

DEPARTMENT OF COMMERCE

School of Business Management and Legal Studies

M.Com. Programme in Global Business Operations



University of Kerala

SYLLABUS

(Under Credit and Semester System w.e.f. 2019 Admissions)

DEPARTMENT OF COMMERCE
School of Business Management and Legal Studies
UNIVERSITY OF KERALA

About the Programme:

The Department of Commerce, School of Business Management and Legal Studies, University of Kerala proposes to initiate a new course on M. Com (Global Business Operations), to cater the needs of changing industrial environment. The state is facing an acute shortage of high potential human resource to cater the changing industrial environment. We are on a stage of having large ports and more airports to welcome the global business. The focus of the course is to exploit the global opportunities in business. There is bound to be a huge demand for skilled manpower in logistics which include shipping, warehousing, insurance, supply chain management, forex management and so on. The current course envisages imparting students with update skills on these emerging areas. The course provides the theoretical as well as the practical exposures on the international business and could take advantages of the huge employment potential in the global sector.

Objectives of the Programme:

1. To impart knowledge and skills on emerging areas of international trade.
2. To help students in addressing their employment and entrepreneurial needs through logistic management in international trade.
3. To create interest on services that support international trade.

Structure of the Programme:

SEMESTER I

	Core Courses:	
Course Code	Name of the Course	Credits
GBO-C-411	Managerial Economics	4
GBO-C-412	Global Business Environment	4
GBO-C-413	Management Concepts and Organisational Behaviour	4
	Internal Electives:	
GBO-E-414	Quantitative Analysis and Operations Research	4
GBO-E-415	Global Business Communication	4
Semester I: Total		20

SEMESTER II

	Core Courses:	
Course Code	Name of the Course	Credits
GBO-C-421	Business Research	4
GBO-C-422	Management Strategies of MNCs	4
GBO-C-423	E-Business	4
GBO-C-424	Summer Placement Project	4
GBO-E-426	Basic German (Foreign Language)	4
	Internal Electives:	
GBO-E-425	Technology Management	4
Semester II: Total		24

SEMESTER III

	Core Courses (Marketing Stream)	
Course Code	Name of the Course	Credits
GBO-C-431	Global Marketing	4
GBO-C-432	International Advertising	4
GBO-C-433	Green marketing	4
GBO-C-434	Relationship Marketing	4
Semester III: Total		16

SEMESTER IV

	Core Courses:	
Course Code	Name of the Course	Credits
GBO-C-441	Global Financial Markets and Instruments	4
GBO-C-442	Foreign Trade Procedures and Documentation	4
GBO-C-443	Intellectual Property Rights	4
GBO-C-444	Legal Environment of International Business	4
GBO-D-445	Dissertation	4
Semester IV: Total		20
Programme Total		80

Semester : I

Course Code : GBO-C-411

Course Title : Managerial Economics

Credits : 4

Aim

The aim of this course is to study about the applications of economic principles to the area of managing an organisation

Course Objectives

- To understand the role of managers in firms
- To make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

Course Content

Module 1

General Foundations of Managerial Economics - Economic Approach - Circular Flow of Activity - Nature of the Firm - Objectives of Firms - Demand Analysis and Estimation - Individual, Market and Firm demand - Determinants of demand - Elasticity measures and Business Decision Making - Demand Forecasting.

Module II

Market Structure -Perfect Competition-Monopolies-Measuring Firms' Performance - Making Decisions under Non-competitive Conditions -Oligopolies -Pricing Methods

Module III

Profit Maximization and Competitive Markets - Market structures-Price taker-Price searcher-Demand facing a price taker -Price taker: profit-maximizing output- Economic vs. accounting profit-Shut-down condition-Supply curve of a price taker - Industry supply curve - Relationship between MC and supply - Contribution analysis - Market entry - Long run competitive equilibrium- Industry supply in long run-Constant cost industry-Increasing cost industry - Decreasing cost industry - Effect of a tax in

competitive markets - Effects of price controls -Allocation mechanisms - Benefits from international trade - Effects of trade restrictions.

Module IV

Regression Analysis - Demand Estimation Measuring Economic Relationships- Statistical Relations and Regression Analysis- Forecasting- The Business Cycle-Time Series Trends.

Module V

Theory of Pricing - Price determination under Perfect Competition, Monopoly, Oligopoly and Monopolistic Competitions- Methods of Pricing- Game Theory basics- Dominant Strategy-Nash Equilibrium and Prisoner's Dilemma.

Module VI

Utility and Indifference Curve Analysis -Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus.

References

1. Yogesh Maheswari, Managerial Economics, Phi Learning, Newdelhi, 2005
Gupta G.S.,
2. Managerial Economics, Tata Mcgraw-Hill, New Delhi Moyer & Harris,
3. Managerial Economics, Cengage Learning, Newdelhi, 2005 Geetika, Ghosh & Choudhury
4. Managerial Economics, Tata Mcgrawhill, Newdelhi, 2011
5. Mote, Paul & Gupta-Managerial Economics: Concepts & Cases.

Semester : I

Course Code : GBO-C-412

Course Title : Global Business Environment

Credits : 4

Aim

The purpose of this course is to acquaint the students with nature, scope, structure and operations of international business and familiarize them with trends and developments in International Business Environment and policy framework.

Course Objectives

- To know the present scenario of international environment of business.
- To understand the different aspect of different environment that affect the business.

Course Content

Module I

Introduction to Global Business Environment - Overview- Process of globalisation- Historical Perspective of Globalization-Early records of globalization-Trade in Eurasia-The European Seaborne Empires-Early Modern World Economy-The Formation of National Economies-Industrial Capital-Technological Developments-Declining Trade and Investment Barriers- Macro forces of globalization-The MNE and the competitive advantage of nations-The Stages of Development of a Transnational Corporation-Challenges of globalization-Customer centricity in globalization; Customer value expectations-Global customization-Global customer loyalty-The Metanational Corporation.

Module II

Global Economic and Political Environment - Economic Environment- Classification based on ownership of the means of production-Classification based on Levels of Economic Development Economic indicators-GDP and GNP-Income Distribution-Inflation and Index Numbers-Interest Rates-Unemployment-Foreign Exchange Reserve. Economic integration-Levels of Economic Integration. World economic and trading situation; International economic institutions and agreements – WTO, UNCAD, IMF, World Bank.

Module III

Political Environment- An Overview-Types of Political Systems-Political Risk- Foreign Politics-Domestic Politics-International Politics- Nature of Political Risk-Factors that Contribute to Political Risk-Social Unrest; Attitude of Nationals-Policies of the Host Government. Analysis of Political Risk-Management of Political Risk: Techniques. Political Environment in Emerging Countries- Political Environment in Brazil-Russia- India-China. Political Environment in Developed Countries: Political Environment in the United States of America-Recent Developments in the US-Japan's Foreign Relations-Challenges being faced by Germany-Political environment in Britain-Australia-Italy.

Module IV

Global Social and Cultural Environment - Social Environment- An Overview, Society-Social class-Characteristics of social class-Group – Family- Demographic issues-Population growth and changing age structure-Global environment policy and management issues-Issues concerning the environment-Managing the Environment-Cultural Environment –An overview-Understanding culture-Characteristic of culture-Hofstede's Model: Power distance-Masculinity vs. Femininity-Uncertainty avoidance-Individualism vs. Collectivism-Long-term Orientation- Influence of Culture on Thinking Process-Influence of Culture on Communication Process-Non-verbal

communication. Managing Cross Cultural Differences- Ethnocentrism. Culture Shock- Population and Income disparities-Health and education system- Social and Cultural Environment in Developing Countries: Culture and communication in France. Aging population; Unemployment rate-Influence of Culture on Consumption- - Social and Cultural Environment in Developed Countries: Social and cultural environment in the UK-Canada-Italy-Australia.

