

REGULATIONS PERTAINING TO MASTER OF INTERNATIONAL BUSINESS (M.I.B)
COURSE UNDER CBC SYSTEM FROM 2014-15 ONWARDS

1. OBJECTIVE:

The broad objective of the Master of International Business course is to impart to the Students, professional education and training in various aspects of international business and its environment and provide them with opportunities to develop managerial and analytical skills in order to meet the challenges of business at the national and global level.

2. Eligibility for Admission:

Candidates who have passed the Bachelor's / Master's Degree examination of this University or of any other University recognized as equivalent thereto and has secured not less than 50% of the marks in the aggregate in Arts, Science, Commerce, Management, Social Sciences, Engineering/Technology courses shall be eligible for admission to the course. In the case of SC/ST/Cat-I students and blind students the minimum percentage of marks required shall be less by 5%.

3. Duration of the Course:

The course of study for M.I.B, degree shall extend over a period of two years divided into 4 (four) semesters. Each Semester will be of 16 weeks or more duration with a minimum of 90 actual working days.

4. Scheme of Instruction:

1. In each semester there will be seven papers (including practicals)
2. There will be 27 contact hours per week. This includes practicals.
3. Candidates are required to maintain record for computer practicals, which will have to be certified by the Chairman / Co-ordinator of the course, failing which students will not be permitted to take the end semester examination in that subject.

5. Attendance:

Each course (theory/practical) shall be treated as an independent unit for the purpose of attendance. A student shall attend a minimum of 75% of the total instruction hours in a course (theory/practical) including tutorials and seminars in each semester. There shall be no provision for condonation of shortage of attendance and a student who fails to secure 75% attendance in a course shall be required to repeat that semester.

6. Medium of Instruction:

The medium of instruction shall be English. However a candidate will be permitted to write the examination either in English or in Kannada.

7. Registering for the Examination:

A candidate shall register for all the papers of a semester when he appears for the examination of that semester for the first time.

8. Scheme of Examination:

8.1 There shall be a University examination at the end of each semester.

8.2 The details of the scheme of examination are as given below:

| Sl. No. | Course | Duration | No. of papers per semester | Maximum Marks of Per Semester | No. of Credits |
|---------|--------|----------|----------------------------|-------------------------------|----------------|
| 1 | M.I.B | I & II | 6+1 | 700 | 52 (26+26) |

8.3 Each semester will normally have six (Hardcore) and one (soft core) paper and each shall be for 100 marks.

8.4 Each semester will normally have six papers and each shall be for 100 marks.

8.5 (i) The composition of theory and internal assessment marks for each paper will be 70 and 30 respectively. However, in Computer related papers it will be 70+30 (theory + practical).

ii. Duration of examination per theory paper of 70 marks shall be for 3 hours, for practicals it will be 1 1/2 (one and half) hours.

iii. Practical records will be evaluated as part of the practical examination.

iv. In case of practical examinations, students will be assessed on the basis of knowledge of processes, skills operations involved, results/calculations and reporting.

v. Practical examination will be conducted with both internal and external examiners. If the external examiner absents, then the examination will be conducted by two internal examiners.

8.6 Every theory paper shall ordinarily consist of two/three sections, developed to testing of conceptual skills, understanding skills, comprehension - skills, articulation and application skills.

8.7 (i) In case of theory papers the various components of internal assessment will be as follows:

i. Assignment – 5 Marks

ii. Attendance – 5 marks

iii. Internal Test – 20 Marks

(The test shall be for 1 1/2 hour duration carrying 40 marks. The marks scored by the candidate shall be later reduced to 20 marks).

(ii) The Departmental Council / College / Centre shall notify in the first week of each semester, scheme of internal assessment, containing the details of tests, assignments, and seminars.

- (iii) Co-ordination Committee: In order to monitor IA tests there shall be Co-ordination Committee consisting of the following:
1. Chairman BOS: Chairman
 2. One senior faculty member
 3. Two members from affiliated colleges as recommended by the BOS
- (iv) At least one week prior to the last working day, I.A. marks secured by the candidates shall be displayed on the notice board.
- (v) The Departmental Council / College / Centre may decide to give test/seminar to candidates who absent themselves for the above, only if the Council is convinced that the absence of the candidate is on valid grounds. However, the Council will allow the candidate to avail of this provision within the duration of that semester.
- (vi) The statement of internal assessment shall be sent to the Registrar (Evaluation) one week prior to the commencement of that particular semester examination.

