

ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
MANGALORE UNIVERSITY
(Accredited by NAAC with 'A' Grade)



ಕ್ರಮಾಂಕ/No. MU/ACC/CR6/CBCS-PG(SLB)/2017-18/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ
ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199
ಕರ್ನಾಟಕ, ಇಂಡಿಯಾ
Office of the Registrar
Mangalagangothri - 574 199
Karnataka, India

ದಿನಾಂಕ/Date: 8/5/2017

NOTIFICATION

Sub: III & IV semester Choice Based Credit System syllabus of
M.B.A. [I.B.] degree programme.

- Ref: 1) This office Notification No. MU/ACC/CR7/CBCS-PG(SLB)/
2016-17/A2, dated: 17-8-2016.
2) Academic Council decision dated 3-2-2017 vide Agenda
No. 3:24 (2016-17)

In continuation to this office Notification cited under ref. (1) above, the syllabus of
III & IV semester M.B.A. [International Business] degree programme which approved by
the Academic Council at meeting held on 3-2-2017 is hereby notified for implementation
with effect from the academic year 2017-18 and onwards (for students of 2016-17 batch
and onwards).


REGISTRAR
KV.

To:

- 1) The Chairman of the Department concerned/ The Coordinator of the degree
programme concerned.
- 2) The Principal of the college concerned.
- 3) The Registrar [Evaluation], Mangalore University.
- 4) The Chairman of the Board of Studies concerned.
- 5) The Superintendent [ACC], Office of the Registrar, Mangalore University.
- 6) Guard file.

MANGALORE UNIVERSITY

CHOICE BASED CREDIT SYSTEM

MBA (International Business) Course structure and Syllabi

Minimum credits required for MBA (IB) Program

1 st to 4 th Semesters	Hard Core Courses		Soft Core Courses		Total	
	No. of Courses	Credits	No. of Courses	Credits	No. of Courses	Credits
	13	52	8	32	21	84

Minimum Courses to be registered by a student in a normal phase to successfully complete MBA (IB) Degree in four semesters.

Semesters	Hard Core Course		Soft Core Course		Total	
	No. of Courses	Credits	No. of Courses	Credits	No. of Courses	Credits
I	3	12	2	8	5	20
II	3	12	2	8	5	20
III	3	12	2	8	5	20
IV	4	16	2	8	6	24
Total	13	52	8	32	21	84

Minimum Courses to be registered by a student in a normal phase to successfully complete MBA (IB) Degree in ODD and EVEN semesters.

Semesters	Hard Core Courses		Soft Core Courses		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits
ODD	6	24	4	16	10	40
EVEN	7	28	4	16	11	44
Total	13	52	8	32	21	84

Third Semester MBA (IB)*

Sl. No	Title of the course	Hard Core/ Soft Core	Credits
MIBH 501	International Business Law	HC	4
MIBH 502	International Business Environment	HC	4
MIBH 503	Global Financial Management	HC	4
MIBS 504	International Marketing Management	SC	4
MIBS 505	International Human Resource Management	SC	4
MIBS 506	Supply Chain Management	SC	4
MIBS 507	Integrated Marketing communication	SC	4

Fourth Semester MBA (IB)*

Sl. No.	Title of the Course	Hard Core/ Soft Core	Credits
MIBH 551	Strategic Management	HC	4
MIBH 552	Export & Import Finance	HC	4
MIBH 553	Entrepreneurship	HC	4
MIBP 554	Project Work**	HC	4
MIBS 555	Business Ethics and Human Values	SC	4
MIBS 556	Global Resources Management	SC	4
MIBS 557	International Financial Reporting Standards	SC	4
MIBS 558	Integrated Risk Management	SC	4

* Soft Core Courses in I and II Semesters:

Any two soft core courses from the available Soft Cores shall be selected by a student at the commencement of I and II Semesters. The Department Council/ Affiliated College will announce at the beginning of the first and second semesters, any two or more soft core papers which will be offered during I and II semesters depending upon the availability of faculty and the demand for soft core courses. The minimum number of students opting for a soft core course to be ten.

**Project Work:

A student in the third semester shall register for a Project Work which carries 4 credits in the fourth semester. **Work load for Project Work is one contact hour per student per week for the teacher.** The student shall do field work and library work in the remaining 3 credit hours per week.

III SEMESTER

MIBH 501: INTERNATIONAL BUSINESS LAW

Instruction: 4 hrs/week Credit : 4

Objective: To equip the students with the legal environment and the relevance and Application of business laws to the international business organisations.