Module V

Global Technological Environment - an Overview of Technology- Definition of Technology-The Choice of Technologies to Develop -Characteristics of new technologies-Influence of the Internet on Business. Technology Development- Interconnections among technology developers-Geographical Features of Technology Networks-Technology Transfer-Impact of Information Technology on organizations-IT and it's Strategic Value; IT does matter. Description of Internet & Internet tools-Vague market signals-Benefiting from Internet channel-Internet, Infomediaries, Intermediaries.

Module VI

Global Regulatory, Tax and Legal Environment - purpose of regulation-Employment and Labor laws-Labor laws in India-Discrimination in Employment Environment and Pollution Control-Intellectual property rights-Regulations related to product promotion in different countries. Regulatory Environment- Sarbanes-Oxley Act- (SOX-Anti-trust laws in the US-Sherman antitrust act of 1890-Clayton antitrust act of 1914. Anti-Dumping Laws. Tax Environment- Methods of Relief from Global Double Taxation- Taxation in Times of E-commerce Legal Environment- Digital and Electronic Signatures.

Note:

Case Studies- Coca-Cola in China, Dell's Problems in China-Ericsson in China-Kodak in China-Unilever's Strategies in China-Wal-Mart's Strategies in China-Modularization in the Chinese Motorcycle Industry -Shanghai Automotive Industrial Corporation's Strategies for Global Expansion

References

1. International Business: Concept, Environment and Strategy, 3e Sharan, Pearson Education
2. International Business Environment-Francis Cherunilam. Himalaya Publishing House
3. The Legal Environment of Business, International Edition-Frances Edwards, Roger E. Meiners, Al H. Ringleb-South-Western
4. The International Business Environment: Text and Cases-Sundaram, Black-Prentice Hall India Learning Private Limited
5. International Business 15/e-Daniels/Salwan-Pearson Education India. Case Studies China and Global Business

Semester : I

Course Code : GBO-C-413

Course Title : Management Concepts and Organisational Behavior

Credits : 4

Aim

For pursuing this course, students are required to be familiar with the following concepts:

- Elementary knowledge of any language and communication skills.
- Understanding about organizations.

Course Objectives

After completing the course, you shall be able to

- Know about the basic concepts.
- Comprehend the Theories of management, & evolution of management thought.
- Understand the functions of management.
- Understand the fundamentals of organizational behavior (OB).
- Measure emotions, perception, attitude, learning, etc. by using appropriate tools.
- Comprehend about Transactional Analysis, Johari Window, Appreciative Inquiry, OD, motivation, intrinsic motivation, leadership, transformational leadership etc.

Course Content

Module I

Conceptual Foundations of Organisation Theory and Behaviour - Organisational Theories - Classical, Neo-classical and Contemporary; Authority, Power, status, formal and informal structure; Bureaucratic structure; Boundary Less organisation; Flat and Tall structures; Impact of Environment on Organisational Design . Organisational Behaviour (OB)- concept, determinants, models; challenges and opportunities of OB; Transaction cost; Disciplines contributing to the field of OB; Individual Behaviour- Foundations of individual behaviour, values, attitudes, personality, and emotions ;

Perceptual process and Learning ; Management assumptions about people-McGregor's Theory X and Theory Y, Chris Argyris behaviour patterns.

Module II

Group Decision making and Communication - Concept and nature of decision making process; Individual versus group decision making; Nominal group technique and Delphi technique; communication effectiveness in organisations; Feedback, Improving Inter-personal Communication- Transactional Analysis and Johari Window.

Module III

Motivation - Content Theories- Maslow's Need Hierarchy, Herzberg's Two factor theory; Contemporary theories of motivation (ERG, Cognitive evaluation, goal setting, equity, Intrinsic Motivation Theory by Ken Thomas), expectancy model; Behaviour modification; Motivation and organisational effectiveness.

Module IV

Leadership, Power and Conflict -Concept and theories of leadership- Behavioural approach, Situational approach, Leadership effectiveness; Leadership across cultures; Power- Bases of Power, power tactics; Conflicts- sources, patterns, levels and strategies.

Module V

Organisational Culture, Organisational Development and Stress Management - Concept and determinants of organisational culture, creating sustaining and changing organisational culture. Managing misbehavior at work- Aggression and Violence, Sexual abuse, Substance abuse, Cyber slacking.

Module VI

Organisational Development- Concept, values, and intervention techniques; Appreciative Inquiry. Individual and organisational stressors; consequences of stress on individual and organisation; management of stress.

Note: Some cases of real business world to supplement learning from the course.

References

1. Robbins, Stephen P. and Timothy A. Judge, Organizational Behaviour, Prentice-Hall, New Delhi.
2. Robins S.P., and Mathew, M., Organisational Theory: Structure, Design and Application, Prentice Hall of India Pvt. Ltd.
3. Luthans, Fred, Organizational Behaviour, McGraw-Hill, New York.
4. Sekaran, Uma, Organisational Behaviour: Text and Cases, Tata McGraw-Hill Publishing Co. Ltd.
5. Aswathappa, K., Organisation Behaviour, Himalaya Publishing House, New Delhi.
6. Singh, K., Organizational Behaviour: Text and Cases, Pearson.
7. Pareek, U. and Khanna, S., Understanding Organizational Behaviour, Oxford University Press.
8. Newstorm, John W., Organizational Behaviour: Human Behaviour at work, Tata McGraw- Hill Pub. Co. Ltd. New Delhi.
9. Hersey, Paul, Dewey E. Johnson, and Kenneth H. Blanchard, Management of Organisational Behaviour, Prentice-Hall of India, New Delhi.
10. Terrance R. Motchell, People in Organization An Introduction to Organisational Behaviour, McGrawHill, New York .

Note: Latest edition of the readings may be used.

Semester : I

Course Code : GBO-E-414

Course Title : Quantitative Analysis and Operations Research

Credits : 4

Aim

This course aims at familiarizing the students with quantitative tools and techniques, which are frequently applied to business decision-making and to provide a formal quantitative approach to problem solving. These courses also develop students' abilities to design and carry out methodologically sound and practically relevant empirical research of qualitative nature.

Course Objectives

- To make the students learn the process of using statistical tools for validating findings and interpreting statistical results.
- To provide an understanding of Quantitative Analysis and Operations Research techniques used for managerial decision making and research.

Course Content

Module I

Basics of Statistics - Statistics: Meaning, Scope and Limitations, Collection, Classification, Tabulation and Presentation of Statistical Data - Characteristics of Frequency Distributions, Measures of Central Tendency and Dispersion, Partition Values.

Module II

Probability and Sampling Estimates- Probability and Probability Distributions - Introduction to Probability- Probability Rules- Conditional Probability- Revising Prior

Estimates of Probabilities- Bayes' Theorem- Random Variables- Use of Expected Value in Decision Making- Binomial Distribution- Poisson Distribution-Normal Distribution - Sampling Concepts - Sample v/s Census – Probability and Non-Probability Sampling Designs - Determination of Sample Size - Standard Error, Point Estimates, Interval Estimates, Confidence Intervals.

Module III

Testing of Hypothesis - Hypothesis, Steps in Hypothesis Testing, Measuring the Power of a Hypothesis Test, Hypothesis Testing of Means and Proportions: Analysis of Variance, One way ANOVA and Factorial ANOVA, MANOVA - Non-parametric tests: Chi-Square Test, The Sign Test for Paired Data, The Mann- Whitney U Test, Kruskal-Wallis Test, The Kolmogorov-Smirnov test. The Friedman Test – Statistical Tests using IBM SPSS.

