

# UNIVERSITY OF KOTA

NEP-2020

Based Curriculum and Examination Scheme



**Department of Commerce and Management**  
**Faculty of Commerce & Management**

**MBA (International Business)**  
**Course Code – MIB 1000P**

First Year(July 2024 - June 2025)  
Second Year (July 2025 - June 2026)

**UNIVERSITY OF KOTA**  
**MBS Marg, Near Kabir Circle, KOTA (Rajasthan)-324 005**  
**INDIA**

## **Edition: 2024**

**Innovation and Employability-** Management is the essence of Business. Management of International Business has become more complex and difficult in the fast-changing scenario of global economy. Many new and complex issues have emerged over the years which require focused attention of the policy planners and practitioners. The Growing demand of Management Professionals on the global world has given significance to this course. The course has been designed keeping in mind skills required by the Industry so that the Management students graduating are place able in the Industry according to the need.

### **What jobs can I do with an international business degree?**

- Business adviser.
- Business analyst.
- Corporate investment banker.
- Human resources officer.
- Management consultant.
- Marketing executive.
- Product manager.
- Purchasing manager.

### **Objectives:**

- ✓ To generate managerial skills for dealing w International Business.
- ✓ To locate, ensure, recognize and develop the enabling capabilities of students for management of International Business.
- ✓ To develop skills in Students so that they are place able in the Industry

### **Duration of the Course:**

The Course MBA. (IB) shall consist of two academic years divided into four semesters.

### **Eligibility for Admission:**

As per (*Prospectus : 2019-2020, University of Kota, Kota* )

### **Structure of the Programme:**

The MBA (IB) programme consists of:

- (i) Core and Skill based courses of theory as well as practical papers which are compulsory for all students.

- (ii) Summer training/Field work which can be done in an organization (Government, Industry, Firm, Public Enterprise, *etc.*) approved by the Department.

**Attendance:**

Every teaching faculty handling a course shall be responsible for the maintenance of attendance Register for candidates who have registered for the course. The teacher of the course must intimate the Head of the Department at least seven calendar days before the last instruction day in the semester about the attendance particulars of all students. **Each student should earn 75% attendance in the courses of a particular semester failing which he or she will not be permitted to appear in the End-Semester Examinations.** However, it shall be open to the authorities to grant exemption to a candidate who has failed to obtain the prescribed 75% attendance for valid reasons and such exemptions should not under any circumstance be granted for attendance below 65%.

**Teaching Methodologies:**

The classroom teaching would be through conventional lectures or power point presentations (PPT). The lecture would be such that the student should participate actively in the discussion. Student seminars would be conducted and scientific discussions would be arranged to improve their communicative skills. In the laboratory, instructions would be given for the experiments followed by demonstration and finally the students have to do the experiments individually.

**Maximum Marks:**

Maximum marks of a theory and practical paper shall be decided on the basis of their contact hours/credit per week. One teaching hour per week shall equal to one credit and carry 25 maximum marks and therefore, four teaching hours/credit per week shall carry 100 maximum marks for each theory paper/course. Each four contact hours per week for laboratory or practical work shall be equal to two credits per week and carry 25 maximum marks and therefore, sixteen teaching hours per week shall carry 100 maximum marks for laboratory or practical work.

**Scheme of Examinations:**

The examination shall be divided into two parts in which first part is continuous assessment or internal assessment and second part is semester assessment or external assessment. The schemes for the internal and external examinations shall be as under:

- a) The assessment of the student for theory paper shall be divided into two parts in which first part is continuous assessment or internal assessment (30% of maximum marks) and second part is semester assessment or external assessment (70% of maximum marks). For practical papers there

will be only one external assessment (100% of maximum marks).

- b) The internal assessment for each theory paper shall be taken by the teacher concerned in the Department during each semester. Internal assessment test shall be of one hour duration for each paper and shall be taken according to academic calendar notified by the University. ***One internal assessment test shall be written based examination (20 marks) whereas second internal assessment, will be on the basis of his/her participation in departmental activities (i.e., Group discussion, seminars, workshops, fun - learning activities, PPT presentation or assignment etc.) on any topic of each paper given by teacher concerned. There will be no internal examination in the practical paper.***
- c) A student who remains absent (defaulter) or fails or wants to improve the marks in the internal assessment may be permitted to appear in the desired paper(s) (only one time) in the same semester with the permission of the concerned Head of the Department. A defaulter / improvement fee of Rupees 250/- per paper shall be charged from such candidates. Duly forwarded application of such candidates by the teacher concerned shall be submitted to HOD who may permit the candidate to appear in the internal assessment after depositing the defaulter/improvement fee. A record of such candidates shall be kept in the Department.
- d) The external assessment shall be of three hours duration for each theory paper and six hours duration for practical paper. The practical examination shall be taken by the panel of at least one external and one internal examiner at the end of each semester.
- e) 'Student should qualify both internal & external assessment separately to pass the paper i.e., if candidate passes in external & fail in internal; the candidate has to reappear in internal & external exam of that paper again. But if candidate passes in the internal & fails in the external, the candidate has to reappear in external exam of that paper and in internal examination he has option either to forward the obtained internal marks of that paper in the previous attempt (on the basis of the application submitted by the candidate and approval of Head of Department for the same) or can reappear in the internal examination if he want to improve his marks in that paper.'

***The syllabus for each theory paper is divided into five independent units and each theory question paper will be divided into two sections as mentioned below:***

**Section – A** There will be one question with 10 parts having two parts from each unit with no internal choice. The weightage of each part is 2 marks hence the total weightage of this section is 20 marks (10x2). This section will be compulsory in the paper.

**Section - B** There will be five questions with one question from each unit with internal choice (may have subdivisions). The weight of each question of 10 marks hence the total weightage of the section is 50 marks (10x5).

As suggested in Annex.-I (Ord.###50), it is proposed to calculate SGPA (Semester Grade Point Average) and CGPA (Cumulative Grade Point Average) as per following grade point calculation as:

Letter Grade	Grade Points	Description	Range of Marks (%)
O	10	Outstanding	90-100
A+	9	Excellent	80-89.99
A	8	Very Good	70-79.99
B+	7	Good	60-69.99
B	6	Above Average	50-59.99
C	5	Average	45-49.99
P	4	Below Average / Pass	40-44.99
F	0	Fail	0-39.99
U	0	Unfair means	-----
W	0	Withdrawn	-----
Ab	0	Absent	Absent

Further, the calculation of SGPA will be the ratio of secured credit points (credit x Grade point) and total course credits in each semester. Whereas, the CGPA will be calculated in same way but it will be for all four semesters. To calculate the CGPA into percentage, the multiplication factor will be 9.5. (xix) As suggested in Annex.-I (Ord.###53), the calculation SGPA and CGPA will be calculated on the credit weighted average of the grade points obtained with letter grades countable in CGPA based on EoSE only.