Pedagogy: Lectures, assignments, practical exercises and cases

UNIT – I

Legal environment of international business, international law, definition, sources and international business law, international organizations, resolution of international disputes.

UNIT –II

Legal framework of India's Foreign Trade – The Foreign Trade Development and Regulation Act (1992)- Foreign Trade Regulation Rules (1993) – Foreign Trade (exemption from application of rules in certain cases) order 1993 – Notification under Foreign Trade (development & regulation) Act 1992 – Regulatory environment of International Business – Exchange control regulation in India- FERA and FEMA

UNIT – III

GATT law and the WTO –Principles of Nondiscrimination- MFN and National Treatment. dispute settlement(DSB), dumping, antidumping measures. Laws governing access to foreign markets – technical barriers to trade, import licensing procedures, government procurement, trade in services, trade in agriculture, trade in textiles and clothing,.

UNIT – IV

Technology import contract – Technology Policy and environment – Selection and transfer issues – Law for protection of Intellectual Property Rights, Patents, Trademarks, etc. Law of Product Liability – Laws relating to customs practices and procedures – Settlement of International Trade Disputes – Carriage of goods by sea, air, and over road.

UNIT - V

International sales – sales contracts, conventions on contracts, remedies for breach of contracts, cultural influences on contracts, documentary sales and terms of trade, shipping terms and the risk of loss, carriage of goods, liabilities of carriers.. Bank collections, trade finance and LOCS

UNIT - VI

Regulation of the international market place – sales reps, advertising and ethical issues, licensing agreements, Nationalisation, expropriation and privatization.. Labour and employment discrimination law, environmental law.

References:

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

MIBH 502:INTERNATIONAL BUSINESS ENVIRONMENTS

Instruction: 4 hrs/week Credit : 4

Objective: This course equips the students to understand the nuances of international business and enable them to analyse and evaluate the factors affecting global business.

Pedagogy: Lectures, assignments, practical exercises and cases

UNIT – I

Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.

UNIT – II

The national physical endowment – Topography – Climate – The nature of Economics activity – Rostow's view. Infrastructure – Transportation. Energy – communication – Urbanisation – Tax structure, Inflation foreign investment.

UNIT – III

Cultural environment: Material culture – language – Aesthetics – design, colour, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture.

UNIT – IV

Legal environment – Bases for legal system – Jurisdiction International Legal disputes – International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.

UNIT – V

Fundamentals of environmental protection and economics – Environmental problems,air,water pollution – forests – land use – Environmental policy : Basic approach – Regulation – Distributive effects – International policy – India's policy and the relevant constitutional provisions – law of environment – protection of India.

UNIT - VI

Global Competitiveness- indicators of competitiveness - The Potential Impacts Of Brexit On The Global Economy-Adjustments in taxes and economic reforms globally, IT Revolution and Business Management.

References:

1. Onkvist & Shaw , International Marketing
2. Philip R.Careora, International Marketing
3. M. Karpagam, Environmental Economics
4. Katyal, Timmy & Satake, Environmental Pollution
5. Cherunilam, Francis, International Business environment, Himalaya Publications, Mumbai.
6. Charles , Hill, international Business, TMH publications , New Delhi
7. John Daniel, International Business, Pearson Publications

MIBH 503: GLOBAL FINANCIAL MANAGEMENT

Instruction: 4 hrs/week Credit : 4

UNIT – I

International finance-meaning and scope - significance of International financial management
- international financial transactions - components of international financial system.
Accounting for international transactions.

UNIT – II

International financial markets and Instruments – Eurocurrency market – India’s Foreign exchange market – Exchange rate system in India. Country Risk Analysis – Political Risk Factors – Financial Risk Factors – Types of Country Risk Assessment – quantifying Country Risk – Reducing Exposure to Host Govt. takeover.

UNIT – III

International capital budgeting - issues in foreign investment analysis - foreign project appraisal - risk evaluation in foreign projects - growth options and project evaluation-cost of capital for foreign investments - international tax management.

UNIT - IV

International working capital management - factors influencing short - term objectives, financing strategy, and options- borrowing strategy and risk management - International cash management, accounts receivable and Management and inventory management.

UNIT - V

Exchange Rate Theories-Derivatives-Forward Rate Agreements-Currency Futures and Interest Futures options and swap-International Banking-Role of IMF in International Liquidity-International Institutions-World Bank.