Question Paper Pattern:

Section – A:

Answer any Seven Questions out of Ten. Each Question Carries Two Marks (7x2=14)

Section – B:

Answer any Four Questions out of Six. Each Question Carries Five Marks (4x5=20)

Section – C:

Answer any Three Questions out of Five. Each Question Carries Twelve Marks (3x12=36)

9. Internship Training:

Each student will select one business unit – a manufacturing or service organization for his training after the second semester. The student will study the organizational structure, financial position, information systems, customer profile, profile of competitors and the like, besides studying the marketing, HR and operations practices and submit a report in the beginning of third semester which will be evaluated for 50 marks by single examiner.

10. Dissertation:

Each candidate is required to develop a case in finance/accounting/banking and analyse the same with probable solutions and submit a report based on the above to the Chairman of the Department before the end of fourth semester. This will be evaluated for 70 marks. Dissertation guidance for a faculty member will involve a workload of 5 hours per week in a semester. Dissertation guidance of 8 students by a faculty member will be equivalent to the teaching of one paper per semester. Viva voce examination will be conducted for 30 marks by BOE.

11. Board of Examiners and Valuation of Answer Scripts:

- 11.1 Each written paper shall be valued by one internal examiner and one external examiner. Each practical examination shall be jointly conducted and evaluated by one internal examiner and one external examiner or two external examiners if there are no internal examiners. But not by two internal examiners.

- 11.2 If the difference in marks between two valuation is more than 15% of the maximum marks, the Registrar (Evaluation) or his nominee shall check the entries and the total marks assigned by the two valuers. If there is any mistake in totaling, it shall be rectified. While checking the total, if it is observed that any one or more of the answers is not valued by one of the valuers, the Chairman, BOE shall advise internal members of the Board of Examiners to value that answer. After receiving the marks, the Chairman, BOE shall make the necessary corrections. Despite all these corrections, if the difference between the two valuations is still more than 15%, the Chairman, BOE shall arrange for third valuation by examiners from the approved panel of examiners.
- 11.3 In case of two valuations, the average of the two valuations and if there are three valuations, the average of the nearest two valuations shall be taken for declaring results. The candidates not satisfied with the results may apply for photocopies of the answer scripts and / or challenge valuation.

12. Challenge Valuation:

A student who desires to challenge the marks awarded to him/her may do so by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 15 days after the announcement of the results. Such candidates shall be provided with a Xerox copy of the answer book after concealing the name of the valuers.

The answer scripts for which challenge valuation is sought for shall be sent to another external examiner. The average of the marks awarded in the challenge valuation and the marks of the earlier valuation which is closer to the challenge valuation shall be the final award.

Classification of Successful candidates:

Minimum for a pass in each paper shall be 40% (Semester paper in that/end paper no minimum for internal assessment) and 50% in aggregate of all the semester. However, minimum pass in each paper shall be 40% in semester end exam and 50% in aggregate of all papers in that semester.

The results of successful candidates at the end of each semester shall be declared on the basis of Percentage of Aggregate Marks and in terms of Grade Point Average (GPA) and alpha – sign grade. The results at the end of the fourth semester shall also be classified on the basis of Percentage of Aggregate Marks and on the basis of the Cumulative Grade Point Average (CGPA) obtained in all the four semesters and the corresponding overall alpha – sign grade. An eight point grading system, alpha – sign grade as described below shall be adopted.

| | |
|------------------------------|--------------------------------------|
| First Class with Distinction | 70% and above (A+, A++ or O) |
| First Class | 60% and above but less than 70% (A) |
| High Second Class | 55% and above but less than 60% (B+) |
| Second Class | 50% and above but less than 55% (B) |
| Pass Class | 40% and above but less than 50% (C) |

Eight Point Alpha – Sign Grading Scale:

| | | | | | | | | |
|---------------------|----|------|--------|--------|------|------|------|------|
| Grade Point Average | <4 | 4-<5 | 5-<5.5 | 5.5-<6 | 6-<7 | 7-<8 | 8-<9 | 9-10 |
| Alpha-Sign Grade: | D | C | B | B+ | A | A+ | A++ | O |

The Grade Point Average (GPA) in a Semester and the Cumulative Grade Point Average (CGPA) at the end of fourth semester shall be computed as follows:

Computation of Grade Point Average (GPA):

The grade points (GP) in a course shall be assigned based on the basis of actual marks scored in that course as per the table below. They shall be generally percentages divided by 10. The Grade Point Weights (GPW) shall then be calculated as the product of the grade points earned in the course and the credits for the course. The total GPW for a semester is obtained by adding the GPW of all the courses of the semester.