Module IV

Correlation, Regression and Time Series - Correlation, Product moment correlation, Rank correlation, Bivariate correlation, Regression, Simple linear Regression, Line of best fit, Time Series, Trend Analysis, Cyclical Variation, Seasonal Variation, Irregular Variation, Time Series Analysis in Forecasting.

Module V

Operations Research - Meaning, origin and nature. OR as a tool for decision – making; OR and management; features of OR; phases of OR; models in OR; methods of deriving solution; limitations of OR. Linear programming: nature and meaning; formulation of LPP; graphic solutions; merits and demerits; application in business. Queuing Theory: meaning; basic concepts; application of waiting line models; Monte Carlo simulation. Transportation and Assignment problems and Solutions.

Module VI

Decision Theory and Network Analysis - Decision theory: Basic concepts: quantitative approach to managerial decision – making; decision – making under certainty, decision – making under uncertainty – maximax, Minimax, Maximin, Laplace, Hurwicz - Decision making under risk: EMV, EOL, EVPI - Decision-making under competition: game theory - CPM and PERT: construction of network diagrams; network calculation; concept of float; probability consideration in PERT; calculation of float under PERT; distinction between CPM and PERT; limitations of PERT.

References

1. Kishor S. Trivedi, *Probability and Statistics with Reliability - Queuing and Computer Science Applications*, John Wiley & Sons, Singapore (2002)
2. Richard I. Levin & David S. Rubin, *Statistics for Management*, PHI.1999, New Delhi.
3. Barry Render, Ralph M. Stair, Jr., Michael E. Hanna: *Quantitative Analysis for Management*, Pearson Education (2008)
4. Agarwal, J.D. and Sagarika Ghosh: *Quantitative Techniques for Financial Analysis*, Indian Institute of Finance, New Delhi.
5. Gupta S.P. *Statistical Methods*, Sultan Chand, New Delhi (2009)
6. S. D. Sharma: *Operations Research*, Kedar Nath Ram Nath & Co. (2006)
7. Richard .I. Levin, David. S. Rubin: *Quantitative approaches to Management*, Mc Graw Hill International Book co.1992
8. Hiller & Lieberman, *Introduction to Operations Research*, Tata McGRaw Hill, New Delhi (2009)

Semester : I

Course Code : GBO-E-415

Course Title : Global Business Communication

Credits : 4

Aim

To acquaint the students with fundamentals of communication, help them honing oral, written and non-verbal communication skills and to transform their communication abilities.

Course Objectives

To know different communication modes and equipped with communication usage in workplace. Familiar with basics of communication usage in business.

Course Content

Module I

Basic Principles of Communication - Introduction, Understanding Communication, the Communication Process, Barriers to Communication, the Importance of Communication in the Workplace-Types and Channels of Communication: Introduction, Types of Communication, Classification of Communication Channels.

Module II

Nature of Business Communication-Introduction, Types of Business Communication, Communication Network in Organizations- the Importance of Listening in the Workplace: Introduction, Listening, Barriers to Listening, Strategies for Effective Listening, Listening in a Business Context.

Module III

Guidelines for Written Business Communication-Introduction, General Principles of Writing, Principles of Business Writing- Developing Oral Business Communication Skills: Introduction, Advantages of Oral Communication, Oral Business Presentations- Reading Skills for Effective Business Communication: Introduction, Reading, Types of reading, SQ3R Technique of Reading

Module IV

Internal Business Communication -Guidelines for Meetings: Introduction, Types of Meetings, Before the Meeting, During the Meeting, After the Meeting, and Common Mistakes made at Meetings- Internal Business Communication: Writing Memos, Circulars and Notices: Introduction, Memo, Circulars and Notices- Internal Business Communication – Electronic Media and Shareholder Communication: Introduction, Intranet , Communicating through Email, Communication with Shareholders

Module V

External Business Communication – Writing Business Letters: Introduction, Principles of Business Letter Writing, Types of Business Letters, Format for Business Letters-Other Forms of External Business Communication: Introduction, Communication with Media through News Releases, Communication about the Organization through Advertising- Internal and External Business -Communication – Writing Business Reports: Introduction, Report, Types of Business Reports, Format for Business Reports, Steps in Report Preparation.

Module VI

Employment Communication – Resumes and Cover Letters: Introduction, Writing a Resume, Writing Job Application Letters & Other Letters about Employment- Employment Communication – Group Discussions and Interviews: Introduction, Group Discussion, Attending Job Interviews.

References

1. Kaul, Asha, Business Communication, PHI, New Delhi.
2. Kaul, Asha, Effective Business Communication, PHI, New Delhi.
3. Chaturvedi, P.D., and Mukesh Chaturvedi, Business Communication, Pearson Education
4. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi

Semester : II

Course Code : GBO-C-421

Course Title : Business Research

Credits : 4

Aim

This course provides an overview of the field of research, particularly as it is related to business and management. Emphasis will be placed on the scientific method of research and practical application of research theories and methods. This course imparts the students an organized approach to solving management problems.

Course Objectives

- To equip the students with the basic understanding of the research methodology in dynamic business scenario.
- To provide an insight into the application of dynamic analytical techniques to face the stormy challenges, aimed at fulfilling the objective of business decision making.
- To equip the students to do research documentation and report writing effectively.

Course Content

Module I

Introduction to Business Research- Meaning and significance of research - Importance of scientific research in business decision making - pure research and applied research - Types of research and research process – Identification of Research problem - Criteria of a Good Research Problem

Module II

Hypothesis and Research Design-Concepts, Sources and Types of Hypotheses; Formulation of Hypothesis; Qualities of a Workable Hypothesis; Usefulness of Hypothesis in Business Research; Research Designs: Exploratory and Conclusive Designs, Experimental and Diagnostic Designs - Uses of Research Design; Steps in Preparing a Research Design; Research Design for Business Problems - Case studies.

Module III

Sampling and Data Sources - Characteristics of Good Sample; Principles of Sampling; Sampling Process; Probability and Non-probability Sampling; Determination of Sample Size; Techniques of Data Collection; Process of Data Collection through Observation and Schedule; Construction of Questionnaire; Interview Technique in Business Research; Choice between Primary and Secondary Data.

Module IV

Measurement and Scales - Concept and Levels of Measurement; Tests of Sound Measurement – Test of Validity and Reliability; Concept of Scaling; Types of Rating Scales; Attitude's Scale- Likert Scale, Thurstone Scale and Guttman Scale. Introduction to Statistical Software Packages: SPSS, R, Stata and Minitab; Data Management and Analysis in IBM SPSS.

Module V

Univariate and Bivariate Analysis of Data -Concepts of Univariate, Bivariate and Multivariate Analysis of Data; Descriptive v/s Inferential Analysis; Analysis of Univariate and Bivariate Data – Cross-tabulation – Data Transformation – Testing of Normality - Parametric and Non-Parametric Tests – Correlation and Regression Analysis – Factor Analysis (concept) – Discriminant Analysis (concept) – Cluster Analysis (concept) – Conjoint Analysis (Concept)

Module VI

Report writing and Presentation of Results -Importance of Report Writing – Types of Research Reports – Essentials of a Good Research Report - Report Structure - Report Preparation and Presentation - Guidelines for Effective Documentation – Evaluation a Research Report - Oral Presentation Guidelines – Research Briefing.

