

Scheme of Examination

&

Syllabi

Of

**MASTER OF BUSINESS ADMINISTRATION
(INTERNATIONAL BUSINESS)**

M B A (IB)

From

Academic Session 2013-2014 Onwards



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
Sector 16-C, Dwarka, Delhi - 110 078 (INDIA)
www.ipu.ac.in

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
MASTER OF BUSINESS ADMINISTRATION - International Business (MBA - IB)

Criteria for Internal Assessment

The internal assessment of the students (out of 40 marks) shall be as per the criteria given below:

1. **Class Test-I** - 15 marks

(Will be a written test to be conducted on the date communicated by the University for the Class Test – I, except for the Fourth Semester where the dates will be decided by the concerned institutes/school).

2. **Class Test-II** - 15 marks

(Individual Term Paper/Written Assignment/Project/
Conduct of Practical and Practical File /OB Practical and Practical file

3. Individual Presentation/Viva-Voce/Group Discussion - 10 marks

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
MASTER OF BUSINESS ADMINISTRATION - International Business (MBA - IB)

FIRST SEMESTER

Code No	Paper	Lecture	T/P	Credits
MIB 101	Management Process & Organizational Behaviour	4		4
MIB 103	Managerial Economics	4		4
MIB 105	Accounting for Managers	4		4
MIB 107	International Business Environment	4		4
MIB 109	Marketing Management	3		3
MIB 111	Quantitative Methods for Decision Making	4		4
MIB 113	IT for Managers	3		3
MIB 151	IT for Managers –Lab		2	1
	Total			27

SECOND SEMESTER

Code No	Paper	Lecture	T/P	Credits
MIB 102	Financial Management			4
MIB 104	Business Communication	4		4
MIB 106	Human Resource Management	4		4
MIB 108	Foreign Trade Policy	4		4
MIB 110	India and World Economy	4		4
MIB 112	International Marketing	4		4
MIB 114	Advanced Marketing Management	4		4
MIB 116	Foreign Language-I* (German/French/Chinese)	2		2
	Total			30

* NUES

THIRD SEMESTER

Code No	Paper	Lecture	T/P	Credits
MIB 201	Summer Training Report	4		4
MIB 203	E-Business	4		4
MIB 205	International Management	4		4
MIB 207	International Marketing Research	4		4
MIB 209	Export Import Procedures and Documentation	4		4
MIB 211	International Supply Chain Management and Logistics	4		4
MIB 213	International Financial Management	4		4
MIB 215	Foreign Language-II* (German/French/Chinese)	2		2
	Total			30

* NUES

FOURTH SEMESTER

Code No	Paper	Lecture	T/P	Credits
MIB 202	International Business Strategy	4		4
MIB 204	Cross Cultural Consumer Behavior	4		4
MIB 206	International Business Negotiation	4		4
MIB 208	WTO & International Business Laws	4		4
MIB 210	Global Competitiveness and Strategic Alliances	4		4
MIB 212	Project Dissertation	6		6
	Total			26

Total Credits = 113

To obtain the degree a student shall require 104 Credits.

FIRST SEMESTER

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB)

Management Process & Organizational Behaviour

Course Code: MIB 101

L-4 Credits - 4

Objective: This course is designed to expose the students to fundamental concepts of management, its processes and behavioral dynamics in organizations.

Course Contents

Unit I

Introduction to Management: Meaning and Nature of Management, Evolution of Management (in India and Abroad), Managerial Skills, Tasks and Responsibilities of a Professional Manager, Management by Objectives. Management and Society: The External Environment, Social Responsibility, and Ethics: An Overview.

(14 Hours)

Unit II

Process of Management: Functions of Management: Planning-Process and Techniques, Organizing- Process and Organizational Structure, Directing-Principles and Process, Controlling-Process and Techniques, Problem Solving and Decision Making.

(14 Hours)

Unit III

Fundamentals of Organizational Behaviour: Introduction and Meaning, Models of OB, Emergence of OB as a Discipline, OB Trends, Organizational Culture and Climate, Leadership Theories and Styles, Motivation-Theories and Practices, Managerial Communication, Organizational Change and Development.

(14 Hours)

Unit IV

Individual & Group Behaviour and Process in Organization: Individual Determinants of OB: Perception, Learning, Emotions, Attitudes, Personality, Stress and Its Implication on Management Practices, Group Dynamics and Work Teams, Power, Politics, Conflict and Negotiation, Interpersonal Behavior and Relations Transactional Analysis.

(14 Hours)

Text Books

1. Robbins, S.P., Judge, T.A., Sanghi, S (2009), Organizational Behaviour, Pearson Education.
2. Stoner James A.F, Freeman R Edward, Gilbert Daniel R.(2006), Management 6TH Ed, Pearson.

Reference Books

1. George, J. M. & Jones, G.R. (2009), Understanding and Managing Organizational Behaviour 5th Edition, Pearson Education.
2. Green Berg, J. and Baron, R.A. (2008), Behaviour in Organization. Prentice Hall of India.
3. John R. Schermerhorn, Richard N Osborn, Mary, Uhl-Bien, James G. Hunt(12th Edition) (2012), Organizational Behaviour, Wiley.
4. Mcshane, S.L., Von Glinow, M.A., Sharma, R.R. (2006) Organizational Behaviour. Tata McGraw Hill
5. Pierce, J.L. & Gardner, D.G. (2010), Management and Organizational Behavior, Cengage Learning.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB)

Managerial Economics

Course Code: MIB 103

L - 4 Credits – 4

Objective: The course is aimed at building a perspective necessary for the application of modern economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm. The course will also look at recent developments in business in the context of economic theory.

Course Contents

Unit I

Introduction: Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, Role of Managerial Economics in Decision Making; Opportunity cost Principle, Production Possibility Curve, Incremental Concept, Cardinal and Ordinal Approaches to Consumer Behaviour: Equi-Marginal Principle, Law of Diminishing Marginal Utility, Indifference Curve Analysis.

(14 Hours)