ILLUSTRATION 1 (26 Credits)

| Papers | P1 | P2 | P3 | P4 | P5 | P6 | P7 | Total |
|----------------------------|------|------|------|------|------|------|------|-------|
| Max. marks | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 700 |
| % Marks Obtained | 77 | 73 | 58 | 76 | 64 | 66 | 82 | 496 |
| Grade Points Earned (G.P.) | 7.7 | 7.3 | 5.8 | 7.6 | 6.4 | 6.6 | 8.2 | - |
| Credits for the Course (C) | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 26 |
| Total GPW = GP x C | 30.8 | 29.2 | 23.2 | 30.4 | 25.6 | 26.4 | 16.4 | 182 |

Semester Aggregate Marks : **$496 / 700 = 70.86\%$**

Classification of Result : First Class with Distinction

The GPA shall then be computed by dividing the total GPW of all the courses of study by the total credits for the semester, $GPA = \text{Total GPW} / \text{Total Credits} = 182 / 26 = 7.0$

Semester Alpha Sign Grade: **A+**

ILLUSTRATION 2 (24 Credits)

| Papers | P1 | P2 | P3 | P4 | P5 | P6 | Total |
|----------------------------|------|------|------|------|------|------|-------|
| Max. marks | 100 | 100 | 100 | 100 | 100 | 100 | 600 |
| % Marks Obtained | 67 | 73 | 78 | 76 | 84 | 88 | 466 |
| Grade Points Earned (G.P.) | 6.7 | 7.3 | 7.8 | 7.6 | 8.4 | 8.8 | - |
| Credits for the Paper | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| Total GPW = GP x C | 26.8 | 29.2 | 31.2 | 30.4 | 33.6 | 35.2 | 186.4 |

Semester Aggregate Marks: **$466 / 600 = 77.67\%$**

Classification of Result: First Class with Distinction

GPA = Total GPW / Total Credits = $186.4 / 24 = 7.77$

Semester Alpha Sign Grade: **A++**

Calculation of Cumulative Grade Point Average (CGPA):

The Cumulative Grade Point Average (CGPA) at the end of the fourth semester shall be calculated as the weighted average of the semester GPW. The CGPA is obtained by dividing the total of GPW of all the four semesters by the total credits for the programme.

ILLUSTRATION I

| Semester | I | II | III | IV | Total |
|---------------------------|----------|-----------|------------|-----------|--------------|
| Total Marks per Semester | 700 | 700 | 600 | 600 | 2600 |
| Total Marks Secured | 496 | 560 | 466 | 510 | 2032 |
| Semester Alpha Sign Grade | A+ | A++ | A+ | A++ | - |
| Semester GPA | 7.0 | 8.0 | 7.77 | 8.5 | - |
| Semester Credits | 26 | 26 | 24 | 24 | 100 |
| Semester GPW | 182 | 208 | 186.5 | 204 | 822.9 |

Aggregate Percentage of Marks = $2032 / 2600 = 78.15 \%$

Classification of Result: ***First Class with Distinction***

Cumulative Grade Point Average (CGPA)

= Total of Semester GPW / Total Credits for the programme = $780.5 / 100 = 7.805$

Programme Alpha Sign Grade: **A++**

These are the sample illustrations of computing semester grade point averages and cumulative grade point average and the alpha – sign grades assigned.

13. MINIMUM FOR A PASS:

- 13.1 A candidate shall be declared to have passed the PG program if he/she secures at least a CGPA of 4.0 (Course Alpha-Sign Grade C) in the aggregate of both internal assessment and semester end examination marks put together in each unit such as Theory Papers / Practical's / Project Work / Dissertation / Viva-Voce.
- 13.2 The candidates who pass all the semester examinations in the first attempts are eligible for ranks provided they secure at least CGPA of 6.0 (or Alpha-Sign Grade A).
- 13.3 The results of the candidates who have passed the fourth semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed Lower semester examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.
- 13.4 A candidate who passes the semester examinations in parts is eligible for only Class / CGPA and Alpha-Sign Grade but not for ranking.
- 13.5 There shall be no minimum in respect of internal assessment.
- 13.6 A Candidate who fails in any of the unit / project work / Project Report / dissertation / viva-voce shall reappear in that unit / project work / Project Report / dissertation / viva-voce and pass the examination subsequently.