References

1. O. R. Krishnaswami and M. Ranganathan, *Methodology of Research in Social Sciences*, Himalaya Publishing House (2018)
2. Deepak Chawla and Neena Sondhi, *Research Methodology: Concepts and Cases*, Vikas Publishing House (2016)
3. Donald Cooper and Pamela Schindler, *Business Research Methods*, McGraw Hill Education (2017)
4. Tripathi P.C., *A Textbook of Research Methodology*, Sultan Chand & Sons (2014)
5. Johnson Arnold Richard, and Wichern W. Dean, *Applied Multivariate Statistical Analysis*, Pearson Prentice Hall (2007)
6. Ranjith Kumar: *Research Methodology: A Step by Step Guide for Beginners*, Sage Publishers, New Delhi (2005)

Semester : II

Course Code : GBO-C-422

Course Title : Management Strategies of MNCs

Credits : 4

Aim

The central aim of this course is to understand the strategic management of multinational firms (MNCs). This course is mainly targeted to help students understand the strategic issues and tradeoffs in a multinational context and assess the strategic performance of MNCs.

Course Objectives

- To understand the implications of operating across national borders.
- To understand the roles of, challenges facing by the MNC subsidiaries and headquarters.

Course Content

Module I

International Business: An overview - Environment of International business - economic, political, legal and cultural. Concept of MNCs - Emergence and growth of MNCs - Process of internationalization - Types of MNCs - Factors behind growth of MNCs - Problems and benefits from MNCs - Role of MNC's in developing countries. Techniques Employed by MNCs to Manage Markets – Case Studies.

Module II

International Business Theories - Introduction Mercantilism, Absolute Advantage Theory, Comparative Cost Theory, Hecksher-Ohlin Theory. Instruments of Trade Policy - Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy - Structure of MNCs - American, European and Japanese organizational designs of MNCs – Case Studies.

Module III

Strategic Management of MNCs - Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies - Components of strategies - Levels of strategies - Corporate level, Business level and functional level strategies.

Module IV

Strategy Formulation and Implementation -The generic strategic alternatives - Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategic analysis and choice - Designing Strategic Control Systems- Matching structure and control to strategy - Implementing Strategic change - Politics - Power and Conflict - Techniques of strategic evaluation & control - OCP - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - Porter's Five Forces Model - Case studies.

Module V

Managing Technology and Innovation - Managing Technology and Innovation - Creating and Building Creative and Innovative Business Culture - Business Practices Adopted to Promote Creativity and Innovation, Importance of Creativity and Innovation in Business, Challenges Involved in Creativity and Innovation - New Business Models and strategies for Internet Economy – Case Studies.

Module VI

Business Ethics and Corporate Social Responsibility - Introduction to Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct, Corporate Social Responsibility (CSR), Business obligations, Social Audit and Corporate Governance.

References

1. K. Eiteman David, I. Stonehill Arthur, H. Moffett Michael, *Multinational Business Finance*, Pearson Education; Fourteenth edition
2. Christoph Dörrenbächer, Mike Geppert, *Multinational Corporations and Organization Theory: Post Millennium Perspectives*, Emerald Publishing Limited
3. Paul Justin. *International Business*. Prentice Hall India, New Delhi
4. Cherunilam Francis, *International Business: Text & Cases*, 3rd ed. Prentice Hall India, New Delhi
5. Aswathappa, *International Business*, Tata McGraw Hill
6. Daniels, *International Business*, Pearson Education

Semester : II

Course Code : GBO-C-423

Course Title : E-Business

Credits : 4

Aim

This course will provide an overview to e-business and their related issues. It covers many topics in e-business, including basics of e-business, the related information technology, e-business models, e-Payment, e-stock and Supply Chain Management. This course also enables the students to understand the knowledge hierarchy of e-Business, related operational processes, marketing techniques and technological issues of e-Business systems.

Course Objectives

- Understand the current status of e-business concepts and follow its development.
- Recognize the key implementation issues along with the e-business system design.
- To provide the students an insight into the interface of information technology with business.

Course Content

Module I

E-Business an Overview - E-business - Concepts – Definition – e-business vs. e-commerce – Transformation of business structure – Trends - E-Business Models (an overview) - E-business Design: Knowledge building, capacity evaluation, design steps - Foundations of information systems (IS) in business - System concepts – components of an IS – fundamental roles of IS applications in business - trends in IS – types of IS – the value chain and strategic IT – using IT for strategic advantages – managerial challenges of information technology - the basics of doing business on the Internet.

Module II

E-Business and E-Commerce Applications - Functional business systems – cross-functional enterprise systems and applications – Enterprise e-Business systems – Customer relationship management (CRM) – Enterprise resource planning (ERP) and Supply chain management (SCM) - E-Commerce systems – Essential e-Commerce processes – electronic payment system and process – e-commerce application trends – Transformation to web based technology - Web store requirements – Clicks-and-bricks in e-Commerce - m-Commerce.

Module III

E-Marketing - The scope of E-Marketing – Traditional Marketing – Identifying Web presence Goals – Internet Marketing Techniques – Browsing Behaviour Model – E-advertising – Internet Marketing Trends – E-branding – E-marketing strategies.

Module IV

E-Retailing -Concept and Definition of E-Retailing; Different Models of E-Retailing; Model for Web based Information System in E-retailing; Consumer Oriented Business: Consumer Market, One-to-One Marketing, Consumer Demographics, Maintaining Loyalty, Gaining Acceptance, Online Cataloguing.

Module V

Cyber World - Introduction to cyber space – Security and Privacy – cybercrimes – types: cyber stalking, forgery and fraud, crime related to IPR (copyright issues in cyber space, trademark issues in cyber space, software patenting issues), cyber terrorism, and computer vandalism.

Module VI

Cyber Regulations -Cyber Law (an overview) scope of cyber laws (e-commerce, online contracts, IPRs, e taxation, e-governance and cybercrimes), issues relating to investigation, cyber forensic, relevant provisions under IT Act 2000 & Further Amendments, IPC and Evidence Act related to E-Business and E-Commerce.

References

1. E-business, Dr. Ravi Kalakota, Pearson Education Asia
2. E-Business (R)evolution, Daniel Amor, Pearson Education Asia
3. E-Business-2, Dr. Ravi Kalakota & Macia Robinson, Pearson Education Asia
4. E-Business and Commerce, Brahm Canzer, Dreamtech press, New Delhi
5. The E-Business book, Dayle M Smith, Viva books, New Delhi
6. E-Business Essentials, Rajat Chatterjee, Global India Publication, New Delhi
7. Sadagopan S: Management Information Systems, Prentice Hall of India, New Delhi.
8. Schneider, G: Electronic Commerce, Thomson Cengage Learning (India).
9. Jessup & Valacich: Information System Today: Why IS matters?, Prentice Hall of India, New Delhi.
10. Chaffey, Dave (2010). E-business and e-commerce management: strategy, implementation and practice. Harlow (Essex): Pearson Education; London: FT Financial Times ; New York: Prentice Hall
11. Laudon, Kenneth C., Traver, Carol Guercio (2011). E-commerce: business, technology, society. Boston: Pearson

Semester : II
Course Code : GBO-C-424
Course Title : Summer Placement Project
Credits : 4

Aim

The students are required to carry out a project in any leading business organization (preferably in an MNC) for a period of two months during summer vacation (May & June) under the guidance of a Faculty Member in the Department.

Course Objectives

- To enable students to look at the real world with sharper view and relate it with concepts discussed in the curriculum.
- To equip the students with a substantial degree of analytical and problem solving expertise giving the student an opportunity to apply his/her knowledge and skills.

Semester : II

Course Code : GBO-E-425

Course Title : Technology Management

Credits : 4

Aim

The course aims at providing an overview of various issues connected with Management of Technology in organizations. The course provides an exposure to technology and related issues like technology identification, development, forecasting, acquisition, absorption and diffusion. The course also provides an appreciation of linkages of technology with policy and support systems.

