended book(s)

Business Mathematics, by Sancheti & Kapoor (Unit I)

Statistics, by S P Gupta and M P Gupta (Unit II & Unit III)

Operations Research, by J K Sharma (Unit IV)

IMS 015 HUMAN RESOURCE MANAGEMENT

Objective: To familiarize students to various aspects of acquiring and maintaining the workforce for sustained growth of any organisation.

Course Outline

Unit I

Nature and scope of Human Resource Management; Human Resource Management in a changing Environment; Strategic Human Resource Management; Human Resource Planning; Job Analysis and Design.

Unit II

Attracting and Selecting Human Resources; Orientation and Placement; Manpower Training and Development.

Unit III

Performance Appraisal System; Job Evaluation & Employee Remuneration; Employee Benefits and Services.

Unit IV

Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Welfare and Participative Management.

Recommended book(s)

Human Resource Management – Text & Cases, by VSP Rao, Excel Books

Human Resource Management – Text & Cases, by K. Ashwatappa – Tata McGraw Hill

Human Resource Management, by Cynthia Fisher, Shaw – Wiley / Biztantra

Human Resource Management, by Gary Dessler, Person Publications

IMS 016 INDIAN VALUE SYSTEM & BUSINESS ETHICS

Objective: To develop an appreciation for ethical conduct of business practice.

Course Outline

Unit I

Historical and scientific perspective on the status of our world today; Crises at the level of individual, family, society and nature; basic requirements for fulfilment of aspirations of every human being, right understanding, relationships and physical facilities in that order. Managing relationships between I and body, family, society, nature and existence.

Unit II

Cultural history of India; Essentials of Indian Ethos; Values in the cultural tradition on India; Human values in management.

Unit III

India as a matrix society; Indian constitution as one of the sources of Universal Human Values; U.N. declaration on Human Rights and Responsibilities. Astaang yoga and holistic view of life.

Unit IV

Ethics in the world of business. Theories of Ethics – Natural Law, Utilitarianism, Kantian Virtue and Kautilyan Model of Management. Indian Humanistic and Spiritual approach to management. Education system in Ancient India and modern management.

Recommended book(s)

Indian Ethos and Modern Management, by B L Bajpai

The Present Crises of Faith, by S. Radha Krishnan

Ethics and the Conduct of Business, by Boatright (Pearson Education)

Human Values and Professional Ethics, by R R Gaur and G P Bagaria

Break-free, by Debashish Chatterjee (Penguin)

Teach Yourself Philosophy of Religion, by Mel Thompson

IMS 017 MARKETING MANAGEMENT

Objective: To develop an understanding of the underlying concepts, strategies and the issues involved in the exchange of products and services and their relevance to marketing tasks.

Course Outline

UNIT I

Definition of marketing, core marketing concepts (needs, wants, demand, offering, brand, customer value, competition); Marketing concepts (Production, product, selling, marketing, social marketing concepts);

Introduction to the marketing mix ; Concept of Integrated marketing; Market segmentation, targeting and positioning, niche marketing; marketing planning.

Understanding the Marketing environment and adopting marketing to the changing environment An overview of marketing of services and rural marketing

UNIT II

Consumer Behaviour- definition, buying motives, consumer motivation, consumer decision making, Organisational buying behavior;

Marketing Research- need, process, and importance , types of research methods(exploratory, descriptive, cause and effect) and tools (questionnaires, interview, projective tests,)

UNIT III

PRODUCT:- Definition of product, levels and types of product; Packaging and labeling, Product line management and product mix, Product differentiation, PLC- stages and corresponding strategies, New Product decision, Theory of diffusion of an innovation.

PRICE:- Pricing objectives, factors influencing pricing, Pricing strategies

UNIT IV

DISTRIBUTION:- Types of distribution channels; Role of intermediaries, Channel strategy decisions, Physical distribution management.

PROMOTION: promotion mix, Advertising- 5 M's, Role and functions of advertising, Sales Promotion: Types of sales promotion (Trade promotion, consumer promotion), advertising vs. sales promotion, S.P. tools, Personal selling: challenges and responsibilities, Personal selling skills, Managing Public Relations

Recommended book(s)

Marketing – Concepts, strategies, by William M Pride, O C Fewell, Biztantra
Marketing Management, by Ramaswamy & Namakumari, Macmillan
Marketing Management, by Arun Kumar & Meenakshi, Vikas
Principles of Marketing, by Philip Kotler, Armstrong, Pearson Education

IMS 018 MANAGERIAL ECONOMICS

Objective: To impart basic knowledge of the concepts and tools of Economic Analysis as relevant for Business Decision-Making.

Course Outline

UNIT – I

Nature and Scope of Managerial Economics: Basic Tools- Opportunity Cost principle, Incremental principle, Equi-Marginal Principle. Principle of Time perspective, Discounting Principle. Uses of Managerial Economics.

Demand Analysis: Demand Theory, The concepts of Demand, Determinants of Demand. Demand Function and Elasticity of Demand, Demand Estimation and Demand Forecasting.

UNIT – II

Production Analysis: Concept of Production, Factors, Laws of Production, Economies of Scale, Economies of Scope, Production functions.

Cost Analysis: Cost Concept, Types of Costs, Cost function and cost curves, Costs in short and long run, LAC and Learning Curve.

UNIT – III

Market Analysis: Price-output determination in different markets, Perfect, Monopoly, Monopolistic competition, Duopoly and Oligopoly markets, Elements of Game theory, Price discrimination, Different pricing policies.

UNIT – IV

Profit Analysis: Nature and Management of Profit, Profit Theories, Function of Profits, Profit policies. Basic BEP Analysis – concepts and its applications in business decisions, margin of safety, theories of firm – Baumol, Williamson and Morris Model.