UNIT – VI

International Development Associations-International Finance Corporation-The International Debt and Country Analysis-Recent Changes in International Financing.- International project finance - various techniques of Financing - international leasing - cross boarder finance

References:

1. Alan Shapiro: Multinational Financial Management , Prentice Hall, New Delhi.
2. Apte: International Financial Management, Tata Mcgraw Hill, Delhi.
3. David B. Zenoff& Jack Zwick: International Financial Management.
4. Rita M. Rodriguez L. Bigame Carter: International Financial Management.
5. V. A. Avadhani: International Finance- Theory and Practice, Himalaya Publishing House.
6. J. Fred Weston, Bart: Guide to International Financial Management.
7. Robery O. Edmister: Financial Institutions - markets and Management.
8. A.V. Rajwade: Foreign Exchange International Finance and Risk Management, Prentice Hall.
9. Jeff Madura: International Financial Management, Thomson Learning.

MIBS 504: INTERNATIONAL MARKETING MANAGEMENT

Instruction: 4 hrs/week Credit : 4

Objective: To acquaint the students with the global marketing strategic process and their impact on a firm.

Pedagogy: Lectures, presentations, project assignments, and cases studies.

UNIT – I

International Marketing – Definition – Domestic Vs International Marketing – Special features of International Marketing – Benefits and Barriers in International Marketing – Future of Global Marketing.

UNIT - II

Organization structures for operating in international markets, structure planning for international marketing – balance of payments, tariff and non-tariff barriers, multinational marketing, its concepts and process, overseas market research – scope, needs, benefits and importance.

UNIT - III

Designing the marketing mix for international market, product planning for exports, product extension, product adaptation and standardisation, product invention strategies, – International PLC, International Branding and Packaging decision and strategies.

UNIT - IV

Global pricing decisions and strategy, dumping and price distortion, counter – trade, different types of export pricing, International distribution and logistics planning- middlemen and channels of distribution, physical distribution, promotional strategy for international markets.

UNIT – V

Managing Marketing – Defining customer value & satisfaction – retaining customer – delivering customer value & satisfaction – Implementing total quality marketing – Competitive marketing strategies – Balancing customer and Customer Orientations.

UNIT - VI

Emerging trends in International marketing. Regionalism Vs Multilateralism, Managing direct and on-line marketing –indirect marketing – major channel for direct marketing – Challenges of on-line marketing, Ethical Issues in International Marketing.

References:

1. Philip Kotler, Marketing Management, Prentice Hall of India, New York.
2. Sak Onkvist & John J.Shaw, International Marketing
3. Varshney and Bhattacharya, International Marketing Management
4. Stegan H. Rock and Kenneth simmones, International Business and Multinational
5. Inter price.
6. F. Cheruilam : International Trade and Export Management, HPH.
7. John Fayerweather: International Marketing.
8. V.H. Kirpalani: International Marketing.
9. R.L. Varshney & Bhattacharya: International Marketing Management, Sultan Chand.
10. Onkrist & Shaw: International Marketing: Analysis Strategy, Prentice Hall of India.
11. Keegan : Global Marketing Management. PHI.
12. Philip R, Cateora and John L Graham, Tata Mac Graw Hill, New Delhi

MIBS 505: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Instruction: 4 hrs/week Credit : 4

Objectives: To expose students to issues in International Human Resources Management and to enable students to apply the above knowledge in managing Human Resources of an International Business.

Pedagogy: Lectures, presentations project assignments, and cases studies

UNIT - I

International Organization – Approaches to the study of comparative employment policy – convergence theory, Marxist theory, the cultural approach –the institutionalist perspective/functions-Globalisation and HRM.

UNIT - II

International HRM models –Poles adaptation of the Harvard model- the Brewster and Bournois model of International HRM –controversy International HRM- Problems of global research – evidence of international HRM. **Internationalization of business** – types of global business-Impact of inter country differences on HRM.

UNIT - III

International staffing –Policies and practices –Techniques and sources of global recruitment, selection process-global labor market differences-global compensation – Managerial transfers.

UNIT - IV

Global Management Development- techniques- management qualifications and characteristics, motivation and retention of talent, 360 degree feedback- international adjustments- repatriation.

UNIT - V

Comparative Labor Relations- International Pressures on National Practices- Multinational Ownership and collective bargaining- women in global business- quality circles- participative management.

UNIT - VI

An overview of HRM in USA, UK, Japan, West Germany and Russia- Innovative management techniques and their influences. **HRM in Global Organisations** – Emerging trends in HRM at global level.

UNIT - VII

Global Sourcing and Technology- Global Village and its impact on sourcing and recruitment internationally - Use of technology and social Media in selection and training in IHRM - Recruitment policy to home country from host country.