Course Objectives

- Develop an awareness of the scope and complexity of technology, and the issues related to managing technology development.
- Understand different approaches to managing technology innovation.
- Clearly identify drivers and barriers to technological innovation within an organization.

Course Content

Module I

Introduction to Technology -Technology: concepts, definitions, role and importance - implications of technological change - technology forecasting and assessment - knowledge mapping: a tool for management of technology - technology transfer - technology absorption and diffusion - technology information systems - technology marketing - organizing technology at the enterprise level.

Module II

Technology Development and Acquisition - Technology Development - Forecasting - Technology Innovation chain, Role of Technology Forecasting approaches and methodologies; Technology Strategy and Generation; Technology Acquisition,

Alternatives for Acquiring New Technologies, Reasons Compelling a Company for Obtaining a New Technology, Management of Acquired Technology, Measures of Scale and Mechanisms for Acquiring Technologies- Economy of scale or Scale economy; Levels of scale; The measurement of scale; Factors affecting the choice of scale.

Module III

Innovation and Technology Assessment - Innovation and Technology- Innovation – Technology relationship; Meaning of innovation and creativity; Technological innovation and management, Process of Technology based Innovation, Measures of Innovative Performance, Characteristics of Innovative Work Environment, Key Areas of Management Focus for Productive Innovation, Measures for Building High-Performing Innovative Technology based Organizations - Technology Assessment: Organization and Management of Technology Assessment, Technology Choice and Technology Assessment Process.

Module IV

Transfer of Technology -Technology Transfer – Models of Technology Transfer, Technology search strategy, Dimensions of Technology Transfer, features & Routes of Technology Transfer, Technology absorption capabilities, Pricing of Technology Transfer agreements, Code of Conduct for Technology Transfer, Government initiative Technology transfer and absorption Process at Unit Level.

Module V

Human and Social Aspects in Technology Management - Integration of People and Technology, Factors Considered in Technology Management Organizational factors; Psychological factors, Organizational Structure and Technology, Technological Change and Industrial Relations- Implementation of rationalization and automation in India; Impact of technological change, Environmental Impact Analysis- Environmental impact

analysis process- Guidelines on the scope of EIA; Issues in preparation of EIA report; Elements of the environmental problem.

Module VI

Technology Support Systems- Technology Support Systems: Financing - Venture Capital, Technology up-gradation, Technology Information Systems (TIS) , Technology Strategy for a firm, Technology Gaps and needs, R&D Resource Management - technology policies - Science and Technology policy in India - technology project management - case studies.

References

1. Borchers, Andrew, *Technology Management in Organizational and Societal Contexts*, IGI Global (2018)
2. Gerard H. Gaynor, *Handbook of Technology Management*, McGraw Hill (1996)
3. Kalle Kangas, *Business Strategies for Information Technology Management*, Idea Group Inc. (2003)
4. Drucker Peter Ferdinand, *Technology Management and Society*, Routledge (2011)
5. K B Akhilesh, *Emerging Dimensions of Technology Management*, Springer Science & Business Media (2013)
6. Alfred A. Marcus, *The Future of Technology Management and the Business Environment*, FT Press (2015)
7. Khalil, *Management of Technology*, Tata McGraw-Hill Education (2009)
Frederick Betz, *Strategic Technology Management*, McGraw-Hill (19

Semester : II
Course code : GBO-E-426
Course Title : Basic German
Credits : 4 Credits

Aim

To enable the students to understand the basic concept of German language and further enable them to use German in different contexts.

Course Objectives

To understand the basic structures of German language and enrich the vocabulary for different contexts, especially in accounting. To impart the basic knowledge on German society and the culture of Germany and enable them to comprehend the basic conversations in German language.

Course Content

Module I

Alphabet-Verbs - Pronouns -Konjugation of Verbs- Introduce yourself in German- Asking Questions

Module II

Nouns- Gender of Nouns- Artikel- Definite Artikel – Indefinite Article- Time- Negation- Listening basic conversations- numbers-possessive pronouns

Module III

Modal verbs- Trennbare Verbs- Time- Accusative case – Dative Case- prepositions- strong verbs and its conjugations

Module IV

Vocabulary building on different contexts like- family- accounting- business- travel- restaurants- leisure time- office

Module V

Listening audio files and practising conversations

Module VI

Landeskunde- Germany and its culture- Geographical view of Germany- knowing German companies and business

References

1. Netzwerk Deutsch als Fremdsprache A1, Stefanie Dengler, Paul Rusch, Helen Schmitz, Tanja Sieber, 2013
2. Lagune , Hartmut Aufderstrasse, Jutta Müller, Thomas Storz, 2012.
3. Deutsche Sprachlehre für AUsländer, Heinz Griesbach, Dora Schulz, 2011
4. Themen Aktuell 1, Hartmurt Aufderstrasse, Heiko Bock, Mechthild Gerdes, Jutta Müller und Helmut Müller, 2010
5. www.goethe.de
6. wirtschaftsdeutsch.de
7. hueber.de
8. klett-sprachen.de
9. www.deutschtraning.org

Semester : III
Course Code : GBO-C-431
Course Title : Global Marketing
Credits : 4

Aim

The course provides a basis for examining global marketing opportunities and development of appropriate strategies. The subject is designed in such a manner that on the successful completion of the course students should be able to develop knowledge on global marketing environment, global marketing research, market entry alternatives, global marketing challenges, global organizational structures and Legal and ethical issues in global marketing

Course Objectives

Objective of the course is to provide students the opportunity to

- Assess current issues in global marketing and the future of global marketing
- Identify and explain the variables involved in selecting pricing strategy in the global marketplace.
- Debate the impact of politics on global marketing.
- Develop competitive strategies by addressing global competitive analysis, global market entry strategies and global sourcing strategies.
- Examine cultural, political, legal and economic issues.

Course Content:

MODULE I

Introduction to global marketing: Meaning, scope and principles of global marketing- motives and barriers to go global- Internationalization theories- Benefits of global marketing- Global marketing environment, Political Environment, Political systems, legal and Regulatory Environment, Socio-cultural Environment, Economic Environment, Technological Environment-

Competitive or differential advantage- Management orientation- Challenges in Global Marketing.

MODULE II

Global marketing research and market entry strategies: Concept of marketing research- Need for marketing research- Approach to marketing research- Scope of global marketing research- Global marketing research process- Market surveys- Marketing information system- global market selection- Different market entry modes and market entry strategies- Market expansion strategies- Cross culture sales negotiation- Organization structures for global activities- Control of global marketing programs.

MODULE III

Product planning and pricing policy: Types of products- New product development- Global product planning- Product adoption and standardization- Global market segmentation, targeting and positioning- Influences on marketing plan and budget- Global product marketing- Marketing of services- Price and non-price factors- Methods of pricing- International pricing strategies- Dumping and price distortion- Counter trade.

MODULE IV

Global distribution and promotional strategies: International logistics planning- Definition and importance of distribution- Direct and indirect channels- Factors involved in distribution systems- Modes of transportation- International packaging- Process and principles of communication- Product communication alternatives- Promotional strategies- media selection, personal selling, public relations and publicity, sales promotion, advertising, e-marketing.

MODULE V

Export Marketing Process and Foreign Exchange: Choice of an appropriate mode of operations, Issues related to exports- Processing an export order- Entering into export contract- Export pricing and costing- Significance of export documentation- Foreign exchange market- Organization of the foreign exchange market- Exchange rate policy and management- Triangular arbitrage- Future and forward market- Foreign currency options- Forecasting foreign exchange rates.