14. CARRY OVER PROVISION: Candidates who fail in a lower semester examinations may go to the higher semesters and take the examinations.

15. REJECTION OF RESULTS:

- i. A candidate who fails in one or more papers of a semester may be permitted to reject the result of the whole examination of that semester. Rejection of result paper wise shall not be permitted. A candidate who rejects the results shall appear for the examination of that semester in the subsequent examination.
- ii. Rejection shall be exercised only once in each semester and the rejection once exercised shall not be revoked.
- iii. Application for rejection along with payment of the prescribed fee shall be submitted to the Registrar (Evaluation) through the department/college together with the original statement of marks within 30 days from the date of publication of the result.
- iv. A candidate who rejects the result is eligible for only class and not for ranking.

16. IMPROVEMENT OF RESULTS:

- i) A candidate who has passed in all the papers of a semester may be permitted to improve the result by reappearing for the whole examination of that semester.
- ii) The reappearance could be permitted twice during double the period without restricting it to the subsequent examination only. The regulation governing maximum period for completing various degree/ diploma programme notified by the University from time to time shall be applicable for improvement of results also.
- iii) The student could be permitted to apply for the improvement examination 45 days in advance of the pertinent semester examination whenever held.
- iv) If the candidate passes in all the subjects in reappearance, higher of the two aggregate marks secured by the candidate shall be awarded for that semester. In case the candidate fails in the reappearance, candidate shall retain the first appearance result.
- v) A candidate who has appeared for improvement is eligible for class only and not for ranking.

Internal assessment marks shall be shown separately in the marks card. A candidate who has rejected the result or who, having failed, takes the examination again or who has appeared for improvement shall retain the internal assessment marks already obtained.

A candidate who fails in any of the semester examinations may be permitted to take the examinations again at a subsequent appearance as per the syllabus and scheme of examination in vogue at the time the candidate took the examination for the first time. This facility shall be limited to the following two years.

17. POWER TO REMOVE DIFFICULTIES

- i) If any difficulty arises in giving effect to the provisions of these regulations, the Vice-Chancellor may by order make such provisions not inconsistent with the Act, Statutes,

Ordinances or other Regulations, as appears to be necessary or expedient to remove the difficulty.

- ii) Every order made under this rule shall be subject to ratification by the Appropriate University Authorities.

M.I.B (MASTER OF INTERNATIONAL BUSINESS) - COURSE MATRIX

| Paper | Subjects | Instruction Hrs/Week | Duration of Exam (Hrs) | Marks | | | Credits |
|--|---|----------------------|------------------------|-------|------|-------|-----------|
| | | | | IA | Exam | Total | |
| I SEMESTER M.Com (MASTER OF COMMERCE) | | | | | | | |
| 1.1 | India's Foreign Trade Policy & Business Negotiation | 4 | 3 | 30 | 70 | 100 | 4 |
| 1.2 | International Trade & Environment | 4 | 3 | 30 | 70 | 100 | 4 |
| 1.3 | Multi Cultural Management | 4 | 3 | 30 | 70 | 100 | 4 |
| 1.4 | Global Legal Environment | 4 | 3 | 30 | 70 | 100 | 4 |
| 1.5 | Global Resources | 4 | 3 | 30 | 70 | 100 | 4 |
| 1.6 | Foreign Language (European – I) French OR German | 4 | 3 | 30 | 70 | 100 | 4 |
| 1.7 | SOFT CORE Communication Skills | 3 | 3 | 30 | 70 | 100 | 2 |
| I SEMESTER TOTAL OF CREDITS | | | | | | | 26 |

| Paper | Subjects | Instruction Hrs/Week | Duration of Exam (Hrs) | Marks | | | Credits |
|---|--|----------------------|------------------------|-------|------|-------|-----------|
| | | | | IA | Exam | Total | |
| II SEMESTER M.Com (MASTER OF COMMERCE) | | | | | | | |
| 2.1 | WTO & Trading Blocks | 4 | 3 | 30 | 70 | 100 | 4 |
| 2.2 | International Financial Institutions & Markets | 4 | 3 | 30 | 70 | 100 | 4 |
| 2.3 | Management Information Systems | 4 | 3 | 30 | 70 | 100 | 4 |
| 2.4 | Impex Procedures & Documentation | 4 | 3 | 30 | 70 | 100 | 4 |
| 2.5 | Research Methodology | 4 | 3 | 30 | 70 | 100 | 4 |
| 2.6 | Foreign Language (European - II) French OR German | 4 | 3 | 30 | 70 | 100 | 4 |
| 2.7 | SOFT CORE Asian Business Economies | 3 | 3 | 30 | 70 | 100 | 2 |
| II SEMESTER TOTAL OF CREDITS | | | | | | | 26 |