References:

1. Peter J Dowling et al , IHRM- Managing People in a Multi National Context, Thomson Learning.
2. Monier H Tayeb, International Human Resource Management , A Multi National Company Perspective, Oxford University Press, Oxford.
3. Hillary Harris et al- International HRM, VMP Publishers and Distributors, Mumbai
4. Gupta S C, Text Book of International HRM, Mac Millian India ltd, New Delhi.
5. Gerte Hotstede – Cultures, consequences: International differences in work related values, Sage Pub. 1980.
6. John D. Daniels and Lee H. Radebanh– International Business Environments and Operations- Addison Wesley Longman.
7. Subba Rao P. – International Business Text and Cases- Himalaya Pub. 2002.
8. IAN Beard Well, Len Holden- Human Resource Management.
9. Gary Dessler- Human Resource Management
10. Anne- Will et al, Inter International Human Resource Management, Sage Publihers, New Delhi

MIBS 506 : SUPPLY CHAIN MANAGEMENT

Instruction: 4 hrs/week Credit : 4

Objective: To acquaint the students with the global Supply Chain strategic process and their impact on a Business internationally.

Pedagogy: Lectures, presentations project assignments, and cases studies.

UNIT – I

Introduction to Supply Chain Management (SCM) and Supply Chain Strategy, Objectives of SCM, Supply Chain for Better, Faster, Cheaper Operations, Logistics V/s SCM, Supply Chain Management Principles and the Customer Perspectives

UNIT – II

Supply Chain Management: Key Processes – Product Life cycle Implications to Supply Chains – Forecasting and Inventory Management -- Procurement and Sourcing Management - Supply Chain networks in Ensuring Sustainability - Pricing and revenue management in a Supply Chain - Understanding managerial levers, hidden costs, and the impact of promotions and discounts

UNIT – III

Supply Chain Networks and Organizations - Distribution Network in a Supply Chain and Network Design - Managing variability within a Supply Chain network - Supply Chain adjustment for change - Value and efficiency of a domestic and global Supply Chains network - Analysis

UNIT – IV

Supply Chain Information Systems - Global Supply Chain Networks – Supply Chain Performance and Metrics – Lean Supply Chain Management - Supply Chain Coordination - Information Technology in Supply Chain Management - technological influences in Supply Chain

UNIT – V

Demand Forecasting and Aggregate Planning - Developing a Supply Chain to deliver core competencies and sources of competitive advantage - Planning for supply and demand within a Supply Chain - Role of Supply Chain Management in improving the corporate culture - Logistics and Managing Transportation - Sourcing and Coordination in a Supply Chains, Bullwhip effect

UNIT–VI

Managing Cycle and Safety Inventory-Managing Product Availability - Importance of next-day air shipment to the deliver value based customer experience - cost conscious environment - costs associated with the focus on service- Risk Management -Legal and Ethical Issues

References:

1. **Designing and Managing the Supply Chain:** Concepts, Strategies and Case Studies , by David Simchi-Levi
2. **Essentials of Supply Chain Management:** by Michael H. Hugos
3. **Integral Logistics Management:** Operations and Supply Chain Management Within and Across Companies , by Paul Schönsleben
4. **Logistics and Supply Chain Management:** by Martin Christopher
5. **Logistics Management and Strategy:** Competing through the Supply Chain , by Alan Harrison and Remko Van Hoek
6. **Manufacturing Planning and Control for Supply Chain Management :** by F. Robert Jacobs Strategic
7. **Supply Chain Management:** The Five Core Disciplines for Top Performance , by Shoshanah Cohen and Joseph Roussel
8. **Lean Management -** For an introduction to lean management techniques, 'The Machine That Changed the World' by James Womack, & Daniel Jone
9. **Supply Chain Logistics Management :** by Donald Bowersox
10. **Value Stream Mapping -** To learn about value stream mapping, 'Learning to See' by John Shook, & Mike Ruther
11. **Supply Chain Management: Strategy, Planning, and Operation :** by Sunil Chopra and Peter MeindlThe Handbook of Logistics and Distribution Management: Understanding the Supply Chain , by Alan Rushton

MIBS 507 : INTEGRATED MARKETING COMMUNICATIONS

Instruction: 4 hrs/week Credit : 4

UNIT - I

Introduction to Marketing; Brief History of Advertising; Introduction to Consumer Insight - long Marketing Plan - What is IMC; Setting Objectives; Segmentation; Research; Competitive Analysis - Motivation and Values - Demographic group - The IMC Planning process