Recommended book(s)

A.Koutsoyiannis, Modern Micro Economics
W.J.Baumol, Economic Theory of Operational Analysis
P. Samuelson, Micro Economics
M.Adhikari, Managerial: Economics
Cambell R.Mc Counell, Economics
H.L.Ahiya, Advanced Economics
M.L.Jhingan, Micro Economics

SEMESTER II

IMS 021	INTERNATIONAL BUSINESS
IMS 022	MANAGEMENT ACCOUNTING
IMS 023	FINANCIAL MANAGEMENT
IMS 024	COMPUTER APPLICATIONS & MIS
IMS 025	PRODUCTION & OPERATIONS MANAGEMENT
IMS 026	RESEARCH METHODOLOGY
MBA (IB) 021	INDIA'S FOREIGN TRADE
MBA (IB) 022	OVERSEAS MARKETING RESEARCH
LU 022	FOREIGN LANGUAGE

IMS 021 INTERNATIONAL BUSINESS

Objective: To expose the students to the challenges faced and strategies adopted when conducting international business.

Course Outline**Unit I**

Introduction to International Business. Nature, scope and challenges in international business, alternative strategies, difference between internal and domestic business, pre-requisites for success in international business. Theories of international trade, balance of payment and foreign exchange.

Government Role. Government Influence on international business, role of government market protection and barriers, Tariff barriers, quantitative restrictions, and non tariff barriers, generalised system of preference, export assistance, state trading and trade policy, institutional infrastructure.

Unit II

Economic Institutions . WTO, UNCTAD, IBRD, IFM, European Union, NAFTA etc. regional economic integration and strategic implications.

Unit III

World Market Analysis . International business research and its problems, socio-economic, geographic, business customs and legal factors, international business environmental influence on purchase behaviour, marketing strategies relating to products, channels of distribution, pricing and promotion in the area of International Business, EURO.

Unit IV

India's Foreign Trade . Recent trends in India's Foreign Trade, international set-up for export, financial role of export – house and export promotion agencies, risk in foreign trade, export procedures and documentation, India's trade and payment agreements.

Recommended book(s)

Charles W L Hill. & Arun Kumar Jain, International Business: competing in the global market place, Mc Graw-Hill

John D. Daniels Lee H Radebaugh, International Business: Environments and Operations Addison Wesley.

Justin Paul, International Business, Prentice Hall of India

Oded Shenkar Yadong Luo, International Business – John Wiley & Co.

Wild J. John, Wild L. Keneth and Han C. Y. Jerry, International Business: An integrated approach, PHI

Alan M. Rugman and Richard M.Hodgetts, International Business by Pearson Education.

IMS 022 MANAGEMENT ACCOUNTING

Objective: To equip the students with the knowledge of principles, concepts and techniques which may be used in planning, decisions making and control.

Course Outline**Unit I**

Management accounting: Definition, differences with Financial Accounting, Management process and accounting, The value chain of business function, introduction to CVP relationships, measurement of cost behaviour.

Unit II

Introduction to manufacturing costs, job costing, process costing, activity based costing.

Unit III

Relevant information and decision making, special order and addition, deletion of product and services, optimal uses of limited resources, pricing decisions, make or buy decisions, joint cost.

Unit IV

Preparing the Master Budget and Functional Budget, Flexible budgets, Variance analysis, Introduction to Management Control Systems, Evaluation of Divisional Performance, Transfer Pricing.

Recommended book(s)

Management Accounting, by Atkinson, Pearson / PHI

Management Accounting, by Sudhindra Bhat, Excel Books

Management Accounting, by Sharma, Sashi K Gupta Kalyani

Cost Accounting, by Charles T Horngren, Pearson/PHI

IMS 023 FINANCIAL MANAGEMENT

Objective: The provide an insight into various finance functions to be performed in order to maximize shareholder wealth.

Course Outline

Unit I

Introduction to financial management: Meaning, Nature, and scope, functions, and , objectives of financial management, time value of money, organization of finance functions,

Unit II

Long term investment / Capital budgeting decision: Investment evaluation techniques traditional methods and discounted criteria, risk analysis of investment proposal

Unit III

Finance decision: Sources of funds short term, and long term source of capital, cost of capital computation of cost various sources of capital weighted average of cost of capital.

Capital structure decision: Meaning and factors affecting capital structure, capital structure theories, leverage operating, financial and combined leverage EBIT EPS Analysis

Unit IV

Dividend decision: Dividend policies, factors affecting dividend policies, dividend theories
Short- term investment decision: Types of working capital, factors affecting working capital, current assets financing policies, estimation of working capital requirement Inventory, cash and receivables management:

Recommended book(s)

Financial management, theory and practice, by Prasanna Chandra, TMH.

Financial management and policy, by J.C. Vanhorne, PTH.

Financial management, by M.Y. Khan and P.K. Jain, TMH.

Financial management, by I.M. Pandey, Vikas Publication.

IMS 024 COMPUTER APPLICATIONS AND MIS

Objective: To develop an appreciation of different softwares and hardware systems and their use in effective design and implementation of MIS.

Course Outline

Unit – I

Computer Systems -An Introduction, Characteristics of computer, Elements of a Computer System, Input, Output and storage devices. Processing and CPUs, Classification of computer, Concepts of Networking and Data Communication.

Unit II

Types of Software, Computer Languages, Translators, Operating system – Basics, functions and types, Concepts of CUI & GUI, MS-Windows as GUI Operating System, Parts of Windows, Text processing software-creating, formatting and processing of text. Spreadsheet Software- Creating and using Spreadsheets. Formulas, Functions and Graphics. Presentation Programmes-Creating, Formatting and Presenting, Concepts of Database and Database Management System.