1.1 : INDIA'S FOREIGN TRADE POLICY & BUSINESS NEGOTIATION

Objectives:

1. To expose students to India's Foreign Trade Policy and
2. To enable students to use this knowledge in forming global business strategies.

Module – 1:

ROLE OF FOREIGN TRADE AND INDIA'S ECONOMIC DEVELOPMENT :

Foreign trade policy of India – foreign trade programme under five year plans.

INDIA'S FOREIGN TRADE : Its structure direction and growth - need for export Strategy, significance of export promotion – measures.

Module – 2:

EXPORT CREDIT AND FINANCE : Cost of credit – risk in export finance, role of ECGC, EXIM bank, export incentives – fiscal – financial and special incentive scheme – standardisation and quality control – export promotion council, directorate of export promotion.

EXPORT POTENTIAL OF IMPORTANT COMMODITIES : Traditional and non – traditional exports – jute, cotton, textile, tea, engineering, gems and jewelry, readymade garments.

Module – 3:

INVISIBLE EXPORTS : Banking, insurance, shipping, tourism, manpower, consultancy, software etc. Need to promote trade, control objectives and machinery for import control, maintenance and development of imports.

IMPORT SUBSTITUTION : Need for import trade control, objectives and machinery for import control, maintenance and development of imports.

Module – 4:

GOVERNMENT AND FOREIGN TRADE : State Trading Corporation – Minerals and Metals Trading Corporation – role of commodity boards, commercial treaties – trade agreements – counter trade.

INDIA AND INTERNATIONAL TRADING ORGANISATIONS : WTO, UNCTAD. Regional Trading Blocs, EEC, SAARC, ASEAN etc.

BOOKS :

1. Vadilal : India's Foreign Trade
2. Khan N.A. : Prospects of India's Foreign Trade
3. Balagopal : Export Management, Himalaya Pub.House, Bombay.
4. Lall G.S. : Financing of Foreign Trade and Exchange.
5. Francis Cherunilam : International Trade and Export Management, Himalaya Pub. House, Bombay.
6. Rathod : Export Marketing, Himalaya Publishing House, Bombay.

1.2 : INTERNATIONAL TRADE & ENVIRONMENT

Objectives:

1. To familiarize the students with the concepts, functions and practices of international business.
2. To enable them get global perspective on issues related to business.

Module – 1:

Nature of International Business (IB). Drivers of IB. IB and domestic business compared. Routes of globalisation, players in International Business. Evolution of IB.

Module – 2:

Theories of IB. Mercantalism. Theory of Absolute Advantage. Theory of Comparative Advantage. Factor endowment way, the product life cycle theory, New Trade theory, natural competitive advantage – usefulness of theories.

Module – 3:

International Business Environment: Socio-Cultural environment – significance, religion, language, education, Aesthetics, attitudes, culture – customs and practices – cross cultural literacy – Managing Diversity culture – strategy compatability – social responsibility of Business.

Module – 4:

Economic Environment – Developing and developed countries – market, command and mixed economy – merits and demerits – trade policies – outward & inward looking policies – barriers to trade – protectionism International institutions, treaties and conventions.

Module – 5:

Political environment – democracy – totalitarianism – political risk – the case for Government interventions – national security – retaliation – protecting consumers – infant industry argument – strategic trade policy – domestic politics.

Module – 6:

Technological environment – impact of technology on society, economy, industry – increased productivity – Need to spend on R & D – implication of technology on MNCs – environmental factors contributing for rise of technology – technology used in business – documentation – e-business, MIS, EFT, SWIFT etc..

Nature of technology transfer – stages in transfer process – international technological issues.