UNIT – II

Branding and Positioning - Positioning Statement - Positioning Maps - Media Strategy - Integrated Advertising, Promotion and Marketing Communications - Deciding on the marketing communications mix – Personal Branding

UNIT – III

The 4Ps and Digital; Business to Business and Business to Consumer - Digital and IMC – Social Media and Marketing interview - Product and Service Marketing; Customer Service - benefits to a brand of a satisfied customer - Service brands

UNIT-IV

Distribution and Retailing; Shopper Marketing - Sales Channels of Distribution - Innovations in Shopper Marketing – Pricing - changing face of pricing research - Dynamic Pricing – Pricing objectives and IMC

UNIT-V

Marketing Finance; Measurement - Marketing Finance: Budgeting - Marketing Finance: Forecasting and other financial issues - Persuasion and Corporate Communications - Message strategy - PR Strategy and Application: Managing Influence - Reach a wider audience: Best practices for digital media.

UNIT- VI

Advertising agencies and media strategy; Database and Mass marketing - The creative brief - Global Marketing - Personal selling and Relationship management - Integration across digital, social, traditional media and through the organization - Brands as part of an organization; New product development - House of brands or branded house - New Product life cycle

References:

1. Assael, H., Reed, P. and Patton, M. (1995) Marketing: Principles and Strategy Harcourt-Brace, Sydney.
2. Joe's Book: Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses
3. Carlos Hidalgo: Driving Demand: Transforming B2B Marketing to Meet the Needs Of Buyer
4. Who Do You Want Your Customers to Become? by Michael Schrage.
5. Parag Diwan&L.N.Aggarwal :Marketing Management
6. Truth, Lies & Advertising: The Art of Account Planning by Jon Steel
7. Positioning: The Battle For Your Mind by Al Ries and Jack Trout

IV SEMESTER

MIBH 551: STRATEGIC MANAGEMENT

Instruction: 4 hrs/week Credit : 4

Objectives: To acquaint the students with top level management strategies vis-à-vis environmental analysis and internal resource inventory.

Pedagogy: Lectures, assignments, practical exercises, discussions, seminars.

UNIT-I

Overview of Strategic Management- Meaning of strategy - An architecture of strategy - Nature and value of strategic management - Responsibility towards multiple stakeholders - strategic management process

UNIT-II

Strategy Formulation & Choice Of Alternatives - Strategies — Modernization, Diversification, Integration, Merger, Take-over and Joint Venture strategies, Turnaround -- divestment and Liquidation strategies, Strategic Choice — Industry, competitor and SWOT analysis; Synergy and Dysergy, GAP Analysis; Porter's Five forces Model of competition; Mckinsey's 7's framework; GE-9 Cell Model, Bostan's Consultancy Model, Distinctive competitiveness; Selection of matrix, Factors affecting Strategic Choice — Cost, Leadership, Differentiation focus, value chain analysis, bench marking, service blue printing.

UNIT-III

Environmental Forecasting- Importance of forecasting- Forecasting techniques. **Strategy Formulation** - Hierarchy of static intent, vision, mission, goals, plans- strategic programming - organisational learning perspective. **Operational level strategy** - Approaches to managing at operational level - Role of TQM and CPR - Three primary care processes.

UNIT-IV

Business level strategy - Elements of competitive strategy - types of tactics - defining the business - competitive advantage across market life cycle. **Corporate level strategy** - Role of diversification - Forms of diversification - means of diversification - Benefits of diversification - limiting factors of benefits of diversification.

UNIT-V

International level strategy - worldwide perspective - Strategic considerations for MNC's (IBE) - International strategy and competitive advantage.

UNIT-VI

Strategy implementation - challenges to change and organisational learning - context level (micro and macro organisational changes and organisational culture - systems levers (information resourceing systems, Human resourcing system, capital resourcing system and control system) - Action levers (power and influence through personal action, organisational politics, Manager as negotiator - communication and leader as role model)

References:

1. Miller Alex, Strategic Management, 3rd edition, McGraw Hill
2. Pearce John A and Robinson Richard B, Strategic Management, 7th edition, McGraw Hill.
3. Jauch Lawrence R and Glueck William F, Strategic Management and Business Policy, 3rd edition, McGraw Hill
4. Porter Micheal E., Competitive Strategy, Free Press Publication
5. McGarthy at el, Business policy and strategy, 4th edition, Richard D Irwin Inc, All India Traveller Bookseller
6. Bourgeois III L J et.al, strategic Management, 2nd edition, Hardeourt Brace * co.,

MIBH 552: EXPORT & IMPORT FINANCE

Instruction: 4 hrs/week Credit : 4

Objective: To expose the students to the various modes of international payments, financing import and export and to have an understanding of the working of various financial agencies.