Unit III

Definition of Data/Information/Systems, Types of System, System stakeholders, Components of Information System, Evolution of Information Systems, Classification of Information Systems, Flow charts, Algorithm, Decision tables, Decision tree, DFS and ERD with examples, Selected Case Studies.

Unit IV

Introduction, Meaning and role of MIS, Definition of MIS, System Development Life Cycle, E-commerce, Introduction to mobile commerce, electronic payments, EDI, Business Function Information System, Selected Case Studies.

Recommended book(s)

Balaguruswamy, Introduction to Computers

B. Ram, Computer Fundamental

Ron Mansfield, Working in Microsoft Office

Greg Perry, Teach Yourself Office 97

Brein James, O., Computers in Business Management : An Introduction

Bentley Trevoi, Management Information Systems and Data Process

IMS 025 PRODUCTION & OPERATIONS MANAGEMENT

Objective: To familiarize the students with theories and techniques of Production, Operations and Logistics Management.

Course Outline

Unit I

Nature and scope of production management, production analysis and planning, production functions, objective and functions of production management, responsibilities of the production manager, types of manufacturing processes and plant layout, plant location, routing, scheduling, plant location and plant layout, assembly line balancing. Production Planning and Control (PPC).

Unit II

Manufacturing processes, routing, scheduling and assembly line balancing, Materials managements – its scope and importance. Purchasing function and procedure, store-keeping, material planning function, Inventory control, relevant costs, economic lot size, reordering point, ABC analysis.

Unit III

Productivity – definition and concept, factors affecting productivity, productivity measurement, productivity improvements, Product development and design, stages of product development, techniques of product development (standardization, simplification and specialization, automation).

Unit IV

Development of efficient work methods, material flow process chart, manflow process chart, principles of motion economy, comparison of alternate work methods, maintenance of production facilities, quality control and inspection, sampling inspection, control charts for attributes and variables charts.

Recommended book(s)

Production and Operations Management, by K. Ashwathappa, K Sridhar Bhat, Himalaya Pub
 Production & Operations Management, by Upendra Kachru, Excel Books.
 Operations Now, by Byron J Finch, Tata Mc Grawhill
 Operations Management, by Gaither & Fraizer, Thomson South Western.

IMS 026 RESEARCH METHODOLOGY

Objective: To equip the students with the basic understanding of methods of conducting research and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision-making.

Course Outline

Unit I

Nature and Scope of Research Methodology; Problem formulation and Statement of Research Objectives; Values and Cost of Information- Bayesian Decision Theory; Organisation Structure of research: Research Process; Research Designs-Exploratory, Descriptive and Experimental Research Design;

Unit II

Methods of data Collection – Observational and Survey methods Questionnaire Design; Attitude Measurement Techniques; Motivational research techniques; Administration of Surveys; Sample Design Selecting an Appropriate Statistical Techniques.

Unit III

Field Work and Tabulation of Data; Analysis of Data; use of SPSS and other Statistical Software Packages.

Unit IV

Advanced Techniques for Data Analysis – ANOVA, Discriminate Analysis, factor Analysis, Conjoint Analysis, Multidimensional Scaling and Clustering methods; Research Applications.

Recommended book(s)

Research Methodology, by C R Kothari, Vishwa Prakashan
 Business Research Methods, by William G Zikmund, Thomson.
 Research Methods, by William M C Trochim, Biztantra.
 Marketing Research, by A Parasuraman, Dhruv Grewal, Biztantra
 Methodology of Research in Social Sciences, by O R Krishnaswami, M Ranganatham, HPH.

MBA (IB) 021 INDIA'S FOREIGN TRADE

Objective: To expose the students to historical perspective as well as the current scenario on trends in India's foreign trade..

Course Outline

Unit-I

Introduction: Trade its meaning and types, Difference between internal and international trade, Problems of international trade. Theories of International Trade – Absolute Cost Theory, Comparative Cost Theory, Porter's Diamond Theory and Hecksher Ohlin's Theory of International Trade.

Unit-II

Foreign Trade of India: Brief History before independence, Recent trends in India's foreign trade. Composition of imports and exports. Changes during planning period. Important constituents of exports & imports.

Unit-III

Direction of India's Foreign Trade: Changes in directional pattern during planning period, India's major trading partners, State trading organizations, Financing of India's foreign trade, Role of EXIM Bank, ECGC and other institutions in financing of foreign trade.

Unit-IV

Trade Policy in India: General development during planning period, imports substitution and export promotion, recent changes in foreign -trade policy, Trade agreements , Bilateral and Multilateral trade agreements, GATT, WTO and UNCTAD. India's Balance of Payment and Balance of Trade-trends during planning period, problem of BOP and corrective measures

Recommended book(s)

International Marketing: Analysis And Strategy, by Sak Onkvisit, Johnshaw – Biztantra
 International Marketing, by Varshney, Bhattacharya – S Chand
 International Marketing, by Francis Cherunillam – HPH
 International Marketing, by Czinkota & Ronkainen – Thomson

MBA (IB) 022 OVERSEAS MARKETING RESEARCH

Objective: To inculcate scientific thought process and to understand the process of rationalization through investigation for rational decision making in the area of market research.

Course Outline**Unit – I**

Introduction, importance and scope of marketing research, An overview of research process, Planning the research project, Research designs Exploratory, Descriptive, Experimental and Non Experimental design, Sampling Design- Probability and Non Probability design, Sampling and Non Sampling Errors, Errors, Sample size determination- Traditional and Bayesian Approach,

Unit – II

Questionnaire design, Measurement of Psychological variables, Scaling Techniques-Rating, Ranking and Comparative Scales, Primary and Secondary data, Methods of Collection of Data, Report Writing

Unit – III

Editing, Coding, Tabulation of data, Analysis and processing of data, Testing of Hypothesis – Parametric tests (t, F, Z tests) and Non Parametric Tests (Chi-square (χ^2), Sign Test, Run Test, Median Test, Wilcoxon signed rank test, Mann Whitney U Test), Point and Interval estimation.