Books for Reference:

1. Richard M. Schaffer et al, International Business Law and its environment, Thomson 2002.
2. John. J Wild, et al, International Business, Prentice Hall of India, 2003.
3. John D. Daniels & Lee Radfaugh, International Business, Pearson 2003.
4. Michael Zinkata et al, Global Business, The Dryden Press 1988.
5. Darrell Mahoney, International Business, Longman, 1998.
6. Donn Ball and Wendell Mcculloch, International Business, Irwim Mc – Graw Hill 1999.
7. Charles W Hill, International Business, TMH publishing company Ltd.
8. WTO Annual reports, Geneva.
9. Overview of Developments in the International Trading Environments – Annual report by the Director General WTO, Nov. 22, 2000.

1.3 : MULTI CULTURAL MANAGEMENT

Objectives:

1. To expose students to the world of multiculturalism
2. To enable students to internalize multicultural management skills and apply the same to management of a International Business.

Module – 1:

Nature of culture, dimensions of culture, Hofstede's cultural dimensions, Trompenaars's cultural dimensions, value orientations model, Implications for international managers, cultural clusters, spreading cross cultural literacy, culture and competitive advantage, culture-strategy fit.

Module – 2:

Managing across cultures – strategies for managing across cultures, cross-cultural differences and similarities, motivation across cultures, leadership across cultures, communication across cultures, negotiations across cultures.

Module – 3:

Organisational designs and culture, organizational culture and diversity – nature of organizational culture, organizational culture in MNCs, managing multiculturalism and diversity, problems with diversity, advantages of diversity, building multicultural team effectiveness.

Module – 4:

Cultural differences in selected countries and regions.

Doing Business in India
Doing Business in China
Doing Business in Russia
Doing Business in Arab Countries
Doing Business in Europe
Doing Business in Americas

Module – 5:

Multicultural manager – traits, training of compensation of motivation of.

Books for Reference:

1. Richard Hodgetts, et al, International Management, TMH, New Delhi
2. John B. Culben, Multinational Management, South Western – Thomson Learning.
3. Harris P R & R T Moran, "Managing Cultural Differences", Gulf Publishings, 1991, Houston.
4. William Ouchi, Theory Z, "How American Business can meet the Japanese challenge, Reading Mass", Addison Wesley, 1981.
5. E T Hall and M R Hall, "Understanding Cultural Differences", Yarmouth Maine: Intercultural Press, 1990.
6. Trompenaars, Fons, "Riding the Waves of Culture : Understanding Cultural Diversity in Business", Economist Books, London, 1993.
7. Walton, Sally J, "Cultural Diversity in the workplace Business Skills Express Series".
8. Navarro, Whitehouse, Alice, "Cultural Diversity Management : A New Perspective", Vista 1992.
9. Cox, T "Cultural Diversity in Organisations", Berrett Koehler, 1993.
10. Henderson, George, "Cultural Diversity in the workplace issues and strategies", Greenwood Publishing Group.

1.4 : GLOBAL LEGAL ENVIRONMENT

Objectives:

1. To expose students to nuances of global legal environment.
2. To enable students to use the knowledge of global legal environment in managing International Business.

Module – 1:

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

Module – 2:

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

Module – 3:

GATT law and the WTO – dispute settlement, dumping, antidumping measures, nondiscrimination, MFN Trade and rational treatment.

Laws governing access to foreign markets – technical barriers to trade, import licensing procedures, government procurement, trade in services, trade in agriculture, trade in textiles awclothings, imports, customs and tariffs.

Module – 4:

Regulation of the international market place – sales reps, advertising and ethical issues, licensing agreements and the protections of intellectual property rights,

Nationalisation, expropriation and privatization.

Module – 5:

Labour and employment discrimination law, environmental law.

Books for Reference:

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. Litka, Michael, “International Dimensions of the Legal Environment of Business”, Thomson Learning Custom Publishing.
5. Cheeseman, Henry R, “Business Law: the Legal, Ethical, and International Environment”, Prentice Hall, 2nd Edn, 1995.
6. Bohlman, “The Legal, Ethical & International Environment of Business – Industrial Laws & Legislation”, 1993.
7. Nan S. Ellis, “Study Guide with Critical Legal Thinking Cases: Business Law: The Legal, Ethical, and International Environment”, Allyn & Bacon 3rd Edn, 1997.
8. ICSI Publications, NABHI’s Publications.

1.5: GLOBAL RESOURCES

Objectives:

1. To expose students to the world of global resources
2. To enable students to use their knowledge of global resources to the management of global firms.

Module – 1:

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.

Module – 2:

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

Module – 3:

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.

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.

Module – 4:

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 World trade in manufactured goods.