Where

$C_i$  : Number of credits earned in the its course of semester for which SGPA is to be calculated.

$P_i$ : Grade point earned in ith course.

$i=1,2,3,4,\dots,n$  : Represents the different program/papers in which a student has appeared in EoSE.

The CGPA is also calculated as:

With the details as:

$C_i$  : Number of credits earned in the  $i$ th course of course till date for which CGPA is to

Page **11** of **12**

be calculated.

$P_i$ : Grade point earned in  $i$ th course.

$i=1,2,3,4,\dots,n$  : Represents the different program/papers in which a student has appeared in EoSE so far.

The pattern of question paper of internal and external shall be as follows:

**(A) Continuous or Internal Assessment:**

30% weight age of Maximum Marks (30 Marks out of 100 Maximum Marks)

**DEPARTMENT OF COMMERCE AND MANAGEMENT  
UNIVERSITY OF KOTA, KOTA  
First Internal Test 20...**

**Duration of Exam: 1.00 Hr**

**Max. Marks: 20**

**Class: M.B.A (International Business)**

**Semester:**

**Subject:**

**Paper:**

**No. of Students:**

**Teacher:**

**Note:** The question paper contains three sections as under:

Section-A : One compulsory question with 04 parts. Please give short answers in 20 words for each part.

Section-B : 03 questions to be attempted having answers approximately in 250 words.

**SECTION A (All are compulsory)**

Q.1(a)		1
(b)		1

(c)		1
(d)		1
(e)		1
	<b>SECTION B (Any three)</b>	
Q.2		5
Q.3		5
Q.4		5
Q.5		5
Q.6		5

**(B) Semester or External Assessment:**

70% weight age of Max. Marks (70 Marks out of 100 Max. Marks)

**University of Kota Main Examination (Year)**

**Duration of Examination: 3 Hours**

**Max. Marks: 70**

**SECTION-A: 10x2 Mark each (Total 20 marks)**

(Answer all questions)

(Two question from each unit with no internal choice)

**Q. No. 1**

- (i) ..... **2 Mark**
- (ii) ..... **2 Mark**
- (iii) ..... **2Mark**
- (iv)..... **2 Mark**
- (v)..... **2 Mark**
- (vi)..... **2 Mark**
- (vii)..... **2 Mark**
- (viii)..... **2 Mark**
- (ix)..... **2 Mark**
- (x)..... **2 Mark**

**Section B: 5x10 Mark each (Total 50 marks)**

(One question from each unit with internal choice) (Maximum two sub-divisions only)

Q. No. 2 .....

OR

.....

Q. No. 3 .....

OR

.....

Q. No. 4 .....

OR

.....

Q. No. 5 .....

OR

.....

Q. No. 6 .....

OR

.....

**Distribution of Marks for Practical Examinations (Paper code 105, 205, 305, 405):**

**Duration of Exam: 06 Hours**

**Maximum Marks: 200**

S. No.	Name of Exercise	Marks
2.	Viva-voce	100
3.	Practical Record	100
<b>Total Marks</b>		<b>200</b>

**Rules regarding determination of results:**

Each semester shall be regarded as a unit for working out the result of the candidates. The result of each semester examination shall be worked out separately (even if he/she has appeared at the paper of the lower semester along with the papers of higher semester) in accordance with the following conditions:

- a) The candidate shall be declared as pass in a semester examination, if he/she secures at least 40% marks in each theory paper separately in external & internal examination and 50% marks in each practical paper and at least 50% marks in project/dissertation with 50% aggregate marks in that semester.



- b) A candidate declared as fail/absent in one or more papers at any odd semester examination shall be permitted to take admission in the next higher semester (even semester) of the same academic session.
- c) A candidate may be promoted in the next academic session (odd semester) if he/she has cleared collectively at least 50% of the papers of both semesters of previous academic session with 50% of the aggregate marks. The candidate who does not fulfil the above condition will remain as an ex-student and will reappear in the due papers along with next odd/even semester exams.
- d) If any student who is provisionally admitted in higher odd semester but could not secure prescribed minimum marks in previous semesters will be treated as ex-student and his/her admission fee will be carry forwarded to the next odd semester of forthcoming academic session.
- e) If a candidate, who is declared as pass, wishes to improve his/her performance in the theory papers of previous semester, he/she may re-appear only one time in these papers in next odd/even semester examinations.
- f) Candidate shall not be permitted to re-appear or improve the marks obtained in the external examination of practical / dissertation in any condition.
- g) If the number of papers prescribed in a semester examination is an odd number, it shall be increased by one for the purpose of reckoning 50% of the papers for considering the student pass/fail.
- h) A candidate may be given only two additional chances for passing the semester thus maximum tenure for completing the two years' postgraduate course will be limited to four years, for three years postgraduate program me up to five years and so on.
- i) The grace marks scheme shall be applicable as per University norms.

**Course Structure with Distribution of Marks and Credits for MBA (International Business)**  
**Subject with Practical Component**  
**First Year (First Semester)**  
**Course Code – MIB 1000P**

S.No.	Code	Nomenclature	Duration of Exam	Teaching Hrs/Week & Credit			Distribution of Marks			Min. Pass Marks	
				L	P	C	Cont. Assess	Sem. Assess	Total Marks		
1.1	IB 101	International Business	3 Hrs	4		4	30	70	100	12	28
1.2	IB 102	India's Foreign Trade and Policy	3 Hrs	4		4	30	70	100	12	28
1.3	IB 103	International Human Resource Management	3 Hrs	4		4	30	70	100	12	28
1.4	IB 104	Fundamentals of Management and Organizational Behavior	3 Hrs	4		4	30	70	100	12	28
1.5	IB 105	English Lab and Computer Application	3 Hrs		16	8		200	200		80

**First Year (Second Semester)**

S.No.	Code	Nomenclature	Duration of Exam	Teaching Hrs/Week & Credit			Distribution of Marks			Min. Pass Marks	
				L	P	C	Cont. Assess	Sem. Assess	Total Marks		
1.1	IB 201	International Marketing	3 Hrs	4		4	30	70	100	12	28
1.2	IB 202	International Business Policy and Strategic Management	3 Hrs	4		4	30	70	100	12	28
1.3	IB 203	Export-Import Procedures, Documentation and Management	3 Hrs	4		4	30	70	100	12	28
1.4	IB 204	Quantitative Techniques for Business Decisions	3 Hrs	4		4	30	70	100	12	28
1.5	IB 205	Communication Skills and Personal Growth Lab	3 Hrs		16	8		200	200		80

**Note:**

**For IB 105 - External Examination will be conducted through Viva Voce and Computer Practical. English Lab and Computer Application comprising of 100 Marks each**

**For IB 205 – External Examination will be conducted by External and Internal Examiners.**

**Course Structure with Distribution of Marks and Credits for MBA (International Business)  
Subject with Practical Component  
Second Year (Third Semester)**

