



## **MASTER OF INTERNATIONAL BUSINESS**

### **Semester - III**

- 301. INTERNATIONAL BUSINESS INFORMATION SYSTEM
- 302. INTERNATIONAL BUSINESS POLICY & STRATEGY - I
- 303. MARKETING OF THRUST PRODUCTS AND  
CHARACTERISTICS OF TRADING PARTNERS
- 304. INTERNATIONAL MARKETING - II
- 305. FINANCIAL MANAGEMENT
- 306. INTRODUCTION TO INFORMATION TECHNOLOGY
- 307. SUMMER TRAINING REPORT AND VIVA VOCE

## 301. INTERNATIONAL BUSINESS INFORMATION SYSTEM

**OBJECTIVE:** The main purpose of this course design is to develop a basic understanding about the:

- (i) Business information systems and their management.
- (ii) Role of information technology in corporate decision making process.
- (iii) Latest trends in the information technology and their application in business.

**LEVEL OF KNOWLEDGE:** Expert knowledge of the various techniques involve getting information needed in the international business.

### **DETAILED SYLLABUS:**

#### **Unit- 1**

Features of CBIS.

Model base management system.

Type of models, structure of models, dichotomous model of mind.

Function, time, certainty, uncertainty, risk.

Significance of management information system.

MIS and corporate decision making process.

MIS organization in business establishment.

#### **Unit - 2**

System concept of business organization.

Executive information system.

MIS Stage theory.

#### **Unit - 3**

Corporate MIS development cycle: various phases

MIS Planning and programming.

System analysis and design.

Prototype approach.

Development of gross/conceptual design.

Development of detailed system design.

Implementation of MIS.

case study

#### **Unit - 4**

Corporate functional information system

Marketing information system.

Financial information system.

Human resource information system.

Accounting information system.

**Unit :5**

Distributed data processing.

Latest trends in business information system.

Managing the MIS security, risk & prevention techniques.

**REFERENCES:**

Management Information System: Murdick & Ross

Management Information System: O' Brien

Management Information System: Davis & Olson

**302. INTERNATIONAL BUSINESS POLICY & STRATEGY - I**

**OBJECTIVE:** The objective of the course is to develop holistic perspective age students so that they can view the organization from the top and integrate every within the organization.

**LEVEL OF KNOWLEDGE:** Expert knowledge is required by the students to develop skills and the view point of the Top Management.

**DETAILED SYLLABUS:****Unit- 1**

Strategic analysis.

The role of strategic management.

The strategic management process, vision, mission, goals and objectives.

Generic strategy, alternatives.

Identifying mission and strategy.

The decision environment and the establishment of objective.

The external environment: Identifying opportunities and threats.

Assessing the internal environment: Determining strengths and weaknesses.

Strategic analysis and choice.

**Unit - 2**

Strategy formulation.

Strategic management at the business level: Managing for competitive advantage.

Strategic Management at the International Level: Managing for global success.

**Unit - 3**

Strategy implementation.

Translating strategy into action and achieving integration.

Strategy implementation & resource allocation.

Strategy implementation: the role of organization structure.

Strategy implementation and functional policies.

Strategy implementation and the role of leadership.

#### **Unit - 4**

Strategic evaluation and control.

The process of evaluation and control.

The criteria of evaluation and control.

#### **Unit :5**

Turnaround management.

Joint venture, merger & acquisition.

Note: Cases can be discussed on individual topics as well as giving a holistic view of Management process.

#### **REFERENCES:**

Strategic Management: Certo

Strategic Management: Dess and Miller

Strategic Management: Rue and Holland

Business Policy: Azhar Kazmi

Business Policy and Strategic Management: Glueck & Jauch

### **303. MARKETING OF THRUST PRODUCTS AND CHARACTERISTICS OF TRADING PARTNERS**

**OBJECTIVES:** The objective of the course is to develop holistic perspective age students so that they can view the international markets in detail and to be in a to market thrust products in specific international markets.

**LEVEL OF KNOWLEDGE:** Expert knowledge is required by the students so that develop in-depth knowledge base of these specific markets in international business.

#### **DETAILED SYLLABUS:**

##### **Unit- 1**

Study of special market - China

Its economic structure, recent economic developments in China, Foreign Trade of China, Commodity wise analysis of exports and imports, Indo-China trade prospects. Economic reforms in the context of trade prospects with China.

##### **Unit - 2**

Study of special market: Japan

Economic structure of Japan, recent economic developments in Japan. Foreign trade of Japan - Its major exports and imports. Indo-Japanese trade, prospects of development of thrust products in Japanese market.

##### **Unit - 3**

Study of special market: EU

An overview of European Union, economic structure of EU. Recent economic developments in EU. Foreign trade of EU. India-EU trade prospects. Development of the products and specific marketing strategies for EU market.

#### **Unit - 4**

Study of special market - USA

Economic structure of USA. Recent economic developments in USA .Composition of exports and imports of the USA economy. Indo-US trade prospect. potential for development of thrust products. Formulation of specific marks strategies for the development of Indo-US trade.

#### **Unit - 5**

Study of special market: Gulf Countries

Economic structure of Gulf countries. Recent economic development in Gulf countries. Foreign trade of Gulf countries, direction of India's trade with Gulf countries. A prospects of Indo-Gulf countries. Development of thrust products and marketing strategies for Gulf countries.

**Note:** Marketing of thrust products and characteristic of trading partner.

#### **REFERENCES:**

Students can go through Economic Survey Report and various Journals, Newspaper Magazines, Handbooks and Country Reports to collect information for these markets.