Unit II

Demand Analysis and Theory of Production: Demand Function, Determinants of Demand, Elasticity of Demand, Demand Estimation and Forecasting, Applications of Demand Analysis in Managerial Decision Making; **Theory of Production:** Production Function, Short Run and Long Run Production Analysis, Isoquants, Optimal Combination of Inputs, Applications in Managerial Decision Making.

~~~~(14Hours)

Unit III

**Theory of Cost and Market Structures:** Traditional and Modern Theory of Cost in Short and Long Runs, Economies of Scale and Economies of Scope; Revenue curves; Market Structures: Price-Output decisions under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Strategic Behaviour of Firms and Game Theory:- Nash Equilibrium, Prisoner's Dilemma – Price and Non-price Competition.

(14 Hours)

Unit IV

**Introduction to Macro Economics:** Nature and Importance; Economic Growth and Development, Determinants of Economic Development; Methods of Measurement of National Income; Inflation: Meaning, Theories, and Control Measures; Recent Developments in Global Economy.

(14 Hours)

**Text Books**

1. Hirschey, Mark (2009). Fundamentals of Managerial Economics, 9<sup>th</sup> edition, Cengage Learning.
2. Salvatore, D.(2011). Managerial Economics in a Global Economy, 7<sup>th</sup> Edition, Oxford University Press.

**Reference Books:**

1. Truett Lila J., Truett, Dale B. and Truett J. Lila (2006). Managerial Economics: Analysis, Problems, Cases, 8th Edition, John Wiley & Sons.
2. Atmanand (2009). Managerial Economics, Excel Books.
3. Christopher R Thomas & S Charles Maurice (2010). Managerial Economics, 10<sup>th</sup> edition, McGraw Hill Co.
4. Petersen, H. C., Cris, L W and Jain, S.K. (2008). Managerial Economics, 1<sup>st</sup> edition, Pearson Education

## GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

### MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB) **Accounting for Managers**

**Course Code: MIB 105**

**L - 4 Credits - 4**

**Objective:** The course aims at enabling students to understand the basic accounting principles and techniques of preparing & presenting the accounts for users of accounting information. The course also familiarizes the students with the basic cost and management accounting concepts and their applications in managerial decision making.

#### **Course Contents**

##### Unit I

**Nature of Accounting Information:** Scope and Nature of Accounting, Accounting concepts, Principles & Standards, Accounting Cycle, Journalisation, Subsidiary Books; Ledger Posting, Preparation of Trial Balance, Rectification of Error. Classification of Capital and Revenue. Fixed Assets and Depreciation Accounting. Preparation of Final Accounts, Manufacturing Account; Trading Account, Profit and Loss Account; Balance Sheet (with adjustments), Contents of Corporate Annual Reports with Annexures; International Financial Reporting Standard.

(14 Hours)

##### Unit II

**Cost Accounting:** Objectives, Classification of Cost, Preparation of Cost Sheet, Material Cost Accounting, Perpetual Inventory Control, Inventory Valuation, EOQ, ABC Analysis, Setting of Reorder Level, Maximum Level, Minimum Level, Labour Cost Accounting, Remuneration and Incentive Schemes. Overhead Cost Allocations, Over and Under Absorption. Job and Contract Costing, Operating Costing, Reconciliation of Financial and Cost Accounting

(14 Hours)

##### Unit III

**Performance Evaluation Techniques:** Introduction to Budgeting and Budgetary Control; Performance Budgeting; Classification of Budget; Fixed and Flexible Budgets, Zero Based Budgeting, Standard Costing and Variance Analysis; Balanced Scorecard; Responsibility Accounting.

(14 Hours)

##### Unit IV

**Decision Making Techniques:** Cost Volume Profit Analysis; Profit Planning, Management Accounting for Decision Making and Control; Financial Leverage, Operating Leverage and Combined Leverage, EVA; Introduction to Activity Base Costing, Target Costing, Life Cycle Costing; Uniform Costing.

(14 Hours)

#### **Text Books**

1. Horngren, Datar, Foster, Rajan, Iitner(2009). Cost Accounting- A Managerial Emphasis, 13<sup>th</sup> Edition, Pearson Education.
2. M.Y.Khan and P.K.Jain (2010) Management Accounting, Edition 5. Tata Mc Graw Hill.



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**Reference Books**

1. Arora, M. N. (2008). Cost Accounting, Vikas Publishing House.
2. Duray, Colin. (2008). Management and Cost Accounting, 6th Edition, Cengage Learning.
3. Maheshwari, S.N (2009). Accounting for Management, 2<sup>nd</sup> Edition., Sultan Chand & Sons.
4. Glautier, M.W.E. And Underdown B. (2010). Accounting Theory and Practice, Financial Times / Pearson.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB)  
**International Business Environment**

**Course Code: MIB 107**

**L-4 Credits - 4**

**Objective:** The purpose of the course is to familiarize students with various environmental factors and forces that affect a firm's overseas operations and learn to manage international business.

**Course Contents**

Unit I

**International Business and Environment:** An Interface; World Trade in Goods and Services – Major Trends and Developments; Framework for Understanding International Business Environment: Analysis of Physical, Demographic, Economic, Socio-cultural, Political, Legal and Technological Environment of a Foreign Country, Legal Framework of International Business: Nature and Complexities; Code and Common Laws and their Implications to Business; International Business Contract – Legal Provisions; International Sales Agreements, Rights and Duties of Agents and Distributors.

(14 Hours)

Unit II

**Global Trading Environment:** Liberalization of World Trade. FDI and their Impact on the Economy, Multinationals and their Economic Impact; Political and Legal Impact of Multinational Corporations; Strategies for Dealing with Multinationals; Technology Transfer – Importance and Types, Issues in Transfer of Technology to Developing Countries.

(14 Hours)

Unit III

**International Financial Environment:** Foreign Investment – Types and Flows; Asian Model, Monetary System- Exchange Rate Mechanism and Arrangements, Movements in Foreign Exchange

(14 Hours)

Unit IV

**International Economic Institutions and Regional Economic Groups:** IMF, World Bank, MIGA, UNCTAD and WTO; ATC, GSP and International Commodity Agreements. Forms and their Functioning: Multilateralism Vs. Regionalism; EU, NAFTA, ASEAN, SAFTA and other Regional Economic Groupings.

(14 Hours)

**Text Books**

1. Daniels, John D. and Radebaugh, Lee H. and Prashant Salwan (2010). International Business: Environment and Operations, 8<sup>th</sup> Edition, Pearson Education.
2. Charles, W. L. Hill (9<sup>th</sup> Edition, 2013). International Business: Competing in the Global Marketplace, Tata McGraw Hill.

**Reference Books**

1. Deresky (2011). International Management: Managing Across Borders and Culture, 6<sup>th</sup> edition Pearson Education.
2. Paul, J (2009). International Business, Prentice-Hall.
3. Aswathappa (2012). International Business, Tata McGraw Hill.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB)  
**Marketing Management**

**Course Code: MIB 109**

**L-3 Credits-3**

**Objective:** The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm.

**Course Contents**

Unit I

**Introduction to Marketing:** Meaning and Scope of Marketing; Marketing Philosophies; Marketing Management Process-An Overview; Concept of Marketing Mix; Understanding Marketing Environment; Consumer and Organization Buyer Behavior; Demand Forecasting; Market Segmentation, Targeting and Positioning.

(14 Hours)

Unit II

**Product and Pricing Decisions:** Product Concept; Types of Products; Product Levels; Major Product Decisions; Brand Management; Product Life Cycle, New Product Development Process; Pricing Decisions: Determinants of Price; Pricing Process, Policies and Strategies.

(14 Hours)

Unit III

**Promotion and Distribution Decisions:** Communication Process; Promotion Tools-Advertising, Personal Selling, Publicity and Sales Promotion; Emerging Channels of Distribution, Distribution Channel Decisions-Types and Functions of Intermediaries; Channel Design; Selection and Management of Intermediaries.

(14 Hours)

Unit IV

**Emerging Trends and Issues in Marketing:** Service Marketing, Consumerism, Rural Marketing, Social Marketing; Direct Marketing; Green Marketing, Digital Marketing; Internet Marketing & Social Media Marketing.

(14 Hours)

**Text Books**

1. Kotler,P., Keller, K.L. Koshy, A. and Jha, M., (2009). Marketing Management: A South Asian Perspective, 13th Edition, Pearson Education, New Delhi.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A (2009) Marketing Management, Tata McGrawHill, New Delhi.

**Reference Books**

1. Ramaswamy, V.S and Namakumari, S. (2009) Marketing Management: Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd., New Delhi
2. Saxena, Rajan (2009), Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
3. Louis E. Boone and David L. Kurtz (2011). Principles of Marketing, 12 th Edition, Cengage Learning.
4. Pride, William, M., and O.C. Ferrell (2010). Marketing Planning, Implementation and Control, Cengage Learning, New Delhi.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB)  
**Quantitative Methods for Decision Making**

**Course Code: MIB 111**

**L - 4 Credits - 4**

**Objective:** To expose students to quantitative techniques in management decision making.

**Course Contents**

Unit I