S.No.	Code	Nomenclature	Duration of Exam	Teaching Hrs/Week & Credit			Distribution of Marks			Min. Pass Marks	
				L	P	C	Cont. Assess	Sem. Assess	Total Marks		
1.1	IB 301	Customer Relationship and Service Management	3 Hrs	4		4	30	70	100	12	28
1.2	IB 302	International Supply Chain Management and Logistics	3 Hrs	4		4	30	70	100	12	28
1.3	IB303	Entrepreneurship Development	3 Hrs	4		4	30	70	100	12	28
1.4	IB 304	E- Commerce	3 Hrs	4		4	30	70	100	12	28
1.5	IB 305	Summer Internship and Project Report	3 Hrs		16	8		200	200		80

**Second Year (Fourth Semester)**

S.No.	Code	Nomenclature	Duration of Exam	Teaching Hrs/Week & Credit			Distribution of Marks			Min. Pass Marks	
				L	P	C	Cont. Assess	Sem. Assess	Total Marks		
1.1	IB 401	International Advertising and Brand Management	3 Hrs	4		4	30	70	100	12	28
1.2	IB 402	Digital and Social Media Marketing	3 Hrs	4		4	30	70	100	12	28
1.3	IB403	International Financial Management	3 Hrs	4		4	30	70	100	12	28
1.4	IB 404	Cross Cultural Consumer and Industrial buyer Behavior	3 Hrs	4		4	30	70	100	12	28
1.5	IB 405	Dissertation	3 Hrs		16	8		200	200		80

**For IB 305 Viva Voce will be conducted on Summer Internship Report submitted by students.** After second semester examination all students will have to undergo summer training of four weeks with an industrial, Business or Service Organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless student undergoes summer training under the supervision of the department in organizations as approved by the department/ faculty from time to time. Each student will be required to submit a project report to the Department / Faculty for the work undertaken during this period within three weeks of the commencement of the third semester for the purpose of evaluation in the third semester. The Viva voce will be conducted in Semester III.

**For IB 405 Viva Voce will be conducted on Dissertation submitted by students.** Dissertation is a research project completed as part of MBA (International Business) degree.

**SEMESTER – I**  
**MBA-IB – FIRST YEAR**  
**IB-101**  
**International Business**

**Course/Paper : 101**  
**MBA (IB) Semester-I**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

The main objective of this course is to make the students familiar with the fundamental basics of International Business, Economic Relations and latest trends in the developed countries. The course will equip the students to analyze the impact of changes in the international business and its environment on India's Foreign Trade and to assess the prospects of promoting our exports to the other countries.

**Unit – 1**

CONCEPTS AND DIMENSIONS, Concept of International Business, Difference between domestic and International Business ,Nature and Importance of International business Introduction to International Business Environment. –Nature ,Modes of entry in International Business, Theories of International Trade., Balance of Payments.

**Unit – 2**

GLOBALIZATION PROCESS AND FORCES

Globalization : An Overview – Introduction to Global Marketing ,nature and importance Process of international marketing and transition from domestic to transnational marketing International Investment, Technology Transfer.

**Unit – 3**

WORLD TRADING SYSTEM & INSTITUTIONS , World Trade Organization –Basic principles and frame work, IMF, World Bank , International Commodity Agreements  
Multilateral Financial institutions

**Unit – 4**

LEGAL ENVIRONMENT , EXIM policy :Legal Framework, objective of EXIM, FEMA –Origin and objective, framework of FEMA, Consumer Law , Settlement of International Trade Disputes.

**Unit – 5**

CONTEMPORARY DEVELOPMENTS AND ISSUES International Trade and Environment, International Business Ethics Electronic Commerce , Instruments of Trade Policy

**REFERENCES:**

- *International Business Environments and Operations :*
- *Daniels, John D. and Radebaugh, Lee H.*
- *International Marketing : Cateora, Philip and Hess.*
- *International Marketing : Kirpalani V.H.*
- *International Business Environment : Blake and Sundo*

**WEBSITE (For e-books):**

- [https://ebooks.lpude.in/commerce/mcom/term\\_3/DCOM501\\_INTERNATIONAL\\_BUSINESS.pdf](https://ebooks.lpude.in/commerce/mcom/term_3/DCOM501_INTERNATIONAL_BUSINESS.pdf)
- <https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/International-Business-Management-For-VTU-by-Vyuptakesh-Sharan.pdf>

**IB-102**  
**India's Foreign Trade and Policy**

**Course/Paper : 102**  
**MBA (IB) Semester-I**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

This course aims at providing information on India's foreign trade – composition and direction, trade policy and balance of payment.

**UNIT – 1**

Foreign Trade : An overview India's Foreign Trade India's Balance of Payments, India and World Trade

**Unit – 2**

Institutional Framework and Policies Export Promotion in India, Trade Policy Industrial and Investment Policy ,Expert Processing Zones, Export Oriented Units and Export-Houses

**Unit – 3**

Trade Prospects with Select products -1 ,Agricultural Products (Including Marine Products), Textiles and Garments ,Gems and Jewellery & Handicrafts, Leather Products

**Unit – 4**

Trade Prospects with Select Products -Electronics Commodities, Engineering Goods, Chemical Goods Services.

**Unit – 5**

Trade Prospects of Select Markets United States of America ,European union and CIS countries, ASEAN and SAARC

**REFERENCES:**

- India's export : Martin Wolf
- India's export and export policies in the 1960s
- Deepak Nayyar
- Foreign trade management in India : M.L. Verma
- Export promotion in India, The institutional infrastructure : S. Bhashyain
- Finance of foreign trade and foreign exchange : B.K Chaudhuri

**WEBSITE (For e-books):**

- [https://backup.pondiuni.edu.in/storage/dde/downloads/ibiv\\_ftp.pdf](https://backup.pondiuni.edu.in/storage/dde/downloads/ibiv_ftp.pdf)
- <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/IB/2ForeignTradePolicy.pdf>

**IB-103**  
**INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

**Course/Paper : 103**  
**MBA (IB) Semester-I**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

Liberalization and globalization have led to new challenges in the area of human resource management. Today international human resource management has developed as a distinct field of specialization. International HRM is an important lever to achieve integration of different units operating in multiple national locations. This paper intends to acquaint the students with the concepts and strategies of international human resource management and to enhance their skill to effectively manage human resource in international perspective.

**UNIT 1**

Introduction: Concept and objectives of human resource management; Traditional and modern perspectives in HRM; Themes in HRM; Contemporary global trends in HRM.

**UNIT 2**

International Context of HRM: Cross national differences in personnel and organizations: Cultural Factor in human resource policies; Complexities and issues in managing human resource across countries; International HRM department and functions; Models of international HRM.

**UNIT 3**

International Staffing: Recruitment – sources of international human resource power; selection strategies for overseas assignments; International transfers; Problems of repatriation of overseas expatriates and strategies to tackle these problems.