Pedagogy: Lectures, assignments, practical exercises and cases

UNIT I

Introduction to Export Finance: Terms of International Payments – Modes of International Payments – Financing of Export Credit needs – Shorts Term Sources of Finances – Medium and Long Term Sources of Finances – Export Credit System in India.

UNIT – II

Pre-shipment Finance – Categories of Pre-shipment Finance – Facilities of Pre-shipment Credit - Pre-shipment Credit in Foreign Currency (PCFC) – Interest rate on Pre-shipment Credit, Post Shipment Credit Finance – Categories of Post-shipment Credit in rupees – Post – Shipment credit in Foreign Currency – Refinance of Pre-shipment and Post- Shipment Finance.

UNIT – III

Introduction of import finance – Bulk import for inputs – Import Finance against foreign loans of credit – European – Asian Countries investment part feasibility – Foreign Exchange for import of inputs – Payments methods for imports. International Commercial Terms – Need, Groups, Ex-works, FOB, FAS, CFR, CIF, Provision and restrictions for import and export in India

UNIT - IV

Customs Procedure for Imports – Custom duty and Indian custom tariff. Export and Import Documentation: Acceptance of Document of L/c, D/A and D/P- Ware housing, Tariffs, Refund and Recoveries of customs, Rebates and Special facilities Approved method of RBI regulations – Suppliers credit,

UNIT – V

Long term finance – Deferred payments for EXIM – Categories of deferred payments – Buyers credit – Application procedures for the long term finance – Approval bodies – conditions for approving.

UNIT - VI

Financial agencies – Reserve bank of India – Industrial and Export Credit Department – Exchange Control Department – EXIM Bank – Commercial Bank – Export Credit Guarantee Corporation – ICICI – IDBI- IFCI.

References:

1. M.L.Varma& Agarwal, . International Marketing
2. Parasram, Export Import Finance
3. Maurice D.Levi, . International Finance
4. Avadhani, V A , international Finance- Theory and Practice , Himalaya Publishing House, Mumbai
5. Rajavade, A V, Foreign Exchange, International finance and Risk Management, Prentice Hall of India, New Delhi.
6. Thomas Johnson E, Export Import Procedures and Documentation, AMACOM, New York.

MIBH 553: ENTREPRENEURSHIP

Instruction: 4 hrs/week

Credit : 4

Objectives : The objective of the course is to familiarize the students with the process of entrepreneurship and the institutional facilities available to an entrepreneur in India.

Pedagogy: Lectures, assignments, practical exercises, discussions, seminars

UNIT - I

Defining an entrepreneur- entrepreneurial traits - Developing entrepreneurs-**New** Need for a Business plan - Steps in the preparation of business plan - Need for marketing research - Operating plans and financial plans - Dynamics of small business environment - Causes for small business failure - Success factors for small business.

UNIT - II

Planning paradigm for new ventures - Stages of growth model - Fundamental of a good feasibility plan - Components of feasibility plan.

UNIT - III

Relevance of marketing concept to new ventures - Marketing research of pre-start-up planning - Sources of marketing research information - Implication of market research - Marketing functions that new ventures must address - Establishing marketing and sales promotion infrastructure - Concept of pricing - Growth strategies - Marketing plan.

UNIT - IV

Advantages and disadvantages of acquiring established business - considerations for evaluation business opportunities - Methods of valuing a business - Franchising and franchisee's perspective.

UNIT - V

Financing and its effects on effective asset management - Alternate methods of financing - Venture capital and new venture financing - working out working capital requirement - Government agencies assisting in financing the project.

UNIT - VI

Life cycle of an entrepreneurial venture - Role of entrepreneur during various transition stages - growth.- Requirements for successful patent grants - steps in obtaining a patent - Registration of trademark - copy right and the concept of fair use - Protection of intellectual property.

References:

1. Hold Davis H., Entrepreneurship, Prentice Hall of India.
2. Siropolis Nicholas, Entrepreneurship and Small Business, 6th edition, All India Publishers and Distributors.
3. Chandra Prasanna, Projects, Planning, Analysis, Selection, Implementation and Review, 4th edition, Tata McGraw Hill
4. Peters Hisrich, Entrepreneurship, 4th edition., Irwin McGraw-Hill
5. Burns Tim - Break the curve, International Thomson Business Press
6. Harvard Business Review on Entrepreneurship, Harvard Business School Press.