**Descriptive Statistics** - Presentation of Data, Measures of Central Tendency and Measures of Variation, Normal Probability Curve, Skewness, Kurtosis.

(12 hours)

Unit II

**Probability** – Concepts, Theorems, Baye’s Theorem.

Probability Distributions – Discrete and Continuous. Correlation, and Regression-Simple.

(10 hours)

Unit III

**Linear Programming** – Formulation, Graphical and Simplex Method, Duality, Sensitivity Analysis, Parametric Linear Programming.

**Decision Theory** - Decision under Certainty, Uncertainty and Risk, Normal distribution in Marginal Analysis. Decision Tree Analysis.

Game Theory - Pure and Mixed strategies, Dominance and Algebraic Methods.

(22 hours)

Unit IV

**Transportation Problems** - Initial Basic Feasible Solution, Test for Optimality. Assignment problems.

Network Analysis - PERT and CPM. Queuing model - M/M/1/FIFO.

(12 hours)

**Text Books**

1. Barry Render, RM Stair, ME Hanna (2011) Quantitative Analysis for Management, 11<sup>th</sup> edition, Pearson Prentice Hall.
2. Ken Black (2009) Business Statistics: For Contemporary Decision Making, 5<sup>th</sup> edition, Wiley-India.

**Reference Books**

1. Richard Levin and DS Rubin (2009) Statistics for Management, 7<sup>th</sup> edition, Pearson Education.
2. Gupta, S.P. & Gupta M.P. (2009) Business Statistics, 15<sup>th</sup> edition, Sultan Chand and Sons.
3. Sharma, J.K. (2009). Operations Research: Theory and Applications, 4<sup>th</sup> ed. Macmillan.
4. Gupta, M.P. (2009) Operations Research for Management.

GURU GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB)  
**IT for Managers**

**Course Code: MIB 113**

**L – 3 P-0 Credits - 03**

**Objective:** The primary objective of this course is to familiarize the student with basic concepts of information technology and their applications to business processes.

**Course Contents**

Unit I

**Computer Hardware and Number System:** - CPU, Basic Logic Gates, Computer Memory and Mass Storage Devices, Computer Hierarchy, Input Technologies, Output Technologies. Number Systems and Arithmetic: Decimal, Binary, Octal and Hexadecimal Number Systems, Binary Arithmetic, Boolean Algebra.

(06 Hours)

Unit II

**Computer Software:** Application and System Software, Programming Languages and their Classification, Assemblers, Compilers and Interpreters. Process of Software Development. Data Analysis using Spreadsheets Operating Systems- Functions of Operating Systems, Types of Operating Systems (Batch Processing, Multitasking, Multiprogramming and Real time Systems) DBMS: Traditional File concepts and Environment, Database Management Systems Concepts, Types of Data Models, ER Modeling, Integrity Constraints, SQL queries.

(14 Hours)

Unit III

**Data Communication and Networks:** Concepts of Data Communication, Types of Data-Communication Networks, Communications Media, Concepts of Computer Networks, Primary Network Topologies, Network Architectures-The OSI Model, Inter-Networking devices. The Internet, Intranet and Extranets: Operation of the Internet, Services provided by Internet, World Wide Web Creating Web Pages using HTML, Intranets and Extranets.

(14 Hours)

Unit IV

**Functional and Enterprise Systems:** Data, Information and Knowledge Concepts, Decision Making Process, Physical Components of Information Systems, Classification of Information Systems. Overview of Security Issues in Information Technology, Emerging Trends in Information Technology.

(8 Hours)

**Text Books**

1. ITL Education Solutions (2009). Introduction to Information Technology, Pearson Education.
2. Turban, Rainer and Potter (2006). Introduction to information technology, 2<sup>nd</sup> Edition, John Wiley and sons.

**Reference Books**

1. Turban Efraim, Ephraim McLean, James Wetherbe (2006). Information Technology for Management - Transforming organizations in the digital economy, 4th Edition, Wiley India.
2. Joseph A. Brady and Ellen F Monk (2007). Problem Solving Cases in Microsoft and Excel, Fourth Annual Edition, Thomson Learning.
3. Saini A. K. and Pradeep Kumar (2003). Computer Applications in Management, Anmol Publications.
4. Deepak Bharihoke, (2009). Fundamentals of Information Technology, 3<sup>rd</sup> Edition, Excel Books.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

**MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB)  
IT for Managers-Lab**

**Course Code: MIB 151**

**L – 0 P-2 Credits – 01**

Lab will be based on Paper MIB 113 and will basically cover the following: Operating System Commands, Basic HTML Tags, SQL Queries and Spreadsheet.

## **SECOND SEMESTER**

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB)  
**Financial Management**

**Course Code: MIB 102**

**L-4 Credits - 4**

**Objective:** The course is aimed at building an understanding of concepts, vital tools and techniques applicable for financial decision making by a business firm.

**Course Contents**

Unit I

**Nature and Scope of Financial Management:** Financial Objectives; Time Value of Money, Computation of EMI, Annuity, Annuity Due. Funds Flow Analysis; Cash Flow Statement and its Interpretation (AS-3), Financial Statement Analysis, Ratio Analysis, Time Series, Common Size Statements, Du Pont Analysis.

(14 Hours)

Unit II

**Planning for Sources of Finance:** Sources of Finance: Domestic and International; Capital Structure; Net Income Approach; Net Operating Income Approach; Traditional Approach and MM Approach, Cost of Capital; EBIT – EPS Analysis, Capital Gearing/Debt-Equity Ratio, Generation of Internal Funds.

(14 Hours)

Unit III

**Retained Earning Vs. Dividend Decision;** Gordon Model; Walter Model; MM Approach; Lintner Model; Planning of Funds through Management of Assets - Fixed and Current: Sustainable Growth Rate. Working Capital Management; Management of Cash (Various Theoretical Models), Inventories (Including Risk Analysis) and Receivables; Operating Cycle.

(14 Hours)

Unit IV

**Capital Budgeting** - Conventional and DCF Methods; Inflation and Capital Budgeting; Risk Analysis and Capital Budgeting-Certainty Equivalent Factor; Risk Adjusted Discounting Rate; Decision Tree; Independent and Dependent Risk Analysis; Replacement Decisions, Sensitivity Analysis, International Capital Budgeting; Transfer Pricing Centralized & Decentralized.

(14 Hours)

Note: Use of MS-Excel Functions and Formulas should be promoted amongst students for all topics given in the syllabus.

**Text Books**

1. Khan, M. Y. and Jain P. K. (2011). Financial Management, Text, Problems & Cases, 7th Edition, Tata McGraw Hill Company, New Delhi.
2. Maheshwari, S.N.(2009)., Financial Management – Principles & Practice, 13th Edition, Sultan Chand & Sons.



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**Reference Books**

1. Van Horne, James, C, John M Wachowicz (2004). Fundamentals of Financial Management, Prentice hall.
2. Prasanna, Chandra (2007) Financial Management: Theory and Practice, 7<sup>th</sup> Edition, Tata McGraw Hill.
3. Sheeba Kapil(2010). Financial Management, Pearson Education.
4. Bhalla. V. K.(2009). Financial Management and Policy: Text and Cases, 9<sup>th</sup> Edition, Anmol Publications Pvt. Ltd.
5. Brigham Eugene F. (2012). Fundamentals of Financial Management, 10<sup>th</sup> Edition, Cengage Learning.
6. Gitman, L.J.(2006). Principles of Managerial Finance, New York.

## GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

### MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB) **Business Communication**

**Course Code: MIB 104**

**L-4 Credits-4**

**Objective:** To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

#### **Course Contents**

##### Unit I

**Theory of Communication:** Nature, Importance and Role of Communication; The Communication Process; Barriers and Gateways to Communication.

(10 Hours)

##### Unit II

#### **Forms of Communication**

(a) Written Communication: Principles of Effective Written Communication; Commercial Letters, Report Writing, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents, Writing Positive, Negative Persuasive, Electronic Messages

(b) Non-Verbal Communication.

(c) Oral Communication: Art of Public Speaking, Effective Listening.

(d) Communicating in Teams.

(e) Email/Fax & other form of Communication including Video Conferencing.

(8 Hours)

#### **Applications of Communication**

(a) Writing a Summer Project Report

(b) Writing CVs & Application Letters

(c) Group Discussions & Interviews

(d) The Employment Interview

(e) Embassy Protocols & Communication.

(12 Hours)

##### Unit III

#### **Important Parameters in Communication**

(a) The Cross Cultural Dimensions of Business Communication

(b) Technology and Communication

(c) Ethical & Legal Issues in Business Communication

(d) Mass Communication: Mass Communication & Promotion Strategies, Advertisements, Publicity, and Press Releases. Media Mix, Public Relations, Newsletters.

(8 Hours)

##### Unit IV

**Other Communication Parameters:** Negotiation Process & its Management, Designing Visual Communication, Creating and Delivering Online Presentations.

(4 Hours)

#### **Text Books**

1. Lesikar et al (2009). Business Communication: Making Connections in a Digital World. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Boove, C.L., Thill, J.V. & Chaturvedi, M. (2009). Business Communication Today, Pearson.

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**IB)**

**Reference Books**

1. Krizan et al (2010). *Effective Business Communication*, Cengage Learning.
2. Scot, O. (2009). *Contemporary Business Communication*, Biztantra, New Delhi.