**UNIT 4**

Compensation In International Perspective: Factors, package, methods and trends ;Motivation in cross-cultural context. Training and Development: Training and development for expatriates; training and development for international staff.

**UNIT 5**

Direction, Supervision and Control: Issues and strategies for directing and supervising in international context; Enhancing interpersonal communication; Performance appraisal Criteria and process. International HRM and industrial Relations: A framework for international industrial relations; Employees participation – Practices in various countries .Challenges to international human resource managers.

**References**

- Alkhafaji, Abbass F., Competitive Global Management, St. Luice Press, Vanity Books International, 1996.
- Beardwell I. And L. Holden, Human Resource Management, 2 nd ed., Pitman, London,1998.
- Beumont, P. B., Human Resource Management, : Key Concepts and Skills, Sage,London,1993.
- Black, J.S. and M. Mendaenhall, Readings and Cases in International Human Resource Management PWS-Kent, Boston, 1991.

**WEBSITE (For e-books):**

- [https://ddceutkal.ac.in/Syllabus/IHRM\\_BOOK.pdf](https://ddceutkal.ac.in/Syllabus/IHRM_BOOK.pdf)
- <http://www.eilmuniversity.co.in/downloads/IHRM.pdf>

**IB 104**  
**Fundamentals of Management and Organizational Behavior**

**Course/Paper : 104**  
**MBA (IB) Semester-I**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

This paper places the foundation of management thought and principles besides role of Human component in the organization and their psychology and group dynamics towards achieving organizational goals and enhancing productivity.

**Unit I**

Management an Overview, Management Defined, Functions of Management, Managerial Roles and responsibilities, Fundamentals of Planning - Objectives, Strategies, Policies, Decision making. Fundamentals of Organizing- Nature and purpose, Direction-concept

**Unit II**

Leadership- Meaning and Importance, transitions in leadership theories, trait theories, behavioral theories, contingency theories, leadership styles and skills, managerial culture and leadership. Coordination. Control- concept, nature and purpose, control technique, control of overall performance, span of control.

**Unit III**

Organizational Behaviour - Definition - assumptions- - significance, - Historical Background - Fundamental concepts of OB, research foundation, trends, impact of globalization, learning organisations and Knowledge management. Personality Development: meaning, theories of Personality development, managerial consideration for further developing of personality development of employee.

**Unit IV**

Motivation: nature and importance, basic process, need theories of motivation- the concept of needs, Maslow's hierarchy of needs theory, Alderfer's ERG theory, Mc Clelland's Achievement Motivation Theory, Cognitive and behavioral theories- expectancy. Equity, goal-setting theories.

**Unit V**

Communication: Meaning, importance, process, types, effective and efficient communication, barriers in communication. Case Study.

**REFERENCES:**

- Management : Koontz and O'donell
- Organizational Behaviour : Luthans
- Organizational Behaviour : Robins
- Organizational Behaviour : Coleman
- Human relation at work : Keith Devis.
- Principals of managements : Tripathi & Reddy

**WEBSITE (For e-books):**

- <https://ccsuniversity.ac.in/bridge-library/pdf/Main-Principles%20of%20Management%20and%20Organisational%20Behaviour.pdf>
- <https://old.mu.ac.in/wp-content/uploads/2014/04/Management-PAPER-II-Organizational-Behavior-final-book.pdf>

**IB 105**  
**English Lab and Basic Computer Application**

**Course/Paper : 105**  
**MBA (IB) Semester-I**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

To build learning of English language spoken, listen and written to make the management students placeable in the Industry. Computer Application will enable students work on computers in business organizations.

**English Lab**

LSRW Skills and Methodologies, Introducing Oneself, Paying compliments, Agreeing and Disagreeing, , Meeting, Parting, Thanking, Apologizing, Phonetics, Dictionary Skill, Pronunciation Word Game- Spelling Antakshari, Asking and Telling Time, Exercises on Things Around you. Motivational Videos, Getting Information and giving instruction, Requesting, Offering, Inviting, Exercises on Event Narration, getting help in Mall, spot the difference, Story Telling, Relay (Passing a story), Once upon a time, Commonly confused words, Idioms , Image representation, Making tongue twister, Tele Manners, Point out the difference, word stress, sentence stress, Press conference, Role Play, What would happen if.., World after 50 years, Time Management, Story in Maze, Know your friend well, You can do this, Apply your Imagination (Extempore), Role Plays, Become Invisible

**Computer Applications**

Typing Tutorial, Computer Basics, MS Word, MS Excel, MS Power point, Basic of Computer Networks, Web browser, World Wide Web, Internet, Intranet, HTML, E-mail, Video Conferencing

**References:**

- William C Hansturt and Wayen N Batty, Business Communications: Principles and Methods
- C. C. Parkhurst, English for Business
- Robert D Hay and P V Lesakar, Business Report Writing
- Pal, Rajendra and Korlahalli, J.S., Essentials of business communication, Sultan Chand & Sons, New Delhi, 2009, 11th ed
- Norton, Peter, Introduction to Computers, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2006, 6th ed.
- William C Hansturt and Wayen N Batty, Business Communications: Principles and Methods

**WEBSITE (For e-books):**

- <https://www.bbau.ac.in/Docs/FoundationCourse/TM/MPDC205/ApplicationsofComputer.pdf>
- <https://app1.unipune.ac.in/external/syllabus/Computer-Concept-RanjeetPatil-Wani-Sir-27-4-15.pdf>



**MBA IB - SEMESTER II**  
**IB-201**  
**International Marketing**

**Course/Paper : 201**  
**MBA (IB) Semester-II**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

The purpose of this course is to develop an understanding of underlying concepts, strategies and issues involved in the marketing of products and service.

**Unit I**

Introduction: Nature, importance and scope of international marketing International market orientation and involvement, International marketing management process – an overview. International Marketing Environment : Influence of physical, economic socio cultural, political and legal environments on international marketing operations; Scanning and monitoring global marketing environment; International marketing information system.

**Unit II**

International Market Segmentation and Positioning; Screening and selection of markets; International market entry strategies -Exporting licensing contract manufacturing, joint venture, setting -up of wholly owned subsidiaries abroad. International Product Planning : Major Product decisions -Product features and quality, Product design, labeling, packaging, branding and product support services; Product standardization vs. adaptation; Managing product line; International trade product life cycle; New product development.

**Unit III**

Pricing for International Markets : Factors affecting international price determination; International pricing process and policies; Delivery terms and currency for export price quotations; Transfer pricing. International Distribution Decisions : Distribution channel strategy-International distribution channels, their roles and functions; Selection and management of overseas agents; International distribution logistics inventory management transportation, warehousing and insurance.

**Unit IV**

International Promotion Strategies : Communications across countries-complexities and issues; International promotion tools and planning – Advertising, personal selling, publicity and sales promotion; Developing international promotion campaign; Standardization vs. adaptation issue; Planning for direct mail, sales literature, trade fairs and exhibitions.