Unit – IV

Nature of forecasting, Forecasting techniques; Probability forecasting, Multivariate Analysis; Regression Analysis – Advertising Budget decisions; Discriminant Analysis – marketing Strategy formulation; Multidimensional Scaling – strategy formulation; Cluster Analysis – Market Segmentation; Conjoint Analysis – Brand and Product line decisions; Factor Analysis – Questionnaire Development; Selected Case Studies.

Recommended book(s)

Tull, Green and Albaum, Marketing Research.
Levin & Rubin, Statistics for Management
Tull & Hawkings, Marketing Research Measurement and Methods.
Boyd, Westfall, Stasch, Marketing Research.
G.C. Beri, Marketing Research.
Ramanujam Majumdar, Marketing Research.

LU 022 FOREIGN LANGUAGE – FRENCH

Course Objective: To equip the students who are complete beginners in French with the four skills i.e. reading, writing, speaking and comprehension, thus, helping them acquire communication skills in the language.

Course Outline**Unit I**

Grammar – Articles, gender and number of nouns and adjectives. Personal and Tonique pronouns, demonstrative and possessive adjectives, preposition and adverbs. Pronominal verbs, conjugation of verbs of all the groups in present tense and introduction to past and future tense, interrogation, negation and imperatives. Name of days, seasons, months, colours, garments, body parts and numbers. Computer, commerce & marketing related vocabulary & terminology. Phonetics and pronunciation.

Unit II

Composition – self-introduction, introducing friends, family and persons. Topical writing, essays, description of persons, place, things, class, city, country, house, plan a weekend, excursion, making resume, interviews, letter writing, rejecting-accepting proposals. Invitation, dialogues, tastes and preferences, conversational French between known-unknown people. Telephonic conversation with friends and clients

Unit III

Comprehension – oral and written comprehension, translation from French / English & vice Versa

Unit IV

Popular French recipes, food & beverages, French entertainments, hobbies, festivals, traditions, writers, poems, songs, famous monuments, places, seasons, rivers, mountain, territories, neighbouring countries, oceans.

Recommended book(s)

Le nouveau sans frontières (Vol 1), by Dominique, Girardet & Michel Verdelhan
Alter ego (Vol 1), Hachette Publication
French – english – french dictionary, Robert Collins / Oxford / La Rousse

SEMESTER III

IMS 031	STRATEGIC MANAGEMENT - I
IMS 032	BUSINESS LAWS
MBA (IB) 031	INTERNATIONAL ECONOMICS
MBA (IB) 032	INTERNATIONAL ACCOUNTING
MBA (IB) 033	EXPORT IMPORT PROCEDURES & DOCUMENTATION
MBA (IB) 034	INTERNATIONAL BUSINESS ENVIRONMENT
MBA (IB) 035	INTERNATIONAL FINANCIAL MANAGEMENT
MBA (IB) 036	INTERNATIONAL LOGISTICS & SUPPLY CHAIN MANAGEMENT
MBA (IB) 037	INTERNATIONAL MARKETING

IMS 031 STRATEGIC MANAGEMENT - I

Objective: To acquaint the students with the concept of strategy, its formulation and different strategic alternatives.

Course Outline**Unit I:**

Business Policy as a Field of Study: Nature, importance, purpose and objectives of Business Policy.; Strategic Management Process: Strategists and Their Role in Strategic Management.; Hierarchy of Strategic Internet: Vision, Mission, Business Definition, Goals and Objectives

Unit II:

Environmental Appraisal: Environmental Scanning, Appraising the Environment; Organizational Appraisal: Organisational Capability Factors, Considerations in Organisational Appraisal, Methods and Techniques used for Organisational Appraisal, Structuring Organisational Appraisal.

Unit III:

Company level strategies: Grand, Stability, Expansion, Retrenchment & Combination Strategies & Corporate Restructuring; Business Level strategy: Business-level, Generic Business & Tactics for Business Strategies.

Unit IV:

Strategic Analysis and Choice: Process of Strategic Choice, Corporate-level and business-level Strategic Analysis.; Routes to Competitive advantage

Recommended book(s)

Crafting and executing strategy, by Thompson, Strickland & Gamble, TMH
Strategic Management – An Integrated Approach, by Charles W.L. Hill, Gareth R. Jones – Biztantra
Business Policy, by Azhar Kazmi

IMS 032 BUSINESS LAW

Objective: To familiarize the student with legal aspects of conducting business.

Course Outline**Unit I**

Indian Contract Act, 1872 Contract- Meaning, Essentials, Kinds, Offer and Acceptance, Contractual Capacity, Free Consent, Consideration, Void Agreements, Quasi Contracts. Modes of discharge of contract and remedies for breach of contract. Contract of Indemnity and Guarantee. Law of Agency.

Unit II

The Sale of Goods Act, 1930 Meaning of Contract of sale, Difference between Sale and Agreement to Sell. Conditions and Warranties, Transfer of Property in Goods, Unpaid Seller and his Rights.

Unit III

Indian Partnership Act, 1932. Meaning and test of Partnership, Implied Authority of a partner, Position of a minor in partnership, Consequences of Non Registration of a partnership, Firm Expansion, Death and Insolvency of a partner, Dissolution of firm

Unit IV

The Negotiable Instruments Act, 1881 Meaning, and characteristics of promissory note, bill of exchange and cheque. Holder and Holder in due course. Negotiation and assignment. Crossing of cheque, bouncing of cheques. Elements of company law; Meaning and types of companies, Formation and incorporation Memorandum of Association, Articles of Association, Prospectus.