3. Chaney & Martin (2009). *Intercultural Business Communication*, Pearson Education.
4. Penrose et al (2009). *Business Communication for Managers*, Cengage Learning.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB)  
**Human Resource Management**

**Course Code: MIB 106**

**L - 4, Credits -4**

**Objective:** This Course will aid the students in having a clear understanding about the concepts, methods and techniques and issues involved in managing human resource so as to facilitate employing, maintaining and promoting a motivated force in an organization.

**Course Contents**

Unit I

**Introduction to Human Resource Management:** Concept of HRM, Nature, Scope, Functions, Objectives, Processes, Importance and Evolution of HRM, HRM Models (In India and Abroad), Roles and Responsibilities of HR managers. Competitive Challenges and HRM: Technological Changes, Workforce Diversity, Employee Empowerment, Managing Protean Careers, Moonlighting Phenomenon etc.

(14 Hours)

Unit II

**Strategy and Workforce Planning:** Strategic Planning and HR Planning: Linking the Processes, Methods and Techniques of Forecasting the Demand and Supply of Manpower, Computing Turnover and Absenteeism, Job Analysis, Job Design: Behavioral Concerns, Ergonomic Considerations and Flexible Work Schedules.

(10 Hours)

Unit III

**Expanding the Talent Pool:** Recruitment, Selection, Career Management: Developing Talent Overtime, Career Development Initiatives, HRM Competencies: Roles of HR Generalists and HR Specialists, Training & Development, Appraising and Improving Performance: Performance Appraisal Programs, Processes and Methods, Job Evaluation, Managing Compensation, Incentives and Employee Benefits, Health and Social Security Measures, Managing Labor Relations: An Overview.

(18 Hours)

Unit IV

**Contemporary Issues in HR –** Strategic Human Resource Management, International Human Resource Management Creating High Performing HR Systems: Wellness Programs and Work Life Balance and Green HRM Human Resource Information Systems, Human Resource Audit, and Human Resource Accounting,

(14 Hours)

**Text Books**

1. Snell et al (2010). Human Resource Management, Cengage Learning (India Edition).
2. Gery Dessler and Biju Varkkey (2010). Human Resource Management, 12<sup>th</sup> Edition Pearson Education.

**Reference Books**

1. Armstrong, M. (2009). Armstrong's Handbook of Human Resource Practice, Kogan Page.
2. Denisi, A S, (2009). HRM an Introduction, Cengage Learning
3. Lepak, D. & Gowan M. (2009). Human Resource Management, Pearson Education.
4. Ivancevich (2009). Human Resource Management, Tata Mc Graw Hill

## GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

### MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB) Foreign Trade Policy

**Course Code: MIB – 108**

**L – 4 Credits: 4**

**Objective:** The paper aims at acquainting the students with the theoretical foundations of International Trade Policy and Trade Promotion Measures. It will also help them to learn about some of the fundamentals of the Indian Economy alongwith the policy framework of India's Foreign Trade.

#### Course Contents

##### Unit I

**Theoretical Foundations of International Trade:** Reasons for International Trade Mercantilist and neomercantilist views; Theories of Foreign Trade – Absolute and Comparative advantage theories, Modern theory of trade-Hecksher-Ohlin theory-Terms of trade; Foreign Trade multiplier.

(14 Hours)

##### Unit II

**Instruments of Commercial Policy:** Tarrifs, Quotas, antidumping/countervailing duties, technical standards, exchange controls and other non tarrif measures and their effects: Arguments for and against protection: Trade regulations and WTO; Trade policy and developing countries. Factor Movements and International Trade in Services: Capital flows – Types and theories of foreign investments, Barriers to foreign investments; Labour migration; Theory of international trade in Services.

(14 Hours)

##### Unit III

**India's Foreign Trade Policy:** Direction and composition of India's foreign trade, Export-Import policy; Export promotion and institutional set-up; Deemed exports: Rupee Convertibility; Directions and Composition of world trade Balance of Payment Account: Concept and significance of balance of payments account; Current and capital account components and accounting system; Balance of payment deficits and correction policies.

(14 Hours)

##### Unit IV

**Instruments of Export Promotion:** Export assistance and promotion measures; EPCG scheme; Import facilities: Duty exemption schemes; Duty drawback; Tax concessions; Marketing assistance; Role of export couses, trading houses and state trading organizations; EPZs and SEZs; 100% EOUs.Foreign Investment Policy: Policy and framework for FDI in India; Policy on foreign collaborations and counter trade arrangements; Indian joint ventures abroad. Project and consultancy exports.

(14 Hours)

#### Text Books

1. Nabhi's Exporter's Manual and Documentation (2009), Nabhi Publication, New Delhi.
2. Import and Export Policy: Ministry of Commerce, Govt. of India, Various issues (2009 – 2014).

#### Reference Books

1. M B Rao (2003), WTO and International Trade, 2<sup>nd</sup> Edition, Vikas Publishing House.
2. Varshney R.L. and B.Bhattacharya (1984), International Marketing Management, Sultan Chand and Sons, New Delhi.
3. Gupta R.K. (1997), Antidumping and countervailing measures, Sage publications New Delhi.
4. Mannur, H.G. (1995), International Economics, 2<sup>nd</sup> Edition Vikas Publishing House, Delhi.
5. Sodesten, B.O. (1999), International Economics, Palgrave Macmillan London.

## GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

### MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB) **India and World Economy**

**Course Code: MIB 110**

**L – 4 Credits - 4**

**Objective:** To provide a perspective on developments in Indian Macro and Trade Policies and to highlight the related institutions and their role in developing these policies.

#### **Course Contents**

##### **Unit 1**

The development and trade policy formulation models followed by India over the period; lessons learnt and the structural change witnessed since Nineties; the growing outward orientation of Indian economy with the perspectives from all three major sectors of Indian economy, namely agriculture, industry and Services.

(16 Hours)

##### **Unit II**

The recent SEZ policy and FDI policy of the country for understanding their role in explaining India's trade and investment patterns and possibility of future integrations with international production networks; the Role of India's Foreign Trade Policy to understand the Sectoral export opportunities; the outward orientation explained in terms of WTO policy and Indian participations in the multilateral trade forums.

(12Hours)

##### **Unit III**

India's engagements in the Regional Trade Agreements; various types of bi-lateral and multilateral trade agreements that India has signed with different countries and trade blocs to be discussed; role of trade cooperation agreements in boosting India's trade with the world; role of BRICS nations in fostering India's trade; various other types of commodity arrangements to increase India's trade .

(16 Hours)

##### **Unit IV**

The role of human (e.g. education) and physical (e.g. infrastructure) capital enhancement with respect to future growth prospect of Indian Economy; various indexes to reflect the competitiveness of Indian economy vis-à-vis other countries economies and their relevance; India's trade with the world in terms of its composition and direction and how to increase, diversify the same.

(10 Hours)

#### **Text Books:**

1. Jagdish Bhagwati, Arvind Panagariya, Reforms and Economic Transformation in India (Studies in Indian Economic Policies), Vol. 2, Oxford University Press, 2012.
- 2 R.S.Mani, Bilateral Trade Agreements – Issues and Concerns for India By Equitable Tourism Options (EQUATIONS), 2005

#### **Reference Books:**

1. Sangeeta Khorana, Bilateral Trade Agreements in the Era of Globalization: The EU and India in Search of a Partnership, Edward Elgar Publishing, Incorporated, 2010.
2. Rajesh Chadha, The Impact of Trade and Domestic Policy Reforms in India: A CGE Modeling Approach, edited by Rajesh Chadha, University of Michigan Press, 2001.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**

3. T. N. Srinivasan, Suresh D. Tendulkar, Reintegrating India with the World Economy, Peterson Institute, 2003.
4. Annual Report of Directorate General of Commercial Intelligence & Statistics, Department of Commerce, Ministry of Commerce & Industry, 2013.

## GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

### MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB) **International Marketing**

**Course Code: MIB 112**

**L - 4 Credits: 4**

**Objective:** This course acquaints students with the importance, complexities and process of conducting marketing researches in international context.

#### **Course Contents**

##### **Unit I**

**Introduction:** Importance and nature of marketing research; Marketing research in international context – complexity and issues; International data reliability and validity aspects; International marketing information systems; International marketing research – process and organization; Problem Definitions and Determination of Information Needs; Problem identification and definition; Developing a research proposal; Types of research exploratory, descriptive and experimental researches.

(14 Hours)