**Unit V**

International Marketing Planning, Organising and Control: Emerging trends in international marketing; International Marketing through Internet; Ecological concerns and international marketing ethics.

**References:**

- Bhattacharya, B., Export Marketing Strategies for Success, Global Business Press, New Delhi, 1991.
- Cateora, Phillip R. and John L. Graham, International Marketing, 10 th ed., Irwin McGraw Hill, Boston, 1999.
- Jain, Subash C., International Marketing Management, 6th ed., South Western College Publishing – International Thompson Publishing Company. Cincinnati, 2004.

**WEBSITE (For e-books):**

- [https://artnet.unescap.org/tid/artnet/mtg/competitiveness\\_s7.pdf](https://artnet.unescap.org/tid/artnet/mtg/competitiveness_s7.pdf)
- [https://ebooks.lpude.in/management/mba/term\\_4/DMGT547\\_INTERNATIONAL\\_MARKETING.pdf](https://ebooks.lpude.in/management/mba/term_4/DMGT547_INTERNATIONAL_MARKETING.pdf)

**IB-202**  
**International Business Policy and Strategic Management**

**Course/Paper : 202**  
**MBA (IB) Semester-II**  
**Objective**

**Max. Marks : 70**  
**Time : 3 Hrs.**

The objective of this course is to provide the students with practical legal knowledge of general business and topics to help become more informed, sensitive and effective business leaders.

**Unit 1**

Introduction to Business Policy and Strategy . Concept of Strategic Management The role of Strategic Management, The strategic Management Process vision, mission, goals and objectives. The External Environment: Identifying opportunities and Threats. Assessing the Internal Environment: Determining Strengths and Weaknesses.

**Unit – 2**

Different levels of strategy Formulation. Strategic Management at the Functional level- marketing ,HRM, Finance ,R&D, Operations Strategic Management at the International Level

**Unit – 3**

Strategy Implementation--Strategy Implementation & Resource Allocation. Strategy, Implementation : The role of Organization Structure. Industry Analysis .BCG Matrix ,GE Nine cell ,seven S structure(McKinsey).

**Unit – 4**

Strategic Evaluation and Control The process of Evaluation and Control. The criteria for Evaluation and Control.

**Unit - 5**

Role of the CEO and Board of Directors in Strategic Management ,Joint Ventures , Mergers & Acquisition. Strategic Management at International Firm .

**REFERENCES:**

- Strategic Management : Certo
- Strategic Management : Dess and Miller
- Strategic Management : Rue and Holland
- Business Policy : Kazmi
- Business Policy and Strategic Management : Gllueck & Jauct

**WEBSITE (For e-books):**

- <https://gurukpo.com/Content/MBA/BPSM.pdf>
- <http://www.fimt-ggsipu.org/study/bba302.pdf>
- [https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SBA1402.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBA1402.pdf)

**IB-203**  
**Export-Import Procedures, Documentation and Management**

**Course/Paper : 203**  
**MBA (IB) Semester-II**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

The course aim at providing insights into the import-export procedures, problems, scope and its management. The endeavor is to equip the learner with documentation procedures and how to tackle import-export procedures with special reference to the Indian condition.

**Unit-1**

Export-Import Documentation & Policies, Export Import Trade: Regulatory Framework. Export Sales contract ,Export Import Documentation – An overview

**Unit – 2**

Terms of Payment and Financing practices: Electronic Data Interchange system. Processing of an Export Order ,Terms of payment

**Unit – 3**

Export Import Trade Operations ,Exchange control Regulation & Facilities concerning Export. Export Finance

**Unit – 4**

Export Assistance and Support measures, Import Finance Preparing for Shipment, Cargo Insurance ,Shipment of Export Cargo ,Custom Clearance of Import Cargo

**Unit – 5**

Institutional Set-up for Export Promotion in India, Export Assistance in India, Procedures for claiming Export Assistance.

**REFERENCES:**

- Export management : Rajagopal
- Export management : Varshney & Bhattacharya
- Exporter's Manual and Documentation : Nabhi`s
- How to export : Nabhi`s
- How to import : Nabhi`s

**WEBSITE (For e-books):**

- [https://www.mlsu.ac.in/econtents/1198\\_e-book%20on%20export%20import%20procedure.pdf](https://www.mlsu.ac.in/econtents/1198_e-book%20on%20export%20import%20procedure.pdf)
- <https://egyankosh.ac.in/bitstream/123456789/10292/1/Unit-8.pdf>

**IB 204**  
**Quantitative Techniques for Business Decisions**

**Course/Paper : 204**  
**MBA (IB) Semester-II**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

The statistics tools and techniques to required to analyses problems and their solution for effective decision making in business situations.

**Unit – 1**

Quantitative Decision making an overview. Matrix Algebra its applications to solve business, Related problems.

**Unit – 2**

Measures of Central Tendency, (Mathematical and Positional average), Correlation and Regression Analysis

**Unit – 3**

Basic concept of probability (Addition and Multiplication Probability, Conditional Probability Bayes Theorem. Discrete and continuous probability distributions.

**Unit – 4**

Index Number, Time series analysis,

**Unit – 5**

Statistical Quality Control (Control chart for attributes and variables, O-C curve, L, B, risk, Design of experiment.

**References:**

- Business Mathematics : Sancheti and Kapoor
- Quantitative Techniques : Levin
- Statistics : Elhans
- Quantitative Techniques For decision making : Sharma, Shenoy and Srivastava
- Statistics of Management : Levin
- Introduction to Statistics Methods : Gupta
- Fundamentals of Statistics : S. P. Gupta
- Fundamentals of Statistics : S. G. Gupta

**WEBSITE (For e-books):**

- <https://kanchiuniv.ac.in/coursematerials/qtbusinessdecision.pdf>
- <https://mrcet.com/downloads/MBA/digitalnotes/Quantitative%20Analysis%20for%20Business%20Decisions.pdf>
- [https://sde.uoc.ac.in/sites/default/files/sde\\_videos/MCM1C03\\_0.pdf](https://sde.uoc.ac.in/sites/default/files/sde_videos/MCM1C03_0.pdf)

**IB-205**  
**Communication Skills and Personal Growth Lab**

**Course/Paper : 205**  
**MBA (IB) Semester-II**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

This course aims to develop oral and written business communication skills of students, so that they can understand others and also able to express their ideas in effective and logical way.

**Unit 1**

Meaning, Definition, Nature and Scope of Communication, Importance of Communication, Process of Communication, Barriers to Effective Communication, Overcoming the Barriers. Non-Verbal Communication, Body Language.

**Unit 2**

Employment Communication: Resume Styles, Resume Writing, Elements of an Effective Resume, Writing Application Letters; Other Employment Messages Job Interview – Purpose, Types, Interview Skills – Before, During and After the Interview, Interview Dressing.

**Unit 3**

Business Reports: Types and Characteristics; Components of a formal Report; Business Proposals Types, Contents, English for Specific Purposes – vocabulary related to fields of international business.