Recommended book(s)

Elements of Mercantile Law, by N D Kapoor, Sultan Chand
Legal Aspects of Business, by Akhileshwar Pathak, Tata Mc GRAW HILL
Business Law, by M C Kuchhal -Vikas

MBA (IB) 031 INTERNATIONAL ECONOMICS

Objective: To build foundation of International economics required for managing complexity of International Business.

Course Outline

Unit I

Introduction to International Economics: Concepts of trade, Offer curves, production possibility curves, theories of international trade, absolute cost, comparative cost, factor endowment theory, Hecksher-Ohlin Model, Fleming Mendell Open Economy Model.

Unit II

International Financial Transactions: Concept of Balance of Trade and Balance of Payments, Current and Capital Account, International capital movement – FDI, FII, Foreign Exchange market, Foreign Exchange rates – Fixed and floating rates, Spot and forward rates, IMF and its role in ensuring world financial stability. Purchasing Power Parity Theory.

Unit III

International Trade Policies and Organisations: Bilateral and multilateral trade agreements, WTO – its objectives, functions and other issues – Trade in goods, Trade in services. Trade policies – tariffs, quotas and other trade restrictions, ‘optimal’ tariffs.

Unit IV

International Economic Integration: Meaning, advantages, disadvantages and its various economic stages, working of European Union, FTA. International Economic Associations – NAFTA, SAFTA, ASEAN, EMU, SAARC, G-10, G-20, G-7.

Recommended Book(S)

Managerial Economics, Maheswari
 Managerial Economics, Varshney
 Managerial Economics, K.K.Dewett.
 Managerial Economics, Samuelson.
 International economics, Krugman & Obstfeld

MBA (IB) 032 INTERNATIONAL ACCOUNTING

Objective: To acquaint the students with the accounting needs of companies having international business exposure for meaningful measurement, reporting and interpretation of financial statements.

Course Contents

UNIT I

International dimensions of accounting – conceptual development and comparative development patterns;

UNIT II

Currency transactions; Managing international information systems; International perspective on inflation accounting;

UNIT III

Financial reporting and Disclosure; Analysing foreign financial statements; Financial management of multinational entities;

UNIT IV

Transfer pricing and international accounting – International standards and multinational corporations.

Recommended book(s)

Arpon, Jeffrey S & Radebaugh, Lee H. International Accounting and Multinational Enterprises. New York, John Wiley, 1985
 Choi, Frederick D S and Mueller Gerhard G. International Accounting. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984
 Evans, Thomas G. International Accounting & Reporting. London, MacMillan, 1985
 Proadhan, Bimal. Multinational Accounting. London, Croom-Helm, 1986
 Rathore, Shirin. International Accounting. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1996

MBA (IB) 033 EXPORT IMPORT PROCEDURES & DOCUMENTATION

Objective: The purpose of this course is to familiarize students with the procedures and documentation relating to foreign trade operations, and to train them to handle the documentary work concerning export-import business.

Course Outline

Unit I:

Export Documentation: Types of Documents, characteristics and relevance; getting ready for exports; Export contract and Inco terms; Procuring and processing of an export order; Methods and Terms of Payments for Exports; Documentary credit and collection; financing for export: Pre- and post-shipment credit.

Unit II:

Export incentive and cargo handling: Cargo, Credit and Foreign Exchange Risks: Nature of risks, Cargo insurance: contract of cargo insurance, procedures and documentation for cargo loss claims; Role and schemes of ECGC and commercial banks, Procedure for filing claims. Quality control and Pre-shipment Inspection: Schemes, process and procedures; Excise and custom clearance regulations, procedures and documentation; Export incentives: major incentives and procedures for claiming them.

Unit III:

Export Procedure: Procurement for Exports – Planning and methods of procurement for exports; Procurement through imports, Financing imports - instruments and related procedures and documentation; Custom clearance of imports – regulations, procedures and documentation, Managing risks involved in importing: transit risk, credit risk and exchange risk.

Unit IV:

Import Documentation: Duty Exemption Schemes: Objectives, benefits, procedures and documentation; Schemes for import of capital goods: Procedures and documentation for new/second hand capital goods. **Institutional support:** Export / trading/ star trading/ superstar trading houses: Objective criteria and benefits; procedures and documentation; Policy for EOU / FTZ / EPZ units : Objectives, criteria and benefits; procedures and documentation.

Recommended Book(S)

Paras Ram, Export : What, Where and How?, Anupam Publications, New Delhi, 1991.
 Export – Import Policy (latest).
 Handbook of Procedures (Vol I & II).
 ITC (HS) Classification of Export and Import Items (latest).
 IMPEX Times, various issues.
 Excise Law Times, various issues.
 Customs and Excise Law Times, various issues

MBA (IB) 034 INTERNATIONAL BUSINESS ENVIRONMENT

Objective: The provide an overview of the field of International business and give the student a feel of the competition in the global marketplace.

Course Outline

Unit I

An Overview of International Business Environment; International Economic Environment – Regional integration and trade blocks – Types of integration – theory of customs union. Integration of developing countries; International commodity agreements – quota agreements – Cartels – Bilateral & Multi lateral contracts.

Unit II

International Trade and Investment Theory - Historical developments of Modern Trade theory – Investment theories – Theory of capital movements – Market imperfections – Internationalisation – Appropriability – Location specific advantage – eclectic. International Trade and Payments: Government Influence on Trade: Trade in merchandise – Trade in services – Global sourcing – degree of dependence – balance of payments – trade and BOP of India.

Unit III

International Investment : Types and significance of foreign investments – factors affecting international investment – growth and dispersion of FDI – cross border mergers and acquisitions – foreign investment in India – The New Policy – EURO/ADR issues – M & A – Indian companies going global.