MIBS 555 : BUSINESS ETHICS & HUMAN VALUES

Instruction: 4 hrs/week

Credit : 4

Objective: This paper focuses on business ethics and its relevance in the business field. and helps to understand the con

cepts of ethics and human values in the current business environment.

Pedagogy: Class lectures. Assignments, Case studies. Group Discussions and Seminars.

UNIT I

Nature of business ethics. Moral development and Moral reasoning, arguments for and against business-ethics. Moral responsibility. Social responsibility and business ethics. Development of business ethics-Development of business ethics indifferent countries

UNIT II

Ethical principles. Utilitarianism, The moral status of corporations. Ethical theory. Ethics and business -decision making. Case studies of ethics in practice.

UNIT III

Discrimination in employment. Affirmative action. Unjust dismissal, workers rights and duties. Whistle blowing, Working conditions. Quality of working life. Gender issues. Women at work place.

UNIT IV

Protecting consumers: Ethical issues in delivering consumer needs. Marketing strategy and ethics-Ethical practices in the market place - advertising. Marketing and product safety-Government regulations: Role of government, Corporate democracy. Government and corporate codes

UNIT V

Controlling for more ethical behavior. Implementing business ethics, interpersonal relationships in organisation- Controlling personal moral development within the organisation. Controlling corporate culture and ethical decision making. Organizational politics

UNIT VI

Human Values Management and Ethics - Functional autonomy – Learning opportunities - Consistency and transparency in the administration of policies - Achieving fit between employee expectations and what the company delivers - Technology and ethics - Future challenges of ethics in business.

UNIT VII

Business Ethics in a Global Economy - Ethical perceptions and international business, Global values, the multinational corporation and various ethical issues, cross cultural, cross religion & cross racial issues.

References:

1. Adair, J. Management and Morality: The Problems ana Opportunities of Social
2. Capitalism. Famborough:Gower.
3. Jackall, R. - Moral Mazes: The World of Corporate Managers., New York,Oxford University Press.
4. Business Etics Concepts and cases by Manuel G Velasquez, Fifth edition , PHI
5. Business Etics - Ethical decision making and cases by Ferrell & Fraedrich, Houghon Mifflin Company, Boston, 1991.
6. Business Etics - by Richard T De George, Third edition. Me Millan Publishing Co.
7. Business Etics - A managerial, stakeholder approach by Joseph W Weiss. Wadsworth
8. Publishing Co., California 1994.
9. Etics in Business - A Philosophical approach. By Thomas Donaldson and Patricia H Werhane,Fourth edition,

MIBS 556: GLOBAL RESOURCES MANAGEMENT

Instruction: 4 hrs/week Credit : 4

Objective: To expose students to the world of global resources and to enable students to use their knowledge of global resources to the management of global firms.

Pedagogy: Lectures, assignments, practical exercises and cases

UNIT - I

Resources – concept and importance in development – Dynamic character of World Resources – Natural resources and human resources – Usefulness of the study of resources – interlink between Resources and Trade.

UNIT - II

Geographical Environment – Physical environment – landforms, coast, rivers, climate, soils and natural vegetation – Human environment – Growth and distribution of population – Races – Economic and cultural organization of societies –

UNIT - III

Entrepreneurial and managerial resources – Natural Regions – Wet equatorial regions – Monsoon regions – Mediterranean regions – cool temperate region – Grass lands – Polar regions.

UNIT - IV

Agricultural and Allied Resources – Factors affecting agricultural types of farming – Food crops – industrial crops – Cash crops – Animal resources – Fishery resources – forest resources Direct and indirect benefits of forests – Types and distribution of World forests – World trade in agricultural and allied products.

UNIT - V

Energy Resources – Types of energy – energy and economic development – Coal, petroleum, natural gas, electric power and, atomic energy – need for non – conventional energy – Energy conservation and alternatives – MNCs in Energy, project in developing countries.

UNIT – VI

Manufacturing Industries – Factors for location – Theories of industrial location – Distribution of Cotton textile, iron and steel, automobile, ship building, aircraft and electronics industries – General idea of the World trade in manufactured goods.

References:

1. Kanna and Gupta, “World Resources and Trade”.
2. Zimmerman, “World Resources”.
3. Gun & Chatterji, “Economic Geography – A resources approach”
4. Goh Cheng Leong and Gillian C. Morgan, “Human and Economic Geography”.
5. Meija G. “Managing Human Resources”.