**Unit 4**

Introduction to Personality Development: Elements of a Good Personality; Importance of Soft Skills; Self-awareness, Role Stress, Interpersonal and personal growth, Ego states, Time structuring

**Unit 5**

Presentation skills and techniques: Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language, impression management, Group Discussions, Mock Interviews

**Practical Sessions on:**

1. Group Discussions: selected topical issues to be discussed in groups.
2. Mock interviews, Role plays
3. Communication skills for seminars/conferences/workshops with emphasis on non-verbal skills.
4. Presentation skills for technical papers/project reports/professional reports.
5. Theme presentation/ key note presentation based on correct argumentation methodologies.

**References**

- Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
- Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
- Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
- Dark Studying International Communication Sage Publication.
- Murphy Hidderandt Thomas Effective Business Communication McGraw Hill.

**WEBSITE (For e-books):**

- <https://www.ddegjust.ac.in/2021/bca/Communication%20Skills%20and%20Personality%20Development-121.pdf>
- [https://nios.ac.in/media/documents/tourism\\_337\\_courseE/337\\_Tourism\\_Eng/337\\_Tourism\\_Eng\\_L18.pdf](https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L18.pdf)

## MBA-IB – SECOND YEAR

### SEMESTER – III

#### IB 301

### Customer Relationship and Service Management

**Course/Paper : 301**  
**MBA (IB) Semester-III**  
**Objective**

**Max. Marks : 70**  
**Time : 3 Hrs.**

To receive a proper and better understanding of customer service management of in a local and global context. To be able to manage a market-oriented service organization. To take up the challenge of good customer relationship management.

#### **Unit- I**

Conceptual and theoretical foundations of relationship marketing- Relationship-Marketing- Alternative perspective- Role of Relationship marketing in tourism business.

#### **Unit- II**

Relationship Marketing in consumer markets; antecedents and consequences. Model of buyer- seller relationship. New Product development in relationship management perspective.

#### **Unit- III**

Role of communication in building relationship. Developing a marketing communication programme. Customer profitability analysis and design issues. Tapping the power of marketing through relationship marketing. Introduction to eCRM, Internet strategies facilitating CRM, Changing Patterns of e-CRM Solutions in the Future

#### **Unit- IV**

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service aspirations Consumer Behavior in Service encounters

#### **Unit – V**

Service Delivery – Types and Causes of Service Quality gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

#### **References**

- Handbook of relationship marketing, Jagdish Seth and Atul Pyarvatiyar.
- Marketing Management – A Relationship Marketing Perspective: Cranfield School of Management.
- Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.
- Marketing for Hospitality and Tourism – Philip Kotler, Jon Bower.
- Tourism Marketing, Manjula Chowdery, Oxford University Press.

#### **WEBSITE (For e-books):**

- [https://ebooks.lpude.in/management/bba/term\\_6/DMGT308\\_CUSTOMER\\_RELATIONSHIP\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/bba/term_6/DMGT308_CUSTOMER_RELATIONSHIP_MANAGEMENT.pdf)
- <https://backup.pondiuni.edu.in/sites/default/files/CRM-260214.pdf>

**IB 302**  
**INTERNATIONAL SUPPLY CHAIN MANAGEMENT AND LOGISTICS**

**Course/Paper : 302**  
**MBA (IB) Semester-III**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

The objective of this paper is to acquaint the students with the concept and tools of supply chain management and logistics as relevant for an international firm.

**UNIT 1**

Basic Framework: Concept of supply chain management (SCM); SCM and trade logistics; Value chain analysis and SCM; Internationalization of SCM. Integrated SCM: Concept, span and process of integrated SCM: Supply Chain performance measurement; Supply chain modeling; Forecasting and financial implications: Supply chain and after –sales service; Creating life-cycle ownership value; Customer service management; Product development Process and SCM.

**UNIT 2**

Managing Relationship: Role of Relationship marketing in SCM; Managing relationships with suppliers and customers; Captive buyers and suppliers. Purchasing Process: Types of purchases; Purchasing cycle; Supplier selection and evaluation; Purchase agreement; Purchasing cost management.

**UNIT-3**

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

**UNIT-4**

Logistic System: Concept, objectives and scope of logistics; System elements; Transportation, warehousing, inventory management, packing and unitization ;Control and communication. Transport Fundamentals: Importance of effective transportation system; Service choices and their characteristics; inter-modal services; Transport cost characteristics and rate fixation; In- company management vs. out-sourcing.

**UNIT-5**

Logistics in the organization, inventory management, warehousing, inbound logistics and procurement, global transportation systems, logistics environment, strategic organizing for logistics effectiveness, customer service, managing logistics information. General characteristics of shipping industry and its structure, liner and tramp operations, freight structure, shipment procedure, World sea borne trade.

**References:**

- Ballau, R.H., Business Logistics Management, Prentice Hall, Englewood Cliffs, 1992.
- J., Chartering Practices
- J., Dictionary of Shipping and chartering Practices.
- Christopher., M., Logistics and Supply Chain Management: Strategies for Reducing Cost and improving Services, Pitman, London, 1992.
- ICAO Journal, New York., various issues.
- Indian Shipping and Transport, Bombay, Various issues.

**WEBSITE (For e-books):**

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- <https://backup.pondiuni.edu.in/sites/default/files/Logistics%20Supply%20Chain%20Mgt200813.pdf>

**IB 303**  
**Entrepreneurship Development**

**Course/Paper : 303**  
**MBA (IB) Semester-III**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

To provide an introduction to entrepreneurship and its development process. Also, to learn about business idea generation and preparation of Business Plan and for understanding of various activities of funding agencies.

**Unit I**

Concept of Entrepreneurship – Meaning, Types, Qualities of an Entrepreneur, Classification of Entrepreneurs, Factors influencing Entrepreneurship, Entrepreneurial Development Programmes (EDP)

**Unit II**

Business Idea & Plan Business Idea: Sources, Evaluation. Business Plan: Uses, Writing, Data collection. Business Plan Presentation.

**Unit III**

Entrepreneurial Development – Agencies Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute. Business Incubation, Business Clusters.

**Unit IV**

Mobilizing Resources for Entrepreneurial finance, Venture Capital, Buying a Business: challenges, The Search, Process, Scrutiny, Valuation, Negotiation, and Franchising.

**Unit V**

Family Business Family business in India, The Founder, The Next Generation, Entry of Family Members, Non- family Managers, Succession, Corporate Social Responsibilities, Corporate Governance, Best Practices.

**References:**

- Vasanta Desai: Dynamics of entrepreneurial development and management;
- Vasanta Desai: Entrepreneurial
- Peter F. Drucker: Innovation and development;
- M.V. Deshpande: Entrepreneurship of small-scale industries;
- Rajeev Roy : Entrepreneurship.