Cultural contacts of global management – Understanding the role of culture – communicating across cultures – cross cultural negotiations and decision making.

Unit IV

Multi National Corporation : Definition and Meaning – Importance and dominance of MNCs – Code of conduct – MNCs in India – Transfer of Technology – global competitiveness – indicators of competitiveness - competitive advantage of nations – Technology and Global competitiveness. Social Responsibilities and Ethics, MNE Social Responsibilities, Efficiencies, Perspectives, Ethics, Technological Perspective, Foreign Corrupt Practices Act, Cases.

Recommended Book(S)

International Business Environment, by Sundaram & Stewart Black, PHI
 International Business environments and Operations, Daniel, Radebaugh, Sullivan, Pearson Edu.
 International Management Managing Across Borders and Cultures, by Helen Deresky, PHI
 Dynamics of successful International Business Negotiations, by Moran & Stripp, JAICO
 The International Environment of Business, by Gerald M. Meier, Oxford press

MBA (IB) 035 INTERNATIONAL FINANCIAL MANAGEMENT

Objective: To give insights relating to financial management applications in the realm of international business with special reference to international financial markets systems & operations of MNCs

Course Outline

Unit I : International Financial Environment

The rise of Multinational Corporation, International Financial System. The Foreign exchange market, the determination of exchange rates. The international monetary system & international economic linkages.

Unit II : Foreign Trade Financing & Foreign Exchange Risk Management

Payment terms in international trade ,Balance of payment & categories, the international flow of goods services & capital, Financing technique in international trade ,Export Financing & Credit insurance , Counter trade , Foreign exchange risk Management with special reference to Financial Management .

Unit III : International Financial Market & International Financing

Financing Foreign Operations, International financial markets, the Euro Markets, the Development Banks e.g IMF, World Bank & Asian development bank . Short term Financing-objectives, Options & strategy, Special financing vehicles - International leasing, Interest rate & Currency swaps . LDC - Debt equity swaps the GDRs Foreign Direct Investment . International Currency Asset Management - International Cash , Accounts Receivable & Inventory Management , Inter Company fund flow mechanism .

Unit IV : Foreign Investment Analysis

Corporate Strategy and FDI , Dessigning a global expansion strategy , Capital budgeting for the Multinational Corporation - Issues in foreign investment analysis , foreign project appraisal, political risk analysis & its Management . Cost of capital for foreign Investments .

Recommended book(s)

Varn Horn, Financial Management & Policy, PHI
 Wod d Bryne J, International Business Finance, Mc Millan

Rita m Rodrigues, International Financial Management, PHI
 Zeneoff D & Zwick J, International Financial Management, PHI
 Shapiro A.C., International Financial Management, PHI

MBA (IB) 036 INTERNATIONAL LOGISTICS & SUPPLY CHAIN MANAGEMENT

Objective: To acquaint students with the issues related logistics involved in supply chain management of firm engaged in international business.

Course Outline

UNIT I

Supply Chain Management & Logistics Framework: Concepts, Issues in Supply Chain Management; Customer Focus and Distribution Management; Concept, Objective and Scope; Transportation, Warehousing, Inventory Management; Packing and Unitization; Control and Communication; Supply chain management

UNIT II

International Air Transport System: International set up for Air Transport, Freight rates, India's Export-Import Trade by air, problems and prospects.

UNIT-III

Ocean Transport: World Seaborne Trade and Shipping Industry – Characteristics and Structure; Liner Operation; Tramp Operations, Value, Volume and direction of seaborne trade; Liner freighting practices : Principles, structure and freighting practices; Chartering principles and practices : Types of chartering, contract of affreightment; Charter party agreement; forms and clauses; Developments in ocean transport – unitization, containerization, intermodal and multimodal transport, C.F.S. & I.C.D.

UNIT- IV

Indian shipping: Growth, policy and problems; Port and Port Trust: their role and responsibility.; Cargo Intermediaries: Ship agents, broker, freight forwarder, cargo booking ante stevedore and longshoremen, terminal operators.; Carriage of Goods by Sea, Air and Combined transport – National law and International Conventions; Maritime frauds and unethical practices: causes and precaution.

Recommended book(s):

Daniel Marks, Shipping Carterels,
 J. Bes, Dictionary of Shipping and Chartering Terms,
 M. S. Ram, Shipping.
 H. B. Desai, Indian Shipping Perspectives, Anupama, Publications, Delhi.
 J. D. Jansson and D. Shneerson, Liner Shipping Economics. Liner Shipping Economics.
 J. F. Hagff, Physical Distribution.
 J. Bes, Chartering Practices.
 Limited Nations/ESCAP, Use of Maritime Transport.
 UNCAT, Shipping Documents.
 Journals (The Marine Times; Indian Shipping; Containerization International; & Indian Shipping and Transport, Bombay; Sea Trade Week, New York; ICAO Journal, London; Road Transport, Calcutta).

MBA (IB) 037 INTERNATIONAL MARKETING

Objective: To promote understanding of challenges and opportunities in the realm of international marketing.

Course Outline

Unit – I

Nature, Scope and Importance of International Marketing, Process of International Marketing, Domestic and International Marketing, Global Marketing Environment, Cultural/ Political, Legal, Social and Economic Parameters, Planning for International Marketing and Expansion Strategies.

Unit – II

Recent Trends in World Trade, India's Position in World Trade, India's position in World Trade, Foreign Market entry strategies, market analysis of entry, Indirect exporting, direct exporting, licensing, joint ventures, manufacturing, assembly management contract, direct investment, turnkey operations and acquisitions. Global segmentation, targeting and positioning, International marketing and cultural differences.

Unit – III

Export Procedure and Documentation, Export promotion measures in India, Export Financing in India, Export Market Plan, International Marketing Research, EXIM Policy.