MIBS 557 :INTERNATIONAL FINANCIAL REPORTING STANDARDS

Instruction: 4 hrs/week Credit : 4

UNIT I:

The fundamentals of financial reporting system

Indian accounting standards- Meaning- Need for accounting standards in India- Accounting standards Board (ASB) process of setting accounting standards in India. International accounting standards: Meaning- need for International accounting standards International accounting standards Board (IASB) - process of setting International accounting standards

UNIT II:

Structure of the IFRS/IASB, Extant standards of the IASB, The framework IFRS, The status and use of IFRSs around the world, The IASB roadmap, a brief theoretical study of International financial reporting standards (IFRS) 1 – 15 - List of International accounting standards issued by IASB

UNIT III:

Accounting for Assets and Liabilities Recognition criteria's for Investment properties, Government grants, Borrowing costs, Construction contracts, share based payments, Provisions, Contingent liabilities and Contingent assets, Events occurring after the reporting period. Recognition and measurement for property plant and equipment, Intangible assets, Inventories, Leases and Impairment. Accounting for Income tax, Employee benefits.

UNIT IV:

Presentation of Financial Statements: Outline for the preparation of financial statements - Statement of financial position; Comprehensive income statement; Statement of changes in equity, IAS18 – Revenue. Elements of financial statements as per IFRS – Non-current assets; current assets; equity; non- current liability; current liability; revenue; cost of sales; distribution costs; administrative expenses; financial costs – profits attributable to owners of controlling interest and non-controlling interest

UNIT V:

Accounts of Groups: Concept of group need for consolidated financial statements - Preparation of consolidated financial statements – Procedure for the preparation of consolidated financial position statement treatment of pre-acquisition profit; goodwill arising on consolidation; on-controlling interests at fair value.

UNIT VI:

Disclosure Standards Related party disclosure, Earnings per share, interim financial reporting, Insurance contracts, Operating segments.

References:

1. Elliott, B. & Elliott, J. (2009) financial accounting and reporting. 13th ed. Essex, England: Prentice Hall/Financial Times.
2. Roadmap to IFRS and Indian Accounting Standards by CA ShibaramaTripathy
3. IFRS explained – a guide to IFRS by BPP learning Media.
4. IFRS: A quick reference guide by Robert J Kirk, Elsevier Ltd.
5. IFRS for India, Dr.A.L.Saini, Snow white publications

MIBS 558: INTEGRATED RISK MANAGEMENT

Instruction: 4 hrs/week Credit : 4

UNIT I

Foundations of Risk Management An understanding of corporate risk governance and the trade-off between risk and return. Risk definition / policies - Risk Process- Risks definition (market, credit, liquidity, operational), more specifically on the identification of different forms of risk (currency, interest rate, equity, commodity) A review of major financial disasters.

UNIT II

Market Data Analysis, Probability and distributions of asset prices, measuring return and risk, Modeling Risk Factors, Using implied volatility in Value-at-Risk measures.

UNIT III

Risk and volatility Measurement, the issue of time aggregation, different measures of volatility such as EWMA, ARCH & GARCH processes, volatility clusters and the issue of time varying volatility Monte Carlo (MC) Simulations.

UNIT IV

Measuring risk: using Value-at-Risk(VAR), concept and computation of VAR using variance-covariance approach, Calculating portfolio risk of more than one assets Value at risk for fixed income portfolio, cash flows mapping in fixed income portfolios, relation of VAR measures with duration, comparing with yield vs price volatility.

UNIT V

Credit Risk Basics: Probability of Default, Credit ratings & Transition Matrix analysis, Contingent claim approach and the KMV Model, Credit Risk Management and Credit VAR.

UNIT VI

An Integrated Risk Management framework, Operational, An integrated approach to risk management considering issues such as operational, supervisory, legal, Accounting, Issue of Governance ratings and risk in institutions, the role of risk management offices (front, middle and back offices), Risk reporting, Risk Budgeting and Setting Risk Limits, limits using notional, stop loss and establishing trading limits.

Reference:

1. Allen, S. L. (2003). Financial risk management: a practitioner's guide to managing market and credit risk.
2. Wiley Chapman, R.J. (2006). Simple tools and techniques in enterprise risk management.
3. John Wiley and Sons Derosa, D. (2007). Managing foreign exchange risk: advanced strategies for global investors, corporations, and financial institutions.
4. 3rd ed. New York: McGraw-Hill Professional Whaley, R.E. (2006). Derivatives: markets, valuation, risk management.
5. John Wiley and Sons The Economist (2001). Numbers guide: the essentials of business numeracy. 5th ed. Profile Books
6. [Value at Risk, 3rd Ed.: The New Benchmark for Managing Financial Risk](#) by Philippe Jorion