**WEBSITE (For e-books):**

- <https://www.pasc.edu.in/wp-content/uploads/2021/04/ENTREPRENEURSHIP-DEVELOPMENT-III-BBA.pdf>
- [https://ddceutkal.ac.in/Syllabus/MCOM/Entrepreneurship\\_Development.pdf](https://ddceutkal.ac.in/Syllabus/MCOM/Entrepreneurship_Development.pdf)
- <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development.pdf>



**IB 304**  
**E-Commerce**

**Course/Paper : 304**  
**MBA (IB) Semester-III**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

The objective of the paper is to introduce students to the concept of e-commerce and equip them to assess e-commerce requirements of a business and develop e-business plans and to interact with various IT professionals who may be developing e-commerce applications.

**Unit I**

Introduction to Electronic Commerce: Meaning, nature and scope; Channels of e-commerce; Business applications of e-commerce; Global trading environment and adoption of e-commerce., Architectural Framework of E-Commerce: World Wide Web as the architecture; Global Publishing concept; Universal reader concept and client server concept; hypertext publishing and hypertext information network; Internet protocols.

**Unit II**

Business Models of E-commerce and Infrastructure; B2B, B2C, B2G and other models of e-commerce; Applications of e-commerce to supply chain management; product and service digitization; Remote servicing procurement, and online marketing and advertising E-commerce resources and infrastructure planning.

**Unit III**

Business to Consumer E-commerce Applications: Cataloging; Order planning and order generation; Cost estimation and pricing; Order receipt and accounting; Order selection and prioritization: Order scheduling, fulfilling and delivery, Order billing and payment management.

**Unit IV**

Web-site Design: Web sites as market place; Role of web site in B2C e-commerce; Website strategies; Web site design principles; Push and pull approaches; E-mail etiquette and e-mail security. Business to Business E-Commerce: Need and alternative models of B2B e-commerce; EDI and paperless trading; characteristic features of Edi service arrangement; E-marketing- Traditional web promotion: Web counters; Web advertisements.

**Unit V**

Multimedia and E-Commerce: Concept and role of multimedia; Multimedia technologies; digital video and digitization of product and customer communication, Electronic Payment Systems and Order Fulfillment: Types of payment systems - e-cash. Regulatory Environment of E-Commerce: Borders and jurisdiction contracting and contract enforcement; International cyber laws-aims and salient provisions

**References**

- Agarwala, Kamlesh N., Amit Lal and Deeksha Agarwala, Business on the Net: An Introduction to the Whats and Hows of E-Commerce, Macmillan India Ltd., 2000.
- Bajaj, Deobyani Nag, E-Commerce, Tata McGraw Hill Company, New Delhi, 2000.
- Greenstein, M. and T.M. Feinman, Electronic Commerce: Security, Risk Management and Control, Tata McGraw hill, 2000.
- Schneider, Gary P. and James T. Perry, Electronic Commerce, Thompson Learning, Cambridge, 2001.

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- [https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003271615143561vineet\\_kumar\\_e\\_commerce\\_note\\_unit\\_MBA\\_5YR\\_ECOMMERCE.pdf](https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003271615143561vineet_kumar_e_commerce_note_unit_MBA_5YR_ECOMMERCE.pdf)
- [https://backup.pondiuni.edu.in/storage/dde/dde\\_ug\\_pg\\_books/E-%20Commerce.pdf](https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/E-%20Commerce.pdf)

**IB -305**  
**Summer Internship and Project report**

**Course/Paper : 305**  
**MBA (IB) Semester-III**  
**Objective**

**Max. Marks : 200**

After second semester examination all students will have to undergo summer training of four weeks with an industrial, Business or Service Organization by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless student undergoes summer training under the supervision of the department in organizations as approved by the department/ faculty from time to time.

Each student will be required to submit a project report to the Department / Faculty for the work undertaken during this period within three weeks of the commencement of the third semester for the purpose of evaluation in the third semester. Viva Voce will be conducted on Summer Internship Report submitted by students.

The report will be of 100 marks and there will be a report-based Viva of 100 marks. Viva and report evaluation will be done by an External examiner and Internal Examiner.

## MBA IB - Semester IV

### IB 401

#### INTERNATIONAL ADVERTISING AND BRAND MANAGEMENT

Course/Paper : 401

Max. Marks : 70

MBA (IB) Semester-IV

Time : 3 Hrs.

#### Objective

To facilitate an understanding of the importance of branding in consumer choice and how the value of brands may be developed, protected or lost. Participants are expected to develop an ability to measure brand equity in the context of International Markets and identify main challenges facing international brands.

#### UNIT I

Branding concepts: introduction to brand, importance and characteristics of the brand, international terminology of brand: brand symbols; brand character, brand logo, brand extension, shared and co-operative branding, corporate name as a brand name, brand association, brand image, brand loyalty; standardization vs. adaptation; characteristics of successful international brand, strategic brand management process, importance of brand planning, issues influencing brand potential, developing brand identity across the globe.

#### UNIT II

Brand selection criteria of consumers: brands and the consumer's buying process, brand personality, meaning of brand share and brand communication; service brands and retailer issues in branding: retail branding

#### UNIT III

Brand positioning, components of positioning: brand positioning strategies, consumer segmentation, brand architecture and portfolio, perceptual mapping, repositioning, differential advantage; brand equity: measuring and interpreting brand performance: brand value chain, qualitative, quantitative and comparative methods of measuring brand strengths, managing brands over time through reinforcements, revitalization and adjustment in portfolio.

#### UNIT IV

Challenges in international branding: protecting brands through trademark registration, brand falsification and protection; online branding categories, e-branding. global brand strategy managing international brands.

#### Unit V

Advertising: Its importance and nature; Communication model; Persuasion Process –perception, learning and attitude change; Major advertising decisions and influencing factors; Determining advertising Objectives and budget. Developing Advertising Campaign: Determining advertising message and copy -Media planning – media selection and scheduling Advertising through Internet.

#### References

- Aaker, D.A., Brand Portfolio Strategy Free Press, New York. 39
- Drawbaugh, K., Brands in the balance: meeting the challenges to commercial identity, Pearson Education, New Delhi
- Ellenwood, I., The Essential Brand Book, Kogan Page Limited, London.
- Keller, K.L., Strategic Brand Management, Pearson Education, New Delhi

#### WEBSITE (For e-books):

- [https://josephscollege.ac.in/lms/Uploads/pdf/material/Advertising\\_& Brand Management\\_Notes.pdf](https://josephscollege.ac.in/lms/Uploads/pdf/material/Advertising_& Brand Management_Notes.pdf)
- <https://ddceutkal.ac.in/Syllabus/MCOM/Advertising Brand Management.pdf>

**IB—402**  
**Digital and Social Media Marketing**

**Course/Paper : 402**  
**MBA (IB) Semester-IV**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

This fast paced discusses how digital media technology has changed marketing and gives detailed strategies on how to embrace such evolving platforms as Facebook, You Tube, Twitter, mobile apps, websites, search engine, newsletters and many more. It explores SEO (Search Engine Optimization), SEM (Search Engine Marketing), website development and design and many more internet marketing methods and concepts.