Thrust Sectors in India's Export: S. S. Saxena, M. L. Verma & B. Bhattacharya

Projects in Export Thrust Area with International Market Survey: SBP Boas Consultants & Engineers.

### **304. INTERNATIONAL MARKETING - II**

**OBJECTIVE:** The basic objective of this course is to acquaint the students with environmental, institutional, decisional, and procedural, aspect of international marketing.

**LEVEL OF KNOWLEDGE:** Expert knowledge is required by the students to decisions in the international marketing.

#### **DETAILED SYLLABUS:**

##### **Unit- 1**

International marketing: Nature, definition and scope of international marketing.

Difference between domestic and international marketing.

International marketing Environment: Analysis and Evaluation. Basic decision international marketing and entry strategies in foreign markets.

Direct marketing, joint venture, counter trade, subcontracting.

##### **Unit - 2**

Marketing mix operations in international marketing. Product planning and its strategies, international brand policies and positioning. Pricing for international methods, policies, price fixation.

##### **Unit - 3**

International marketing, channels of distribution, channels availability, adaptation. Control and evaluation problems of logistics in international marketings promotion & advertising in foreign markets.

#### **Unit - 4**

General idea about emerging trends in foreign markets and development multinational trading blocks - NAFTA, SAARC, ASEAN, EC, BRICKS and OPEC.

#### **Unit - 5**

Emerging issues in international marketing: Green marketing. Service marketing. Business process outstanding. Managing risk in the export market.

#### **REFERENCES:**

International marketing: Hess & Cateora  
International marketing: Cundiff  
Global Marketing: M. C. Jain  
Global Marketing Management: Keegan  
International marketing: Shaw  
International marketing: P. K. Srivastava

### **305. FINANCIAL MANAGEMENT**

**OBJECTIVE:** This is the foundation course in the area of Finance. This acquit student in decision making in a business organization for the efficient utilization financial resources.

**LEVEL OF KNOWLEDGE:** Expert knowledge is required by the students to de' decision making skill in this vital area of business.

#### **DETAILED SYLLABUS:**

##### **Unit- 1**

Introduction: Nature and scope.  
Traditional and modern role of finance manager.  
Objectives of the firm.  
Profit vs wealth maximization.  
Types of instruments.  
Type and methods for raising capital.

##### **Unit - 2**

Capital investment: Capital budgeting process and significance.  
Project evaluation, selection, appraisal methods under certainty.  
Project selection under uncertainty.  
Financing decision.  
Cost of debt.  
Cost of equity, and retained earnings.  
Overall cost of capital W A C C.  
Leverages - operating and financial.

Miller Modigliani and proposition on cost of capital.

### **Unit - 3**

Dividend decision: Determination of dividend policy.

Gordon Model (2) Walters Model.

Miller Modigliani Proposition.

### **Unit - 4**

Working capital in management

Introduction to operating cycle & weighted operating cycle approach.

Determinants and financing of working capital.

Management of cash-monitoring working capital efficiency - Univariate and to variate approach.

Management of receivables.

### **Unit - 5**

Investment & security analysis.

Nature, meaning, scope of security analysis and investment management.

Financial assets and their investment.

Stock markets in India - primary and secondary.

Sources of financial information & interpretation of financial pages.

Fundamental and technical analysis.

Risk-Return relationship, Markowitz approach, capital asset pricing model.

### **REFERENCES:**

Project preparation Appraisal Budgeting & Implementation: P. Chandra

Financial Management Theory & Practice: P. Chandra

Financial Management & Control : 5. K. Chakraborty

## **306. INTRODUCTION TO INFORMATION TECHNOLOGY**

**OBJECTIVE:** This course aims at adding to the existing knowledge of the student about computer application in the international business.

**LEVEL OF KNOWLEDGE:** Expert knowledge of Microsoft Windows and Office.

### **DETAILED SYLLABUS:**

#### **Unit - 1**

Computer Communication and Networks.

Method of data transmission: Communication media, amplitude and frequency modulation, modem, transmission modes and technologies, data communication. Local network - definition, components and advantages, topology, MAC, ethernet, networks - PSTN, PSDN, ISDN,

#### **Unit - 2**

Internet and Internet security

Security system of internet, overview of security, user accounts, passwords, security internet work connection, security related problems, firewalls, cookies, computers and its types, antivirus software, computer crimes and its types.

### **Unit - 3**

www and E-Mail

E-mail - advantages, anatomy, basics of sending and receiving, e-mail protocols, co" of e-mail message. E-mail programs: Clients, spamming, world wide web, history off growth, working of web, web browsers, "Surfing" the net, search engine, ad search techniques, URL, web servers.

### **Unit - 4**

Multimedia

Introduction to multimedia, impact of multimedia, multimedia technology application mm - today and tomorrow, benefits and problems of mm, mm platforms, in audio & video communication, mm - real world.

### **Unit - 5**

HTML

Creating web pages with HTML, planning and designing web page, paragraphs" fonts and size

attributes, changing the colour, lists, character formatting, inline id external images, sounds, animations, building a web site.

### **REFERENCES:**

Computer data processing system and analysis: V. K. Kapoor

'O' level - business system: Singh, Jain

Multimedia: Judith Jaff coate

Programing and problem solving: Harsha Priya - Ranjeet Ramalingam

## **307. SUMMER TRAINING REPORT AND VIVA VOCE**

The student of MIB-II Semester has to undergo the summer training for 30 days and prepare a Training Report, and submit his presentation in the department.