MODULE VI

Legal and ethical issues in global marketing: Global financial institutions and their role in global trade- Nature of international business disputes and proposed action- Legal concepts relating to global business- International dispute settlement machinery- Ethical consideration in global marketing and marketing communications.

References

1. Bodo B. Schlegelmilch, Global marketing strategy: an executive digest, Springer, 2016.
2. Daniel W. Baack, Barbara Czarnecka, Donald Baack, International marketing, SAGE, 2018.
3. Michael R. Czinkota, Principles of International Marketing, South-Western Cengage Learning, 2009.
4. Carl Arthur Solberg, International Marketing: Strategy Development and Implementation, Routledge, 2017.

Semester : III
Course Code : GBO-C-432
Course Title : International Advertising
Credits : 4

Aim

To develop an in -depth understanding of the modern concepts and latest techniques of advertising and personal selling and sales force management which constitute a fast - growing area of marketing.

Course Objectives

Students are able to understand the advertising tools and methods used for the sales promotion.

Module I

Communication Basics - Communication and marketing; Communication process; Communication response hierarchy models; Cognitive processing of communication; EKB model; Marketing communication mix; Integrated marketing communication – an introduction; Advertising - Its importance and nature; Advertising and publicity; Advertising management process; Advertising objectives; DAGMAR Approach; Determination of Target Audience and positioning; Advertising budget – factors influencing budget decision and methods.

Module II

Advertising Message and Media Decisions- Creativity and advertising; Creative process; Creative appeals and execution styles; Developing advertising copy for print ad - headline, body copy, logo, illustration and layout. Media Decisions –Types of media, advertising through Internet and interactive media; developing media plan; media selection and scheduling.

Module III

Organization and Evaluation of Advertising Efforts- Centralized and decentralized systems; Inhouse agency arrangements; Advertising agencies – selection, compensation and appraisal of advertising agency; managing advertising agency relations; IMC services; Reasons for evaluating Advertising Effectiveness; Advertising testing process - Before and after advertising tests and techniques.

Module IV

Advertising in India - Social and regulatory aspects of advertising in India. Recent developments and issues in advertising.

Module V

Promotion Decisions - Role of promotion in marketing; Promotion methods; Integrated Marketing Communication – Concept; Communication process and promotion; Determining promotion mix; Factors influencing promotion mix; Developing advertising campaigns. Ethical issues in promotion decisions.

Module VI

Trends in Marketing - Service Marketing, Social Media Marketing, Green Marketing, Customer Relationship Management, Rural marketing, other emerging trends. - International Promotion Strategies: Communications across countries-complexities and issues; Country-of-origin effect; International promotion tools and planning; Advertising, personal selling, publicity, and sales promotion; International public relations, Developing international promotion campaign; Standardization vs. adaptation issue; Planning for direct mail, sales literature, trade fairs, and exhibitions.

References

1. Aaker, David A., Rajeev Batra and John G. Mayers, Advertising Management, Prentice Hall of India.
2. Belch. George and Michael Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education.
3. Still, Richard R., Sales Management: Decisions, Strategies and Cases, Pearson Education India
4. Anderson B. Robert, Professional Selling, Universe.Johnston, Mark W. and Greg W. Marshall, Sales Force Management: Leadership, Innovation, Technology, Routledge.
5. Spiro, Rosann, William J. Stanton and Gregory A. Rich, Management of a Sales Force, McGraw Hill Education.
6. Keegan, Warran J. and Mark C. Green, Global Marketing, Pearson.
7. Cateora, Phillip R. ;Grahm, John L. and Prashant Salwan,International Marketing,Tata McGraw Hill.
8. Czinkota, Michael R. and Illka A. Ronkainon, International Marketing, Cengage Learning.

Semester : III
Course Code : GBO-C-433
Course Title : Green Marketing
Credits : 4

Aim

The purpose of learning this course is to make the students aware about the threat of depleting natural resources and the responsibility of businesses to be socially responsible with green products and practices for sustainable future.

- To make the student understand the concept of Green Marketing and Green Products.
- To learn the factors that affect purchase decision of consumers.
- To learn the laws that promote Green Marketing.

Course Objectives

After this course on Green Marketing the learner will be able to: Comprehend and apply effective marketing techniques to clean energy economy businesses. Develop a personal brand that drives demand for services. Develop and implement a marketing strategy and plan. Set up a professional website that generates quality leads that enhances products and services. Present the value and benefits of green: alternative energy sources, energy efficiency, safe and non-toxic products, sustainable services, products and processes.

Course Content

Module I

Green Marketing and Green Product: Green Product - Green Marketing - Evolution of Green Marketing - Importance of green marketing - Benefits of Green Marketing- Adoption of Green Marketing- Green Marketing Mix – Strategies to Green Marketing - Green Behaviour- the government’s role and the initiatives taken - Green, Is it a business opportunity -Five shades of green consumers-Segmenting the green consumers, based on Green interest- Green consumer’s motives-Buying strategies of green consumers-Case Studies

Module II

Green Marketing Concepts: Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index.

Module III

Green Marketing Initiatives: Green Firms – HCL’s Green Management Policy – IBM’s Green Solutions – IndusInd Bank’s Solar Powered ATMs – ITCs Paperkraft – Maruti’s Green Supply Chain – ONCGs Mokshada Green Crematorium – Reva’s Electric Car – Samsung’s Eco-friendly handsets- Wipro Infotech’s Eco-friendly computer peripherals.

Module IV

Innovate for Sustainability: eco-design to eco- innovation- Five strategies for eco innovation-The challenges of communicating with sustainability-Fundamentals of green marketing- strategies of sustainable marketing communication.-Case Studies.

Module V

Environmental consciousness: Introduction of Environment - Importance of environmentalism - Environmental movement - Benefits of green environment to the society - E-waste exchange - Extended Producer Responsibility Plan - Guidelines for Collection and Storage of E-Waste - Guidelines for Transportation of E-Waste - Guidelines for Environmentally Sound Recycling of E-Waste.

Module VI

Purchase Decision: Meaning of Purchase decision – Factors affecting Purchase decision - Steps in the decision making process - Five stages of consumer buying decision process - Models of buyer decision-making-Green Marketing paradigm- Designing green products- A life cycle Approach:Life cycle strategies for sustainable product design-Case Studies

References

1. Jacquelyn Ottman - Berrett 'The New Rules Of Green Marketing: Strategies, Tools, and Inspiration For Sustainable Branding', Koehler Publishers, February 14, 2011
2. Jacquelyn A. Ottman, 'Green Marketing: Opportunity for Innovation', 2nd edition, NTC Business Books, 1998.
3. John Grant, 'The Green Marketing Manifesto', Wiley, John & Sons, Incorporated
4. Joel Makower, 'Strategies for the Green Economy: Opportunities and Challenges in the New World of Business', - McGraw-Hill, October 5, 2008
5. Chris Arnold, 'Ethical Marketing and the New Consumer', Wiley, 2009
6. Richard Seireeni -, 'The Gort Cloud: The Invisible Force Powering Today's Most Visible Green Brands' - Chelsea Green Publishing, February 17, 2009
7. Diane Martin and John Schouten 'Sustainable Marketing', Prentice Hall, April 28, 2011
8. Sigmund Wagner - Taylor & Francis, 'Understanding Green Consumer Behaviour' by April 16, 2007
9. Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. Ottman, NTC Business Books, 1993
10. The New Rules of Green Marketing, Jacquelyn A. Ottman, Berrett-Koehler Publishers, 2011.

Semester : III
Course Code : GBO-C-434
Course Title : Relationship Marketing
Credits : 4

Aim

The objective of the course is to introduce students to the broad concept of relationship marketing and how it contrasts to other forms and practices of marketing, in theory and in practice. During the course emphasis will be placed on understanding main concepts and underpinnings of this perspective on marketing, as well as new research findings indicating consequences of this type of marketing on different of the company's stakeholders.