Unit – IV

International Product Decision, Product Development, Adoption and Positioning, International Product Life Cycle, Product Standardization Vs. Adaptation, Multinational Product Planning. International Pricing Decisions, International Channel Decisions, International Promotion Decisions.

Recommended book(s) :

Keegan, International Marketing.
 Varshney & Bhattacharya, International Marketing.
 Vasudevan, International Marketing.

SEMESTER IV

IMS 041	STRATEGIC MANAGEMENT - II
IMS 042	ORGANIZATIONAL EFFECTIVENESS & CHANGE
MBA (IB) 041	CROSS CULTURAL MANAGEMENT
MBA (IB) 042	INTERNATIONAL BUSINESS STRATEGIES
MBA (IB) 043	GLOBAL BUSINESS COMMUNICATION
MBA (IB) 044	GLOBAL OUTSOURCING & MANAGEMENT
MBA (IB) 045	INTERNATIONAL BUSINESS LAW & DIPLOMACY
MBA (IB) 046	MANAGEMENT OF MULTI-NATIONAL COMPANIES

IMS 041 STRATEGIC MANAGEMENT - II

Objective: To comprehend strategic management process, understand interrelationship between formulation and implementation and apply administrative and leadership skills for successful implementation of strategies.

Course Outline

Unit I:

Nature and Scope of Strategic Management. Concept of Core Competence, Capability and Organisational learning; Managing of Change; Process of Strategic planning and Implementation, Activating Strategies, Strategy and Structure.

Unit II:

Organisational values and their Impact on Strategy: Power Games amongst Competing Players, Behavioural Implementation, Functional and Operational Implementation.

Unit III:

Chief Executive and Board: Work of Top Management: Turnaround Management; Management of Strategic Change, Strategy Evaluation and Control

Unit IV:

Mergers and Acquisitions; Strategic Management in an International Firm; Strategy and Corporate Evolution in Indian Context.

Recommended book(s)

Strategic Management Concepts & Cases, by Fred R. David, Pearson Education/PHI.

Strategic Management Building & Sustaining Competitive Advantage, by Pitts & Lei, Thomson South Western

Crafting and executing strategy, by Thompson, Strickland & Gamble, TMH

IMS 042 ORGANIZATIONAL EFFECTIVENESS & CHANGE

Objective: To understand the facilitative forces for organisational effectiveness and management of change.

Course Outline

Unit I

Understanding Organizational Effectiveness and Change. Concept and Process of Organizational Effectiveness; Concept and Process of Organizational development; Design, Development and application OD interventions.

Unit II

Organizational Learning and Learning Organizations: Process of organizational learning; Characteristics of learning organizations; Creativity and innovations; Organisational Change.

Unit III

Interpersonal Relationships: Individual's Behaviour, Individual's in Group; Perception, motivation, attitudes, values, personality. Interpersonal Communication: Types of Interpersonal Relationship Inter group behaviour & collaborations; Team building & team management; **Transaction Analysis.**

Unit IV

Organizational Culture and Climate. Organizational Ethos; Dimensions and process of organizational climate; Dimensions and process of organizational culture; Power and Politics. Corporate Governance; Conflict Dynamics; Conflict and Negotiations; Stress Management.

Recommended book(s):

Organizational Behaviour, by Stephen P. Robbins

Organizational Effectiveness and Change, by Cummins (South Western Thompson)

Management of Organizational Change, by Hari Gopal

Change Management, by Neelkant Ramanarayan

MBA (IB) 041 CROSS CULTURAL MANAGEMENT

Objective: To develop skills for managing a firm comprising of organizational members from different cultural background.

Course Outline:

Unit I:

International Management:

Trends, challenges and opportunities; Organizational design and structure of international corporations, Locus of decision making; Headquarter and subsidiary relations in international firms.

Unit II:

International perspective on organization behavior & HRM

Motivating employees in international context, Perception and attitudes across cultures, leadership, communication, conflict and negotiation across cultures, Selection, development, performance appraisal and compensation, Managing groups across culture; International human resource strategy

Unit – III:

Indian business foreign strategies, Operations of Foreign Subsidiaries in India; Internationalization of Indian Business firms and their operations abroad, International mergers and Acquisitions

Unit – IV:

International Business Strategy: Creating strategy for international business; Management of production, services technology and operations; marketing financial, legal and political dimensions; Ethics and social responsibility of business

Recommended book(s):

Hodgetts, International Management, Tata McGraw Hill

McFarlin, Dean B., International Management : Trends, Challenges and Opportunities, International Thomson Publishing

Thakur, Manab; Burton, Gene E. and Srivastava, B.N., International Management: Concepts and Cases, Tata McGraw Hill

Taggart, James H. and McDermott, Michall L., The Essence of International Business, Prentice Hall of India

Nagandhi, Anant R., International Management, Prentice Hall of India

MBA (IB) 042 INTERNATIONAL BUSINESS STRATEGIES

Objective: To acquaint the students with the aspects of crafting an international business strategy

Course Outline

Unit I:

Global Strategy; What are Global Strategy, Nature, Scope and Significance; Modeling of Global Strategy; Decentralization Federation Model; Co-coordinated Federation Model; Centralization Hub Model; Transnational Model; Porter Competitive Advantage Theory

Unit II:

External Environment Analysis, Environment Analysis for Strategic Condition, Country Evaluation and Selection, International Strategic Choice, Determining the Company's Preparedness for International Operations, Considering the Mode of Entry, Choice of Entry Mode, Developing Competitive Strategy and strategic Options, Factors influencing competitive Success and average industry profitability

Unit III

The experience Curve innovation Vs followers, An interactive approach to competitive strategy, Technology collaboration and transfer, Gap Analysis, Technological life style, The link between strategy and analysis, M & A and Strategic alliance, Harrigan dynamic model of joint venture activity

Unit IV:

Analysis of international Competition, Meaning of competition, Understanding competition in international markets, Assessing potential competitor, International HRM and policy, International investment source and avenues, Competitive alliance to enter international markets, Production and operations in international markets; Managing international marketing operations.