##### **Unit II**

**Data Sources:** International secondary data sources; On-line sources; Primary data collection methods – questioning and observation methods; Designing questionnaires for international surveys; Etic vs. Emic dilemma; Attitude Measurement and Scaling Techniques.

(14 Hours)

##### **Unit III**

**Sample Design:** Determining universe, sampling unit and sampling frame; sampling methods; Sample size determination; International Data Collection and Fieldwork; Planning and organizing field work for international surveys; Sampling and non-sampling errors.

(14 Hours)

##### **Unit IV**

**Data Analysis and Report Preparation:** Preliminary data analysis; Univariate and multivariate data analysis techniques; Issues in, multi-country data analysis; Report preparation and presentation. Use of Statistical packages for analysis in research – SPSS & Spread Sheet; International Marketing Research Applications: Overseas market opportunity analysis; Sales analysis; Product and advertising research, Consumer research, Ethical issues in international marketing research.

(14 Hours)

#### **Text Books**

1. Malhotra, Naresh K. (2009), International Marketing Research – An Applied Orientation, Pearsons Education Asia.
2. George Darren and Mallery Paul (2011), SPSS for Windows Step by Step, Pearson Education Eight Edition.

#### **Reference Books**

1. Aaker, David A., V.Kumar and George S Day (2003), Marketing Research, John Wiley and Sons New York.
2. Tull, D.S., and D.I. Hawkins (1999), Marketing Research: Measurement and Methods, Pearson Education Asia.
3. Kumar, V.(2000), International Marketing Research, Prentice Hall
4. Green, P.E., Donald S. Tull (1970), Research for marketing Decisions, Prentice Hall of India Ltd., New Delhi.
5. Boyd, Harper W. (1972), Marketing Research: Text and Cases, Irwin, Homewood, Irwin.
6. Samuel C. Craig, Susan P. Douglas (2005), International Marketing Research, Wiley, New York.



## GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

### MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB) Advanced Marketing Management

**Course Code: MIB 114**

**L - 4 Credits: 4**

**Objective:** The objective of the Course is to develop understanding of the various concepts in marketing like B2B marketing, Customer Relationship Management, Services Marketing, and Digital Marketing to develop a broad framework in the field of Marketing.

#### **Course Contents**

##### **Unit I : B2B Marketing**

Basic differences between B2B and B2C marketing , Organizations' purchasing behavior , Company types and impacts on B2B marketing , Strategic marketing process: - Analyzing the organization market , B2B market segmentation , Targeting and positioning , Strategic planning ;B2B marketing mix specifics ; Product as the fundamental tool of B2B marketing; Service marketing for B2B companies

(16 Hours)

##### **Unit II: CRM**

Introduction to CRM, CRM process, 4C concept of CRM; classification of customers; relationship building strategies; CRM architecture; data mining techniques, CRM implementation using software; uses of CRM.

(12 Hours)

##### **Unit III: Services Marketing:**

Classification of Services and Marketing Implications; Services Marketing Process., Customer Expectations and Perceptions; Defining and Measuring Service Quality: GAPs Model; Defining and Measuring Customer Satisfaction, Services Design and Development; Service Blueprinting; Service Process; Physical Evidence and Servicescape; Pricing of services; Services Distribution Management; Managing the Integrated Services Communication Mix;

(16 Hours)

##### **Unit IV: Digital Marketing:**

Overview of online and digital marketing, Web Marketing, Search Engine optimization, online advertising, social media marketing, Mobile marketing , video and audio marketing.

(10 Hours)

#### **Text Books:**

1. Zeithaml V. A. and Bitner M. J. (2003), Services Marketing, 3rd Edition, Tata McGraw Hill, Delhi.
2. James C. Anderson, Business Market Management (B2B): Understanding, Creating, and Delivering Value, 3/e, Pearson Education.
3. Lorrie Thomas, Online Marketing, 1<sup>st</sup> edition, Tata McGraw - Hill Education (2010)
4. Jill Dyche, The CRM Handbook 01 Edition , Pearson

#### **Reference Books:**

1. Lovelock C. H. & Wirtz, J. (5th ed., 2004). Service Marketing: People, Technology, Strategy. Pearson Education.
2. Gay, Alan Charlesworth, Rita Esen, Online Marketing: A Customer-Led Approach 11th Edition, Oxford University Press
3. Dhruv Nath, The Nuts and Bolts of CRM: Customer Relationship Management, 1<sup>st</sup> edition Tata McGraw - Hill Education

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS (MBA - IB)**  
**Foreign Language – I (German/French/Chinese)\* NUES**

**Course Code: MIB 116**

**L - 2 Credits: 2**

**Objective:** The Objective of the course is to provide the student with a Foreign Language Skill to manage preliminary international business transactions.

**Course Contents**

**Unit I**

Present yourself, Understand Simple Questions, Understand Single Words and Sentences also fill in forms and Provide Information About Name, Address, Nationality etc.

(7 Hours)

**Unit II**

Understanding more about the surroundings, Answer Simple Questions about oneself, Gender and numbers names, Vocabulary related to day-to-day life.

(7 Hours)

**Unit III**

Understand Signposts, Signs and Posters, Provide Short Information about the Job and the Person. definite and indefinite articles, present tense

(7 Hours)

**Unit IV**

Understand Information about the Person and the Work, understand simple instructions, talking about time and place, directions.

(7 Hours)

\* Any one may be opted. (Syllabus will be finalized by the concerned faculty along with Books – Text & Reference.

## **THIRD SEMESTER**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**

**Summer Training Report**

**Course Code: MIB 201**

**L-0 Credits-4**

All the students will submit their Summer Training Reports (in duplicate) within a period of one month in the concerned institute/school; this period shall be counted from the last date of completion of their Summer Training. The supervisor in the organization under whose guidance the summer training is carried out will be required to grade the student's report in the format prescribed by the university (Annexure – A). Each student will be attached with one internal faculty guide, with whom they shall be in continuous touch during the training period. The internal faculty guide will be required to evaluate (out of 40 marks) on the basis of the assessment report provided by the organization where the Summer Training has been completed and his/her own assessment about the work done by the student. The evaluation of the remaining 60 marks shall be made by external examiner appointed by the University who shall evaluate the report on the basis of presentation and the assessment report received from the organization where student has undergone Summer Training.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)  
**E-Business**

**Course Code: MIB 203**

**L-4 Credits-4**

**Objective:** The objective of this course is to expose the students to the managerial issues relating to information systems and help them identify and evaluate various options.

**Course Contents**

**Unit I**

**Meaning and Role of Information Systems:** Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems. Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis, and Strategic Information Systems Framework.

(16 Hours)

**Unit II**

**Planning for Information Systems:** Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems. Resource Requirements for Information Systems: Hardware and Capacity Planning, Software Needs, Procurement Options – Make or Buy decisions, Outsourcing as an Option.

(16 Hours)

**Unit III**

**Systems Design and Development Methodologies:** SDLC Approach, Prototyping, Spiral Method, End User Development. Logical and Physical Design. Evaluation of Information Systems.

(12 hours)

**Unit IV**

**Emerging Concepts and Issues in Information Systems:** Supply Chain Management, Customer Relationship Management, ERP. Introduction to Data Warehousing, Data Mining and its Applications.

(12 Hours)

**Note:** Each student will write a research paper on a specific Information System related issue of their choice. This paper may include the following:

- Historic Development
- Examination of Current Issues
- Exploration of the Actual or Expected Impact on Employees, Industry or Government, Presentation of available Alternatives if Applicable
- References

**Text Books**

1. James A O'Brien, George M Marakas and Ramesh Behl (2010). Management Information Systems, Ninth Edition, Tata McGraw Hill Education, New Delhi.
2. Ken Laudon and Jane Laudon and Rajanish Dass (2010). Management Information Systems, Eleventh Edition, Pearson, New Delhi.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**

**References Books**

1. Turban, E., McLean, E. and Wetherbe, J. (2001). Information Technology for Management: Making Connections for Strategic Advantage. John Wiley and Sons.
2. D.P.Goyal (2008). Management Information Systems-Managerial Perspectives, Second Edition, Macmillan, New Delhi.
3. S.A.Kelkar (2009). Management Information Systems-A concise Study, Second Edition, PHI Learning, New Delhi.
4. Nirmalya Bagchi (2010), Management Information Systems, Vikas Publishing House, New Delhi

## GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

### MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)

### International Management

Course Code: MIB 205

L-4 Credits-4

**Objective:** The objective of this course is to enable the students to manage business when the organizations are exposed to international business environment.

#### Course Contents

##### Unit I

**Nature and Scope of International Management:** Introduction to International Business; E.P.R.G. – Approach, The Environment of International Business, Reasons for Going International, Analyzing International Entry Modes, Strategy in the Internationalization of Business, Basic Models for Organization Design in Context of Global Dimensions; Entry Barriers, Global Competitiveness of Indian Organizations.

(14 Hours)

##### Unit II

**Managing Globally :** Global Marketing Management, Global Operations, Cross-Cultural, Management : Hofstede Study, Edward T Hall Study, Cultural Adaptation through Sensitivity Training, Global Human Resources Management, Aspects of Global Financial Management

(14 Hours)

##### Unit III

**Formulating Strategy for International Management:** Strategy as a Concept, Implementing Global Strategy, International Competitive Advantage; International Strategic Alliances, Global Mergers and Acquisition.

(14 Hours)

##### Unit IV

**Broad Issues in Globalization :** Emerging Global Players, Ethical issues in Context of International Business, The Social Responsibility of the Global Firm, Cross-Culture Communication and Negotiation, Leadership Issues, Business Improvement: Integrating Quality, Innovation, and Knowledge Management, The Role of the Parent: Managing the Multi Business Firm, Organizing and Structuring the Multi Business Firm.

(14 Hours)

#### Text Books

1. Lasserre, Philippe (2007), 3rd Edition Global Strategic Management, Palgrave MacMillan.
2. John D Daniels, Lee H Radebaugh Daniel P Sullivan , Prashant Salwan (2010). International Business Environments and Operations, Pearson Education

#### Reference Books

1. Tamer Cavusgil, Gary Knight (2010). International Business: Strategy, Management and the New Realities, 1st Edition, Pearson Education.
2. K Aswathappa(2008). International Business, Tata Mcgraw Hill.
3. Richard Hodgetts, Fred Luthans, Jonathan Doh (2008). International Management: Culture, Strategy and Behaviour, Pearson Education.
4. Deresky (2010). International Management: Managing Across Borders and Culture. Pearson Education.

## GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

### MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)

### **International Marketing Research**

**Course Code: MIB 207**

**L-4 Credits – 4**

**Objective:** The course aims at acquainting students with the concepts and procedures for international marketing and trains them to develop and implement plans and strategies for entering international markets and managing overseas operations.

#### **Course Contents**

##### **Unit I**

**International Marketing:** Meaning, Scope and Importance; International Marketing Orientation: E.P.R.G.– Approach: An overview of the International Marketing Management Process; International Marketing Environment. International Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture M & A, Setting-up of Wholly Owned Subsidiaries Aboard, Strategic Alliances.

(14 Hours)

##### **Unit II**

**International Product and Pricing Strategies:** Product Designing: Prod Standardization Vs Adaptation; Managing Product Line, International Trade Product Life Cycle, New Product Development; Pricing for International Markets: Factors Affecting International Price Determination; Price Quotation and Terms of Sale.

(14 Hours)

##### **Unit III**

**Managing International Distribution and Promotion:** Distribution Channel Strategy – International Distribution Channels, their Roles and Functions; Selection and Management of Overseas Intermediaries; International Distribution Logistics; Building brands in International markets; International Promotion Mix – Advertising and other Modes of Communication, Standardization Vs Adaptation, Global Advertising Regulations, Media and Message Considerations ; Planning for Trade Fairs and Exhibitions

(16 Hours)

##### **Unit IV**

**Emerging Trends in International Marketing:** Regionalism v/s Multilateralism; Trade Blocks; Important Grouping in the World; Legal Dimensions in International Marketing (Role of IMF and WTO); Marketing Research for Identifying Opportunities in International Markets. Use of Online Channels for International Marketing, Case Studies.

(12 Hours)

#### **Text Books**

1. Cateora, Philip R. and Graham John L. (2008). International Marketing. 11th Edition, Tata McGraw- Hill, New Delhi .
2. Czinkota, Michael R., and Ronkainen, Ilkka A. (2007). International Marketing, 8th Edition, Cengage Learning, New Delhi.

#### **Reference Books**

1. Hollensen, S. (2010), Global Marketing , 4th Edition, Pearson Education.
2. Onkvisit, Sak and Shaw Johan J. (2009) International Marketing- Strategy and Theory, Fifth Edition, Taylor and Francis.
3. Keegan, Warren J. (2009). Global Marketing, 4th Edition, Pearson Education, New Delhi.
4. Joshi, R M (2005) , International Marketing, Oxford University Press



## GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

### MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)

### Export-Import Procedures and Documentation

**Course Code: MIB 209**

**L-4 Credits - 4**

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

#### Course Contents

##### Unit I

**Policy Framework:** India's Foreign Trade in Pre- and Post-liberalisation Era; Export-Import Policy, Infrastructural Support for India's Foreign Trade: Policy Formulating, Consultative and Deliberative Bodies; Export Promotion Councils, Commodity Boards and Product Development Authorities; Support Organizations and Services – IIFT, ITPO, Export Inspection Agencies; Indian Council of Arbitration; FIEO, Commercial Representatives Abroad; State Governments and their Role in Trade Promotion; Canalization Policy and Role of Public Sector Organizations.

(14 Hours)

##### Unit II

**Procedures & Documentation:** (a) Setting up Export Company, IEC Number / RCMC from Export Promotion Council, Benefits and Cost Export Sales Contracts-Terms/Conditions, Terms & Ship rent, processing of export order

(b)**Documentation** : Proforma Invoice, Commercial Invoices and its Attestation, Packing List, Inspection Certificate, Certificate of Origin, Shipping Bills, AR4 Form, Mate's Receipt, GR Form, Marine Insurance Policy, ECGC Policy, Bill of Exchange, Bank Realization Certificate, Bill of lading, Airway Bill, BSP Certificate / Spl Consular Invoice and other related documents.

(14 Hours)

##### Unit III

**Methods and Terms of Payments for Exports:** Cargo, Credit and Foreign Exchange Risks: Procedure for Filing Claims; Quality control and Pre-shipment Inspection; Excise and Custom Clearance; Export Incentives: Major Incentives and Procedures for Claiming them, Procurement for Exports –Planning and Methods of Procurement for Exports; Custom Clearance of Imports – Regulations and Procedures; Managing Risks Involved in importing ; Duty Exemption Schemes : Objectives, Benefits, Procedures and Documentation; Schemes for Import of Capital Goods: Procedures for New/second Hand Capital Goods.

(14 Hours)

##### Unit IV

**Foreign Trade Financing and Insurance Schemes:** Pre-and Post-shipment Export Credit Schemes, Import Financing Schemes; Role of EXIM Bank and Commercial Banks; Export Credit and Foreign Exchange Covers, Export Credit and Guarantee Corporation (ECGC), Financial Guarantees; Export / Trading/ Star trading/ Superstar Trading Houses : Objective Criteria and Benefits; Procedures and Documentation; Policy for EOU / FTZ / EPZ units : Objectives, Criteria and Benefits; Procedures and Documentation.

(14 Hours)

#### Text Books

1. Foreign Trade Policy (2009-2013).
2. Ram Paras (2009). Export: What, Where and How?, Anupam Publications.

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**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**

**Reference Books**

1. IMPEX Times, various issues.
2. Export Manual, Anupam Publications (2012).
3. Indian Trade Journal

## GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

### MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB) **International Supply Chain Management and Logistics**

**Course code: MIB 211**

**L-4 Credits-4**

**Objective:** The objective of the course is to provide a comprehensive analysis of the principles and practices of International Distribution and logistics.

#### **Course Contents**

##### **Unit I**

**Supply Chain Management:** Concepts, Issues in Supply Chain Management; Demand Volatility and information distortion, Managing networks and relationships; Sourcing Internationally, Subcontracting within an International Dimension, The Architecture of Physical distribution network in a Global Operation Approach, International Distribution Management: Types of Intermediaries, Channel Objectives and Constraints, Channel Selection and Management, Global Retailing, International Channel Innovation.

(14 Hours)

##### **Unit II**

**Logistics Framework:** Concept, Objective and Scope; Transportation, Warehousing, Inventory Management; Packing and Unitization; Control and Communication, Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics.

(14 Hours)