Books for Reference:

1. Kanna and Gupta, “World Resources and Trade”.
2. Zimmerman, “World Resources”.
3. Gun & Chatterji, “Economic Geography – A resources approach”.

1.6 : FOREIGN LANGUAGE

Module : 1-6

Book Reference

1. CAMPUS 1: Jacky Girardet and Jacques Pecheur, CLE International

1.7 COMMUNICATION SKILLS

Objectives

1. To sharpen the Analytical, written, non-verbal, Spoken Communication and interpersonal skills essential in organizations involving Decision making and implementation.
2. To demonstrate good team work and negotiation skills.

MODULE – 1: COMMUNICATION IN BUSINESS

Importance of Communication, Forms of ommunication, Communication Network of the Organisation; Process of Commuicaion: Different stages, Difference between oral and written communication.

MODULE – 2: ORAL COMMUNICATION SKILLS

Fundamentals, Barriers and Gateways, Public Speaking, Effective Power point presentations, body language, non-verbal, facial expression, voice modulation, eye contact, audience research, questions from the audience, Communication and emotional intelligence, Creativity in oral communication, Communication through telephonic, Video and Skype, Group Discussion.

MODULE – 3: WRITTN COMMUNICATION SKILLS

Writing an effective Report: Stages of writing, Style and Tone; Five Ws and one H of Report writing, Divisions, Numbering and use of visual aids, Creativity in written Communication, Use of Picture, diagram in written communication, Writing Commercial letters, E-mail Messages, Maintaining a Diary, Job application and Resume writing.

MODULE – 4: LISTENING SKILLS

Importance and need, Types, Active and Empathic listening, Listening and Judgment, Developing skills, listening and understanding, Anatomy of Poor Listening, Features of good listener.

MODULE – 5: INTERPERSONAL COMMUNICATION SKILLS

Advantages and disadvantages of utilizing the team work; Characteristic features of successful teams; stages of the development of a team; team roles; challenges in team working, forms of non-team behavior.

Conditions of negotiating; strategies of negotiating (Win-win, win-loss); participative negotiations; negotiating tactics; cognition and emotions in negotiating; negotiating and ethics.

Types and sources of conflicts; the influence of various ultures on the solving of conflicts.

Book References:

1. Monipally MM, Busines Communication Strategies, McGraw Hill
2. Bovee, Till and Schatzman, Business Communication today, Pearson
3. Scot Ober, Contemporary Busines Communication, Biztantra
4. Parag Diwan, Business Communication, Excell books
5. Murphy, Effective Business Communication, McGraw-hill
6. Teaching and learning Resources;
http://eff.cls.utk.edu/fundamentals/eff_standards.htm
<http://www.ndted.org/teachingResources/ClassroomTips/Communication.htm>

2.1 : WTO & TRADING BLOCKS

Objectives:

To familiarise the students with the working of WTO and economic integration of Regional Trading Blocks

Module – 1:

Historical background of WTO: Brettonwood Conference – the International Trade Organisation – GATT (1947) – UNCTAD (1964) – WTO (1995).

GATTS – Objectives – Principles, Uruguay Round and Dunkel proposals, evaluation of GATT and birth of WTO.

Module – 2:

WTO – objectives, function; GATT & WTO; Principles of WTO – Transparency, MFN treatment, National treatment – Free trade principles – Dismantling trade barriers – Rule based trading system – treatment of LCDs – competition principles – environment protection – Anti-dumping measures.

Module – 3:

Organisational structure of WTO – Ministerial Conference, General Council, councils and committees and managerial bodies – Dispute settlement mechanism and process – Anti-dumping investigation process.

Module – 4:

General agreement on Trade in Services (GATS), Definition of services under GATS – modes of international delivery of services – cross border supply, commercial supply, consumption abroad, movement of personnel.

Special agreements under WTO – TRIPS – TRIMS – objectives of protection of intellectual property; Indian patent law and TRIPS – issues controversies and legal position.

Module – 5:

Regional Trade Blocks and Economic integration – Reasons for growth of economic blocks – economic – political – types of economic integration – major regional trade groups – EU, NAFTA, Merosur, APEC, ASEAN, SAARC. Euro-benefits of common currency – further expectancy – impediments of integration.

Module – 6:

WTO and India: Arguments for joining WTO: Arguments against membership – benefits and disadvantages to India. India's commitment and Role in WTO – India as defedent and as complainant – India's position in WTO.