Course Objectives

The student will understand the role of building relationship in marketing.

Course content

Module I

Introduction - A model for relationship selling and sales management (The customer, Information, Value creation, Ethics, Relationship selling, Sales management) - Issues outside the circles: The selling; Environment (Internal, External).

Module II

Using Information to Understand Sellers and Buyers - The importance of information- Selling as career - Key success factors in relationship selling- Selling activities-Technology - Jobs types – Participants - Organizational buying decisions - Situation types-CRM.

Module III

Value Creation in Buyer - Seller Relationships - Adding value- Clarifying the concept of value - Communicating value (Product value, IMC, Synergy Sales-Marketing, Trust, Service quality, Brand equity, Corporate image) - Managing customer expectations. Ethical and Legal Issues in Relationship Selling- Ethical concerns for sales people and management - Legal Issues -A code of sales ethics.

Module IV

Prospecting and Sales Call Planning - Prospecting, Sources of prospects (Loyal customers, Endless chain referrals, Networking, Directories, Internet, Telemarketing, Written correspondence, Trade shows) - Prospecting plan - Planning the sales call (goals, learning about prospect, plan to portray right image, determine your approach, prepare a sales proposal) - The sales manager role in prospecting and sales call planning.

Module V

Communicating the Sales Message - Getting ready for a Sales presentation- Setting objectives and goals- Approach the customer- Building the relationship- Keys to a great presentation (Demonstrations, The value proposition, Nonverbal communication, What to do when things go wrong)- The sales manager's role in the sales presentation.

Module VI

Negotiating for Win-Win Solutions - Negotiating win-win solutions- Negotiations-Common customers concerns - Specific negotiation strategies (Question, Direct denial, Indirect denial, Compensating for deficiencies, Feel-felt-found, Third party endorsements, Bounce back, Defer, Trial offer) - The sales manager's role in negotiating win-win solutions.

References

1. Gordon Ian H. (2001) Relationship Marketing. Piter
2. Egan John (2004) Relationship marketing. Exploring relationship strategies in marketing. Prentice Hall.
3. Tretyak Olga (2005) Marketing: New perspective for management model. INFRA-M
4. Bruhn M. 2003. Relationship Marketing: Management of Customer Relationships. Pearson Education, Ltd.
5. Christopher M., Payne A., Ballantyne D. 1991. Relationship Marketing: Bringing Quality, Customer Service and Marketing Together. Butterworth-Heinemann: Oxford.
6. Christopher M., Payne A., Ballantyne D. (eds). 2002. Relationship Marketing: Creating Stakeholder Value. Butterworth Heinemann: Oxford; UK.

Semester : IV

Course Code : GBO-C-441

Course Title : Global Financial Markets and Instruments

Credits : 4

Aim

The subject is designed in such a manner that on the successful completion of the course students should be able to develop knowledge on global financial market, foreign exchange market, global financial regulators, exchange rate regimes, foreign exchange market, financial instruments, financial instruments and risk management risk management.

Course Objective

The objective of the course is to facilitate students to

- Identify the factors that lead to globalization of financial markets
- Identify the various global financial regulatory authorities monitoring global financial market activities.
- Apply critical thinking skills in evaluating foreign exchange risk
- Forecast exchange rate and initiate effective risk management practices.
- Use analytical skills to identify and analyze material factors that are involved in financial market.

Course Content

MODULE I

Global financial market: Capital markets: exchange traded funds, mutual funds, bonds and stocks- Derivatives market- Commodities market- Factors that lead to globalization of financial markets- Characteristics of global financial markets- Participants of global financial market- Need for global financial system- Implications of globalized capital-

International capital markets: international debt financing, international equity financing, equilibrium.

MODULE II

Foreign exchange market: Monetary and portfolio theories of exchange rate determination- Monetary and fiscal policy with fixed and flexible rates: Fixed, pegged, floating, floating pegs, crawling pegs- Flexibility of exchange rates- International Monetary System: eurocurrency, international bond markets and international equity markets futures, Options and interest rate Swaps ICAPM and international portfolio investment.

MODULE III

Global financial market regulators: global financial regulators: Organization for Economic Co-operation and Development (OECD), The World Bank (WB), Bank of International Settlements (BIS), International Council of Securities Association (ICSA), International Association of Insurance Supervisors (IAIS), International Organization of Securities Commissions (IOSCO), International Securities Services Association (ISSA), International Capital Market Association (ICMA), International Swaps and Derivatives Association (ISDA), International Organization of Pension Supervisors (IOPS), Financial Stability Board (FSB), Financial Action Taskforce (FATF), North American Securities Administrators Association (NASAA), Institute Francophone de la Régulation Financière (IFREFI), Arab Monetary Fund (AMF), Committee for Economic and Commercial Cooperation of the Organization of the Islamic Cooperation (COMCEC)- Objectives of financial regulators- Need for international banking regulations.

MODULE IV

Exchange rate regimes: Fixed exchange rates- Floating exchange rates- Managed float exchange rates- Pegged exchange rates- Exchange rate risk- Exchange rate systems- Determinants of exchange rate- Exchange rate determination: covered and uncovered interest parity, purchasing power parity- Speculative attacks on a currency- Exchange rate forecasting.

MODULE V

Financial instruments and risk management: Money market instruments- Capital market instruments- Hybrid instruments- Financial market integration and indicators- Risk Management: Hedging Decision, Futures and Options Country and Political Risk- Modern Models of Exchange rate determination in Financial Markets- International Liquidity and Exchange Rate Dynamics.

MODULE VI

Trading operation control: Trade life cycle- Straight Through Process- Role, structure, functions and importance of front office controls, middle office controls and back office controls- measuring and managing market risk- techniques to determining market prices for liquid instruments and illiquid instruments- Pricing models to value and hedge financial securities and its characteristics- Processing of payments and delivery or receipt of securities, commodities, and written contracts- Netting and types of netting.

References

1. Stephen Veldez and Philip Molyneux, An Introduction to Global Financial Markets, Palgrave Macmillan; Seventh edition, 2012
2. Thummuluri Siddaiah, International Financial Management, Pearson Education India, 2009
3. Jeff Madura, International Financial Management, South-Western College Publishing, 12th edition edition, 2013

Semester : IV

Course Code : GBO-C-442

Course Title : Foreign Trade Procedures and Documentation

Credits : 4

Aim

This course provides an overview about the Foreign Trade, India's Trade policy, Export procedure and Export-import management.

Course Objective

- To acquaint with the export-import procedures.
- To understand the India's foreign trade policy

Course Content

Module I

Foreign Trade - Need and importance of Foreign Trade – Theories of international trade-Absolute and comparative Advantage theory -Hecksher -Ohlin theory-terms of trade-theory of international trade in services-Recent Trends in World Trade – Leading players – India's Foreign Trade – Commodity composition and Destination – India's position in World merchandise trade and services.

Module II

India's foreign trade policy- Composition and direction of India's foreign trade-India's foreign trade policy-export promotion infrastructure and institutional set up - deemed exports - rupee convertibility- policy on foreign collaborations and counter trade arrangements-India's joint ventures abroad-project and consulting exports.

Module III

Export Procedure: Starting an export firm – Selection of an export product – Market selection –Buyer selection - Registration procedure with Sales Tax, Central Exercise

and various Boards and councils – Exim code number – Elements of export contract- Incoterms – Terms of payment and Letter of Credit.

Module IV

Export Documentation: Types of documents – Transport, Negotiation and Insurance documents.