##### **Unit III**

**Logistics Network Design for Global Operations:** Global Logistics Network Configuration, Orienting International Facilities: Considerations and Framework, Trade-offs Associated with each Approach, Mapping the different Approaches, Capacity Expansion Issues; Information Management for Global Logistics: The Global LIS/LITS: Capabilities and Limitations, Characteristics of Logistics Information and Telecommunications Systems.

(14 Hours)

##### **Unit IV**

**Performance Measurement and Evaluation in Global Logistics:** Operations and Logistics Control: Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectoral Integration; Organizational Structure for Global Logistics Excellence; The Organizational Implications of Sectoral Logistics Cooperation, The International Factor in Global Organizations.

(14 Hours)

#### **Text Books**

1. Rushton, A., Croucher, P. and Peter Baker, (2006). Handbook of Logistics and Distribution Management, 3<sup>rd</sup> Edition, Kogan Page Pub..
2. Christopher Martin. (2005). Logistics & Supply Chain Management Creating Value-adding Networks, 3<sup>rd</sup> Edition, Pearson Education.

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**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**

**Reference Books:**

1. Chopra Sunil and Peter Meindl (2009). Supply Chain Management, 4<sup>th</sup> Edition, Pearson Education.
2. Ballou, R. H. (2004). Business Logistic Management, 5<sup>th</sup> Edition, Prentice Hall, New Delhi.
3. Bowersox, D. J., David, J & Cooper (2006). Supply Chain Logistics Management, McGraw Hill.
4. Alan Harrison, Remko Van Hook (2008), Logistics Management & Strategy-Competing Through the Supply Chain, 3<sup>rd</sup> edition, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)

**International Financial Management**

**Course Code: MIB 213**

**L-4 Credits: 4**

**Objective:** The aim of the course is to develop those skills that equip students to understand and appreciate the international financial issues that companies face when they operate in several separate countries. This course discusses various issues related to international capital markets, foreign exchange rate determination and global financial management.

**Course Contents**

**Unit I**

**Global Financial Environment:** Overview, International Flow of Funds: Balance of Payment; Development in International Monetary System, IMF.

(14 Hours)

**Unit II**

**International Parity Conditions and Exchange Rate Determination:** Exchange Rate Mechanism, Interest Rate Parity, Purchasing Power Parity & Real Exchange Rates, Forecasting Exchange Rates, Exchange Rate Quotations: Spot, Forward, Wholesale – Retail, One way – Two way, Foreign Exchange Market in India; Players involved.

(14 Hours)

**Unit III**

**Foreign Exchange Risk Measurement & Management:** Foreign currency Hedging Decisions; Foreign currency Derivatives; Interest Rate & Foreign Currency Swaps, Political & Country Risk.

(14 Hours)

**Unit IV**

**International Investment:** International Capital Market, International Debt Financing, International Capital Budgeting, Financing International Trade, Managing Working Capital, FDI, Joint Venture.

(14 Hours)

**Text Books**

1. Bhalla. V. K. (2010). International Financial Management, 10<sup>th</sup> Edition, Anmol Publications Pvt. Ltd.
2. Siddaiah, (2010). International Financial Management, 1<sup>st</sup> edition, Pearson Education.

**Reference Books**

1. Apte, P.G. (2009). International Financial Management, 5<sup>th</sup> edition, Tata Mcgraw–Hill.
2. Vij. Madhu.(2006). International Financial Management, 2<sup>nd</sup> Edition, Excel Books.
3. Shapiro. (2006). Multinational Financial Management. 8<sup>th</sup> Edition. Prentice–Hall
4. V. Sharan, (2004). International Financial Management, 4<sup>th</sup> edition, Prentice- Hall.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA IB)  
**Foreign Language – II (German/French/Chinese)\* NUES**

**Course Code: MIB 215**

**L-2 Credits: 2**

**Objective:** The objective of the course is to introduce the language and to enable the students to make a beginning in using (reading, writing & speaking) the language. To the extent that this required for conducting International Business.

**Course Contents**

**Unit I**

Provide Information about the Job, the Departments, the Company, the Products and Processes in a Conversation. Negation, Interrogation, adjectives.

(07 Hours)

**Unit II**

Understand Standard Information Related to the Working Field. More about present tense and sentence formation Adjectives of Colour, Place, Direction, Nationality; Vocabulary related to day-to-day activities (For example: home, school/college, office, restaurant, library, post-office, and the like)

(07 Hours)

**Unit III**

Understand Standard Letters and Texts about Working Processes and Product Descriptions, Days and months, Preparations and Conjunctions; introduction to Past tense, Explain Concepts and Clarify Misunderstandings. Answer Standard Inquiries, Make Quotations, Write Short Texts with a Familiar Content, Possibly Give Some Explanation and Answer Simple Questions.

(07 Hours)

**Unit IV**

Understand Sample Letters, Appointments, Invitations and Information in Short Texts. Write Faxes and e-mails. Explain a Graphic and Reflect the Content, Demonstrative Adjectives and Possessive Adjectives, introduction to Future tense, Greeting and Welcoming; Reflective Verbs, Adverbs of Time, Place and Quantity.

(07 Hours)

\* Any one may be opted. ( Syllabus will be finalized by the concerned faculty along with Books – Text & Reference.

# **FOURTH SEMESTER**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**  
**International Business Strategy**

**Course Code: MIB 202**

**L – 4 Credits: 4**

**Objective:** The objective of this paper is to help students to understand the strategy making process and develop Business Strategy which are integrative and responsive to rapid changes in an organization that operates in global environment. It will also help them to understand the task of implementing and evaluating strategy in a global environment.

**Course Contents**

**Unit I**

**Nature of Strategic Management:** Concept of Strategy; Vision & Mission, Goals and Objectives; External Environment, Analyzing Companies Resource in Competitive Position; Strategic Management Process, Corporate Governance.

(10 Hours)

**Unit II**

**Strategy Formulation:** External Environment Analysis; Analyzing Companies Resource in Competitive Position – Concept of Porter’s Five Forces Model, Concept of Value Chain, Grand Strategies;, Porter’s Generic Strategies; Mintberg’s 5Ps of Strategy. Strategies for Competing in Global Markets, Globalization & Strategic Management.

(14 Hours)

**Unit III**

**Corporate Level Strategies:** Diversification Strategies: Creating Corporate Value and the Issue of relatedness, Vertical Integration: Coordinating the Value Chain, The Growth of the Firm: Internal Development, Mergers & Acquisitions and Strategic Alliances Restructuring Strategies: Reducing the Scope of the Firm, Competitive Advantage in Global Economy.

(18 Hours)

**Unit IV**

**Strategy Implementation and Evaluation:** Structural Consideration and Organizational design. Leadership and Corporate Culture, Leadership issues in implementation; Issues in global strategy implementation. Strategy Evaluation: Criteria for strategy evaluation; strategic control; techniques of strategic evaluation and control, Balanced Score Card; Global issues in strategic management

(14 Hours)

**Text Books**

1. Hitt, Michael A., R. Duane Ireland and Robert E., Hokisson (2009), Strategic Management: Competitiveness and Globalization, Southern Western Evolution, Cengage Learning.
2. Thompson, Arthur A. and A.J. Strickland (2003), Strategic Management, 13<sup>th</sup> Edition McGraw Hill.



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**

**Reference Books**

1. Kazmi, Azhar (2008), Business Policy, Tata McGraw Hill, Delhi
2. Bartlett, C.A. and S. Ghoshal (2006), Transnational Management: Text, Cases, and Readings in Cross Border Management, Irwin, London
3. H. Igor, Ansoff (1990), Implanting Strategic Management, Prentice Hall, New Jersey

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**  
**Cross Cultural Consumer Behavior**

**Course Code: MIB 204**

**L - 4 Credits: 4**

**Objective:** The main objective of this paper is to help students to develop basic understanding of the concepts and theories of consumer and industrial buyer behavior and their applications in marketing decision making.

**Unit I**

**Consumer Behaviour Theory and its Application to Marketing Strategy:** Consumer Buying Process Extensive, Limited and Routine Problem Solving Behaviors. Internal Determinants of Buying Behaviour; Individual differences among customers and market segmentation; Needs, motivation and involvement; Information processing and consumer perception; Learning. Attitudes and attitude change: Personality and psychographics (values and life style analysis)

(16 Hours)

**Unit II**

**External Determinants of Buying Behaviour:** Family and household influences; Reference groups and social class; Culture and subcultures; Methods of Consumer Behaviour; Organizational Buying Behaviour; Buying Process; Influence and Model.

(12 Hours)

**Unit III**

**Cross-cultural consumer and Industrial Buying Behaviour:** Economics, demographic and socio cultural trends and consumer behavior; Globalization of consumer markets and international marketing implications.

(14 Hours)