**UNIT 1**

Introduction to Digital Marketing: Digital Vs Real Marketing, Digital Marketing channels strategies in marketing, Aligning internet with Business objectives, User Behaviour and Navigation, User experience developing a digital plan

**UNIT 2**

Search Engine Optimization: How Google works, Search Engine factors on Page and Off page optimization Meta Tags, Images, Content, Video Links and How to get them

**UNIT-3**

Digital Display Advertising: Benefits of digital display, Challenges of digital display, Business Value, Running effective Ads, Ads formats, Ad display frequency, Campaign Planning, Campaign steps, Target Audience, Campaign Budget, Creative formats, Targeting, Tracking your campaign, Optimizing the campaign, Laws and guidelines

**UNIT-4**

Introduction to Social Media: History, Key terms and concepts, How it works, Tools of the trade Pros and Con, Social Media Optimization (SMO) like Facebook, Twitter, LinkedIn and many more. Introduction to social media Marketing, Advanced Facebook Marketing, Blogs Creation, Social media Analytical tools, Search Engine Marketing, Managing the campaign

**UNIT-5**

Introduction to Affiliate Marketing: Key terms and concepts, The building blocks of Affiliate marketing, setting up a campaign, tools of the advantages and challenges.

**References:**

- Ahuja, V. (2015). Digital marketing. New Delhi: Oxford University Press
- Dave Chaffey, D. & Smith, PR (2016). E-marketing Excellence Planning and optimizing your digital marketing
- Stokes, R. (2016). E-marketing: The essential guide to digital marketing
- Evans, D. & Bratton, S. (2008). Social Media Marketing: An hour a day (2nded.). Wiley

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- <https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>

**IB-403**  
**INTERNATIONAL FINANCIAL MANAGEMENT**

**Course/Paper : 403**  
**MBA (IB) Semester-IV**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

The objective of this paper is to acquaint the students with the financial management problems of the multinational corporations and prepare them to tackle these problems.

**Unit-1**

Introduction: An overview, Importance, nature and scope of International Financial Management, Domestic FM Vs. IFM, International Business Methods, Recent changes and challenges in International Financial Management.

**Unit-2**

International Flow of Funds: Balance of Payments (BOP), Fundamentals of BOP, Accounting components of BOP, Factors affecting International Trade flows, Agencies that facilitate International flows. Indian BOP Trends.

**Unit-3**

International Monetary System: Evolution, Gold Standard, Bretton Woods's system, the flexible exchange rate regime, evaluation of floating rates, the current exchange rate arrangements, the Economic and Monetary Union (EMU).

Foreign Exchange Market: Function and Structure of the Forex markets, major participants, types of transactions and settlements dates, Foreign exchange quotations.

**Unit-4**

Exchange Rates: Factors influencing exchange rates. Government influence on exchange rates – exchange rate systems. Managing Foreign exchange Risk. International arbitrage and interest rate parity. (b) Relationship between inflation, interest rates and exchange rates – Purchasing Power Parity – International Fisher Effect – Fisher Effect- Interest Rate parity, Expectations theory

**Unit-5**

Asset–Liability Management: Foreign Direct Investment, International Financing: Equity, Bond financing, parallel loans, Export – Import bank of India, recent amendments in EXIM policy, regulations and guidelines.

**References**

- Apte P.G., Multinational Financial Management, Tata -McGraw Hill, New Delhi, 1998.
- Baker J.C., International Finance: Management, Markets and Institutions, Prentice Hall, Englewood Cliffs, 1998.
- Company, New Delhi, 2000.
- Eiteman, David K., Arthur Stonehill and Micheal H. Moffett, Multinational Business
- Madura, Jeff, International Financial Management South Western Publishing Company,
- Cincinnati, 2000. Rathore, Shirin, International Accounting, Prentice Hall of India Pvt. Ltd., New Delhi

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**MIB-404**  
**CROSS-CULTURAL CONSUMER AND INDUSTRIAL BUYER BEHAVIOUR**

**Course/Paper : 404**  
**MBA (IB) Semester-IV**

**Max. Marks : 70**  
**Time : 3 Hrs.**

**Objective**

The main objective of this paper is to help students develop basic understanding of the concepts and theories of consumer and industrial buyer behavior and their applications in marketing decision making. Students Will also be exposed to globalization of consumer markets and international dimensions of consumer and industrial buying behaviour and their marketing implications.

**UNIT 1**

Consumer Behaviour - Theory and its Application to Marketing Strategy; Consumer Buying Process: Extensive, Limited and Routine Problem-Solving Behaviors.

**UNIT 2**

Internal Determinants of Buying Behaviour : Individual differences among customers and markets segmentation; Needs, motivation and involvement; information processing and consumer perception; Learning; Attitudes and attitude change; Personality and psychographics (values and life style analysis).

**UNIT 3**

External Determinants of Buying Behaviour: Family and household influence; Reference groups and social class; Culture and subcultures. Models of Consumer Behaviour; Organizational Buying Behaviour: Process, Influence and model.

**UNIT 4**

Cross-Cultural: Consumer and Industrial Buying Behaviour; Economic demographic and socio-cultural trends and consumer behaviour; Globalization of consumer markets and international marketing implications.

**UNIT 5**

Innovation Diffusion and Consumer Adoption Process; Diffusion of Innovation Across Nations/Cultures; Consumer Satisfaction and Other Feedbacks; Cross-Cultural Consumer Research – Complexities and issues.

**References:**

- Assael, H., Consumer Behaviour and Marketing Action, 6th ed., South Western Publishing Company, Ohio, 1998.
- Block and Roering, Essentials of Consumer Behaviors Dryden Press, Chicago. Dryden Press. Chicago 1990.
- Engel, James F., Roser D. Blackwell, and Paul W. Miniard, Consumer Behaviour Dryden Press, Chicago, 1990.
- Hawkins, Dal l., Roger J. Best and Kenneth A. Coney, Consumer Behaviour Implication for Marketing Strategy, Richard D. Irwin, Chicago, 1995.
- Hoyer, Wayne D. and Debovar J. Macinnis, Consumer Behaviour, Hongnton Mifflin Company, Boston, New York, 1997.

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- <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/General/1ConsumerBehaviour.pdf>
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**IB-405**  
**Dissertation**

**Course/Paper : 405**  
**MBA (IB) Semester-IV**

**Max. Marks : 200**  
**Time : 3 Hrs.**

**Objective**

The aim of this course is to guide the students in conducting/reviewing an academic study. The students are expected to propose research topics after reviewing the literature on a topic of their interest. The advisor will guide the student through each stage of the research through practical sessions. Students will prepare a dissertation and submit in the department as per the schedule instructed by department. Viva Voce will be conducted by External and Internal Examiners.