Recommended book(s):

McFarlin, Dean B., International Management : Trends, Challenges and Opportunities, International Thomson Publishing

Thakur, Manab; Burton, Gene E. and Srivastava, B.N., International Management: Concepts and Cases, Tata McGraw Hill

Taggart, James H. and McDermott, Michall L, The Essence of International Business, PHI

Davidson, William H., Global Strategic Management, John Wiley & Sons.

MBA (IB) 043 GLOBAL BUSINESS COMMUNICATION

Objective: To provide business communication skills to prospective managers of a firm operating in international arena.

Course Outline

Unit I

Introduction to International business communication: Languages in business communication, universal systems, contrasting cultural values, cultural shock, language and business communication.

Unit II

Issues of environment and technology in business organization; Oral and non-verbal communication, written communication pattern, global etiquette, business and social customs, non verbal communications.

Unit III

Inter-cultural negotiation process, intercultural negotiation strategies. Information technology in global business: IT support for organizations – Types of Information systems, Introduction to world wide web – Internet applications of commerce, Computer database technology and telecommunication networks – Different categories of Information system – Roles in different management levels in organizations – Organizational and Managerial support systems – Planning, developing.

Unit IV

Tools for Managers: Managing information system experience and Using Information technology for management tasks – Updating knowledge day-today in business – Data warehousing – Data Mining (DM) and knowledge data discovery – Document Management – Digital Libraries – DM techniques and data visualization.

Recommended book(s):

Lillian H Chaney, Jeanette S Martin, Intercultural Business Communication, PHI

Leo Jones, Richard Alexander, New International Business English, Cambridge University Press

Victor, International Business Communication, PHI

John Mattock, Cross Cultural Communication: Essential Guide to International Business, Kogan Page

Herbert W Hilderbrandt, Effective Business Communication, MacGraw Hill

Axel Satzger, Gina Poncini, International Perspective on Business Communication: From Past Approaches to Future Trends, Peter Lang Publications Inc

MBA (IB) 044 GLOBAL OUTSOURCING & MANAGEMENT

Objective: To provide an understanding of the mechanism and management of global outsourcing.

Course Outline

Unit-I

International Tendering: Meaning and nature; Bidding for international contracts – methods and strategies. International Sourcing: Importance and strategy alternatives; sourcing decisions and process; Value chain analysis.

UNIT-II

Commodity Trading: Concept and salient features; Major internationally traded commodities and trends in their production and trade.

UNIT-III

International Commodity Agreements – Working of important commodity exchanges; Commodity futures

UNIT-IV

Management structure and shareholding patterns of trading companies; Cartels and their role; Role of speculative/fly by night operators; Case studies of Japanese, U.S., Korean trading experiences.

Recommended Book(S)

Philips, Louis, ed., Commodity, Futures and Financial Markets, Kluwer Academic Publishers

MBA (IB) 045 INTERNATIONAL BUSINESS LAW & DIPLOMACY

Objective: To acquaint the students with the legal dimensions of international business and enable them to formulate strategies compatible with laws and treaties governing international business operations.

Course Outline

Unit-I: Legal Framework of International Business:

Nature and Complexities; Code and Common Laws and their implications to business; Legal Provisions; Payment Terms; International Sales Agreements, Rights and Duties of Agents and Distributors; Contract of Enforcement and Dispute Settlement, International Commercial Arbitration

Unit II: Regulatory Framework of WTO:

Basic Principles and Charter of GATT/WTO; GATT/WTO Provisions Relating to Preferential Treatment of Developing Countries, Regional Groupings, Subsidies, Technical Standards, Antidumping Duties, and other NTBs, Custom Valuation, Dispute Settlement; Implications of WTO to Important Sectors – GATS; TRIP; TRIMs.

Unit –III: Regulations and Treaties

Regulations and Treaties Relating to Licensing, Franchising, Joint Ventures, Patents & Trade Marks, Technology Transfer, Telecommunications, Taxation Treaties. Regulatory Framework Relating to Electronic Commerce

Unit IV: Indian Laws and Regulations

Indian Laws and Regulations Governing International Business Transactions – FERA/FEMA, Taxation of Foreign Income, Foreign Investments, Setting up Offices and Branches Abroad, Restrictions on Trade in Endangered Species and Other Commodities.

Recommended Book(S)

MBA (IB) 046 MANAGEMENT OF MULTI-NATIONAL COMPANIES

Objective: To provide understanding of issues in managing a Multinational company.

Course Outline

Unit I

International Management: Trends, challenges and opportunities; Different schools of thought of international management. Growth and Development of MNCs: Role and Significance of MNCs – Pattern of Growth – Country of Origin – Different Management Styles – Strategic Issues involved.

Unit II

Comparative Management : Importance and scope; Methods of comparative management ; management styles and practices in US, Japan, China, Korea, India; Organizational design and structure of international corporations; Locus of decision making; Headquarter and subsidiary relations in international firms.

Unit III

International Business Strategy: Creating strategy for international business; Management of production, Services technology and operations; Marketing financial, legal and political dimensions; Ethics and social responsibility of business. Strategic Alliances: Acquisitions and mergers; Management of joint ventures and other international strategic alliances.

Unit IV

Indian Perspectives and Policy: Internationalization of Indian business firms and their operations abroad; International Mergers and Acquisitions. Changing government policy on entry of FIs and FIIs

Recommended Book(S)

1.Management of Multinational Corporation by MS Khan - Himalaya Publications