**Unit IV**

**Innovation Diffusion and Consumer Adaption Process:** Diffusion of Innovation Across Nations/Cultures; Consumer Satisfaction and Other Feedbacks; Cross-Cultural Consumer Research – Complexities and Issues.

(14 Hours)

**Text Books**

1. Engel, James F., Roser D. Blackwell and Pau; W. Miniard (2005), Consumer Behaviour; Dryden Press, Chicago.
2. Schiffan, Leon G and Kanuk, Lealic Lazer (2000), Consumer Behaviour, Prentic-Hall of India Pvt. Ltd.

**Reference Books**

1. Assael, H. (1992), Consumer Behaviour and Marketing Action, PWS – KENT.
2. Hawkins, Dal I., Roger J. Best and Kenneth A, Coney (1997), Consumer Behaviour; Implications for Marketing Strategy, Richard D, Irwin, Chicago.
3. Hoyer, Wayne D and Deborah J. Maclunis (2008), Consumer Behaviour, Cengage South – Western.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**  
**International Business Negotiation**

**Course Code: MIB 206**

**L-4 Credits – 4**

**Objective:** The objective of this course is to introduce the students to the principles of business negotiation, to the existing social, cultural differences in the International Environment and their influence on the strategy and tactics in the business negotiation with foreign partners in different reasons. The student will be able to understand the main rules and approaches to the process of business negotiation.

**Course Contents**

**Unit-I**

**Culture, its Definition and Characteristics:** Culture's Consequences on Different Aspects of Business; Personality of a Successful Negotiator. Process of Negotiation: Main Attributes and Stages; Preparation for and Planning of Business Negotiation. The Organizational and Factual Side of the Negotiation Process, and Specifics of the International Environment.

(16 Hours)

**Unit II**

**Rules of Effective Persuasion. Problems of Concessions:** Guidelines on Making Concessions, and Ways to Break Deadlocks; Position of Strength and its Main Factors. Analysis of Strong and Weak Spots and Commonly used Procedures and Tactics; Time Aspects of Business Negotiation, The Problem of Terms and Dates, Their Use and Fulfillment. How to Negotiate by Telephone. Main Advice and Techniques, Cross-Cultural Differences.

(12 Hours)

**Unit-III**

**Negotiating Strategies:** Competitive and Cooperative Strategies, Negotiation Tactics. Comparison of Different Negotiation Styles.

(14 Hours)

**Unit-IV**

**Negotiating in Countries:** Negotiating in Latin America; Negotiating in Asia and the Pacific Rim.; Negotiating in the Near and Middle East; Negotiating in Africa; Negotiating in Europe.

(14 Hours)

**Text Books**

1. Richard Hodgetts, Fred Luthans, Jonathan Doh (2008). International Management: Culture, Strategy And Behaviour, Pearson Education.
2. Pervez N. Gauri and Jean Claude Usunier, (2008) International Business Negotiations, Elsevier Ltd.

**Reference Books**

1. Roger Fisher, William Ury, and Bruce Patton (2011). Getting to Yes: Negotiating Agreement without giving, Penguin.
2. Roger Fisher and Danny Ertel, (1995) Getting Ready to Negotiate: The Getting to Yes Workbook, Penguin,
3. Leigh L. (2006). Negotiation Theory and Research, Psychology Press.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**  
**WTO and International Business Laws**

**Course Code: MIB 208**

**L-4 Credits: 4**

**Objective:** The course is intended to sensitize the students about the importance of WTO. The objective of the paper is to acquaint the students with legal dimensions of International Business and to enable them to formulate strategies as compatible with laws and treaties governing international business operations

**Course Contents**

**Unit I**

**Regulatory Framework of WTO:** Basic principles and charter of GATT/WTO: GATT/WTO provisions relating to preferential treatment of developing countries; Regional groupings, subsidies, technical standards, antidumping, duties and other non-tariff barriers, custom valuation and dispute settlement; Implications of WTO to important sectors – GATS, TRIPs and TRIMs.

(18 Hours)

**Unit II**

**Legal Framework of International Business:** International Conventions and Trade Law; code and common laws and their implications to business; international Business Contract-Legal Provisions; Payment Terms; International Sales Agreement; Right and duties of agent and distributors; International Commercial Arbitration

(10 Hours)

**Unit III**

**Enforcement and Settlement:** Enforcement of Contracts and dispute settlement; Regulatory Framework: International Business Transactions – FEMA Laws, Taxation of Foreign Income; Taxation Treaties; Foreign Investments; Setting up of office and branches abroad;

(10 Hours)

**Unit IV**

General Introduction in the Intellectual Property Law: The Notion of Intellectual Property, Historical Background, The Main Fields of Intellectual Property, Industrial Property Law: Inventions, Industrial Creations Characterized by Relative Novelty (innovations), Know-How, Industrial Designs and Models, Utility Models, Layout-designs of Semiconductor Integrated Circuits (semiconductor chips), Plant Varieties, Trademarks, Geographical Indications, Trade-names, Emblems, Other Distinctive Signs; Scientific Discoveries, Neighboring Rights.

(13Hours)

**Text Books**

1. Julian D. M. Lew, Clive Stanbrook (1983), International Trade Law and Practice Euro money Publications, London.
2. Das Bhagirath Lal (2003). The WTO and the Multilateral Trading System: Past, present and future, Third World Network and Zen Books.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**

**Reference Books**

1. Patrick, Hearn (1987), International Business Agreements; A Practical Guide to the Negotiation and Formulation of Agency, Distribution and Intellectual Licencing Agreements. Gower Publishing Co. Pvt. Ltd.
2. Petersmann, Ernst – Ulirch (1982), International Trade Law and GATT/WTO Dispute Settlement System, Lower Law International London
3. Motiwal OP, Awasthic HIC (2010), International Trade-the law and Practice: Bhowmik and Company, New Delhi.
4. David Rainbridge (2012). Intellectual Property, Pearson Education.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**  
**Global Competitiveness and Strategic Alliances**

**Course code: MIB 210**

**L-4 Credits-4**

**Objective:** The purpose of the course is to familiarize the students with the basics of global competitiveness and to learn strategies in world markets. The course also aims at exposing the students to the forms and success ingredients of strategic alliances, which are fast emerging as basic tools for business success.

**Course Contents**

**Unit I**

**Global Competitiveness:** An Overview – Macroeconomic and Business Strategy Perspective, Framework for Assessing Competitiveness – Various Approaches; International and National Competitiveness Studies. (12 Hours)

**Unit II**

**Developing Competitiveness:** Government Policy and Competitiveness, Role of Quality and Productivity in Achieving World Class Competitiveness; Attaining Competitiveness through Integrative Process Management; Science, Technology and Innovation Policy, Human Capital and Competitiveness, Role of Information Systems in Building Competitiveness, Industrial Clusters and Business Development, Strategic Management of Technology and Innovation. (16 Hours)

**Unit III**

**Global Competitiveness of Indian Industry:** Status; Cause of Uncompetitiveness; Strategic Options for Building Competitiveness, Internationalization of Indian Business: Selected Case Studies of Globally Competitive Indian Companies. (14 Hours)

**Unit IV**

**Strategic Alliances:** Value Creation in Alliances Strategy, Management of Strategic Alliances; Strategic Alliances in Indian Context. (14 Hours)

**Text Books**

1. Momaya Kiran (2001). International Competitiveness: Evaluation and Enhancement, Hindustan Publishing Corporation (India).
2. Fidelis Ezeela Harrison (1999). Theory and Policy of International Competitiveness, Greenwood Publishing Group.

**References Books:**

1. Marcela, Vivian Walsh (2007). International Competitiveness and Technological Change, Oxford Press.
2. Hamel G. and Prahalad C.K (1994). Competing for the future. Harvard Business Press.
3. IMD, World Competitiveness Year Book, Latest issue.
4. World Economic Forum, Global Competitiveness Report, Latest report.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS (MBA - IB)**  
**Project Dissertation**

**Course Code: MIB 212**

**Credits - 06**

Every student will be assigned a project topic at the end of the third semester and it will be pursued by him/her under the supervision of an internal supervisor. The dissertation along with soft copy will be submitted by the students in their respective institutions. The format of the report is given below:

- Executive Summary
- Introduction
- Objective of the Research Undertaken
- Hypothesis, if any
- Literature Review
- Research Methodology
- Data Analysis
- Findings and Conclusions
- Recommendations
- Bibliography/References
- Appendices – to include questionnaire, if any

The student shall be required to submit progress reports as per the schedule to be announced by the School/ Institutions for assessment by the project guide.

The dissertation shall be evaluated by External and Internal Examiners separately from out of 60 and 40 marks respectively. The internal assessment shall be done on the basis of a presentation by the student as per the assessment schedule to be decided and announced by the School/Institution. The external assessment shall be done on the basis of Viva Voce and the report.