Export Finance: Sources of Finance - Role of commercial bank, EXIM Bank, ECGC and others – Export promotion Schemes – Insurance for Export – Types – export credit insurance – Risk Management – Types of risks – mitigation methods.

Module V

Import Procedure and Documentation: Global sourcing – Types of global procurement – Tender – Negotiation – Contract and others – Customs regulations and import clearance formalities – Types of import licenses. Export Promotion Capital Goods Scheme (EPCG) license- Duty exemption scheme – Duty Entitlement Pass Book Scheme (DEPBS) - Import formalities for 100% EOUs and SEZs - Import Risk Management.

Module VI

Export-Import Management - Processing of an export order-methods of payment-negotiations of export bills-pre and post shipment export credit-Bank guarantees-types and characteristics of export documents- procedure for procurement through imports-import financing-customs clearance of imports-managing risks involved in importing.

Exchange rate fixation- Purchasing Power Parity Theory-Interest Rate Parity Theory- Flow Model- Asset market models-forecasting of exchange rates —Nominal Effective Exchange Rates and Real Effective Exchange Rates — Hedging against Exchange rate fluctuations

References

1. Export and Import Management - Aseem Kumar, Excel Books, 2007
2. International Supply chain Management- David Stewart, Cengage publications,2008
3. Foreign Exchange: Practices Concepts and control- Jeevanandam C, Sultan Chand Publications, 2002.
4. Foreign Trade Policy: Hand book of Export Procedure and Annual of the Ministry of Commerce, Government of India.
5. Export and Import Manual, Nabhi Publications, New Delhi.
6. World Development Indicator, World Bank Publication
7. International trade - Verma .M.L, Vikas publishing house ,New Delhi
8. International Economics - Soderston, BoMc Milian, London.
9. India's foreign trade and balance of payments - Mahajan.V.S, Deep & Deep publications. New Delhi.

Semester : IV
Course Code : GBO-C-443
Course Title : Intellectual Property Rights
Credits : 4

Aim

This course provides an overview about the IPR & Legislations, Procedure for registering IPR the key concern in commercializing IPR.

Course Objective

- To understand the need of registering IPR.
- To learn the importance of IPR in the business world and the necessity of commercializing them.

Course Content

Module I

Introduction to IPR - Historical perspective - WIPO - international treaties - Paris and Berne conventions - WTO - multilateral agreements - TRIPS - India and TRIPS - Issues and challenges - benefits - criticisms

Module II

Key forms of IPR - patents — copyrights - trademarks — industrial designs — layout designs of ICs — geographical indications — trade secrets — plant varieties

Module III

IPR and legislations - Indian Trademarks Act 1999 — The Copyrights (Amendment) Act 1999 - Geographical Indications of Goods (Registration and Protection) Act 1999 - Semiconductor Integrated Circuit Layout Design Act 2000 - The Industrial Designs Act 2000 - Protection of Plant Varieties and Farmer's Rights Act 2001 - Biological Diversity Act 2002 - The Patents (Amendment) Act 2005.

Module IV

Impact of IPRs on developing countries in general and India in particular — impact on agriculture — bio piracy - impact on pharmaceutical companies — public health programmes — SMEs

Module V

Procedure for registering IPRs - role of government — Department of Industrial Policy and Promotion - major agencies for administering IPRs - enforcement mechanism — Intellectual Property Appellate Board.

Module VI

Key Business Concerns in Commercializing Intellectual Property Rights - Competition and Confidentiality Issues- Antitrust Laws - Assignment of Intellectual Property Rights -Technology Transfer Agreements - Intellectual Property Issues in the Sale of Business - Care & Maintenance of Confidential Information - Legal Auditing of Intellectual Property - Due Diligence of Intellectual Property Rights in a Corporate Transaction

References

1. Intellectual Property Patent, Copyrights, Trademarks, & Allied Rights - W. R. Cornish
2. Intellectual Property Rights - Bibek Debroy
3. Law of Trademarks in India - Aswani Kumar Bansal
4. Law Relating to Patents, Trademarks, Copyright, Designs and Geographical Indications - B L Wadehra
5. The Law of Trademarks, Copyright, Patents and Design - G.V.G Krishnamurthy
6. The Management of Intellectual Property - Satyawrat Ponkse
7. The Law of Trademarks, Copyright, Patents and Design. Legal Aspects of Technology Transfer: A Conspectus - S K Roy Chaudhary & H K Saharay

Semester : IV

Course Code : GBO-C-444

Course Title : Legal Environment of International Business

Credits : 4

Aim

This course will provide an overview about rules and regulations in cross border trade, FEMA regulations and rules of foreign exchange.

Course Objective

- To know the Laws and jurisdiction that govern commercial transactions that cross national boundaries.
- To learn how firms gradually progress through an internationalization process.
- To understand the Strategies for risk management in transitional business activities

Course Content

Module I

Uniform Law on International Sale of goods - obligations of the seller - obligations of the buyer, common provisions -rules concerning damages - provisions of passing of risk in international sale contracts. Foreign Trade (Development and Regulation) Act 1992 - Objectives - Powers of Central Govt; Import/Export Licence - Application Procedure - Refusal, Suspension of Licence; Role of DGFT - Exemptions from FTDR Act

Module II

Patents Regulations - Patent - Meaning - Varieties - Provisions of Patent application procedure - procedures after filing application - patenting - patents of plant and seeds, Drugs - Life of patents and Rights of patentee. Working of patent - Infringement of patent - surrender and revocation of

patent. Provisions related to secrecy direction, application for patent out of India - Protection for security of India - Patent Regime under WTO

Module III

Trade and Merchandise Marks Regulations: Registration - procedure - opposing registration - effect of registration - prohibition of registration. Foreign Trade Mark - Privileges to nationals and non-nationals - Licensing of trade mark - registered user provisions - violation of trade mark rights - remedies.

Module IV

Arbitration and Conciliation Regulations - Purpose of Arbitration - difficulties in India. Domestic Arbitration - agreement - Tribunal - Arbitral proceedings - Arbitral award - Intervention by Court. Conciliation - enforcement of foreign awards - International Arbitration.

Module V

FEMA Regulations - Objectives - Need. Functions of RBI under FEMA; Regulations over transactions in foreign exchange and securities - Restriction on capital account and current account transactions - control over realisation of Foreign Exchange; Regulations of receipts and payments to resident outside India;

Module VI

Rules of Foreign Exchange possession and retention, realisation, repatriation and surrender ;provisions regulating export of goods and services - borrowing and lending in Foreign Exchange - acquisition and transfer of property in and outside India-establishment of branch/office in India; - Enforcement/penalties under the Act; Cyber Laws - need and significance.

References

1. BARE Act
2. International Business Law and the Legal Environment: A Transactional Approach - DiMatteo, L A. (2017)
3. International Business, Environments and operations - Daniels, John, Ernest W. Ogram and Lee H. Redebungh
4. International Trade Law and Practice - Lew, Julton D.M and Clive Stand brook (eds), Euromoney Publications, London.
5. Export Trade – The Law and Practice of International Trade - Schmothoff C.R
6. International Trade – the law and practice - Motiwal OP, Awasthi HIC; Bhowmik and Company, New Delhi
7. Commercial Law - Kapoor ND,Sultan Chand & Co., New Delhi

Semester : IV
Course Code : GBO-D-445
Course Title : Dissertation
Credits : 4

Aim

The students are being prepared to understand business research and be able to apply research results to their practice. It aims to strengthen their capability to identify, formulate and deal with research problem/area of interest, including deeper insight into current research and development work.

Course Objective

- The students have to identify a problem in the area of interest and to review the literature relating to the problem.
- Investigate the problem with a particular research methodology and interpret the results.