Books for Reference:

1. Richard M. Schaffer et al, International Business Law and its environment, Thomson 2002.
2. John. J Wild, et al, International Business, Prentice Hall of India, 2003.
3. John D. Daniels & Lee Radfaugh, International Business, Pearson 2003.
4. Michael Zinkata et al, Global Business, The Dryden Press 1988.
5. Darrell Mahoney, International Business, Longman, 1998.
6. Donn Ball and Wendell Mcculloch, International Business, Irwim Mc – Graw Hill 1999.
7. Charles W Hill, International Business, TMH publishing company Ltd.
8. WTO Annual reports, Geneva.
9. Overview of Developments in the International Trading Environments – Annual report by the Director General WTO, Nov. 22, 2000.

2.2 : INTERNATIONAL FINANCIAL INSTITUTIONS & MARKETS

Objectives:

1. To expose students to International Financial institutions & markets
2. To enable them to use this knowledge in financial decision making of International Business.

Module – 1:

Introduction: What are the global Financial Markets? The Foreign Exchange Market – Comparison of Domestic and International Money and Capital Markets – Global Derivatives Market – The mechanism of Foreign Exchange Transfers – Foreign Exchange and Eurocurrency Markets.

Module – 2:

International Money Market – Instruments traded – Euro currency time Deposits – Euro notes – Banker's acceptance – Floating Rate Notes – International banking and Euro Currency Market – Syndication technique.

International Capital Markets – Bond Market – Eurobonds and Foreign Bonds – Structure of International Bond Market – Yields and Proceeds Computation – Currency and Interest rate swaps – How Scrap rates are determined – Swaps versus Long – Dated Forwards – Caps and Floors.

Module – 3:

International Equity Markets – World's Major Stock Markets – Emerging Stock Markets – International Equity trading – Diversification benefits of International Investment – New Issue procedures – Private Placements and Rule 144A – Hedging the currency Risk of International Portfolios.

International Banking – Services offered by the foreign banks – Organisation structure and operations of foreign banks (as affiliated banks, consortium banks, correspondent banks etc..) – Why banks became Multinational units – Problems of Multinational banks.

Module – 4:

Financial Intermediation – maturity transformation and inter bank activity – International Trade involving letter of credit – An overview of typical transaction – alternative payment and guaranteeing procedure.

Books for Reference:

1. Meric, Ilhan, "Global Financial Markets at the Turn of the Century", Science & Technology Books.
2. Maxwell, Charles E; Bruckner (editor), "Financial Markets and Institutions: The Global View", West Publishing Company, 1994.
3. Ian H Giddy, Global Financial Markets, Houghton Mifflin in Co., USA, 1997.
4. John R. Prick, Hkent Basker, John A Hasliem, "Financial Markets: Instruments and Concepts", Reston Pub. Co. NY 1995.
5. David Kidwell Richar I. Peterson and David W Bcakwell, "Financial Institutions: Markets and Money", Harcourt Brace, Javanbvich, 1993.
6. Rajwade V A "Foreign Exchange: International Finance and Risk Management", Academy of Business Studies, New Delhi, 1991.
7. Apte P G, "International Financial Management", Tata McGraw Hill, New Delhi, 1995.
8. Johnson, Hazel, "Global Financial Institutions and Markets", Blackwell publishing.
9. Kaushik, Surendra K, "International Capital Markets: New Directions", New York Institute of Finance, 1989.
10. Yoon S Park Jack Zwick Addison, "International Banking Theory and Practice" Wesley Publication, 1984.

2.3 : MANAGEMENT INFORMATION SYSTEMS

Objectives

1. To familiarize student with aspect of business information systems and relevant information technology.
2. To Develop skills to design and implement simple computer based business and audit information systems.

MODULE - 1

Information Systems and their role in businesses, types of information systems – Operation support system, management support system, TPS, PCS, EIS, MIS, OAS, DSS, GDSS, expert systems, artificial intelligence, Information systems at levels of management, HRIS, Accounting Information system, Marketing information systems, manufacturing and production information system, Developing information systems — systems analysis and design, SDLC – types, introduction to ERP, introduction to cloud computing.

MODULE - 2

IT-GRC (Governance, Risk and Compliance), Information system audit standards – ISO 27001 – Information security and management standard (ISMS) , Capability Maturity Model (CMM), Control Objectives for Information and related Technology (COBIT) – IT Governance model, Health Insurance Portability and Accountability Act (HIPAA), Statement on Auditing Standards (SAS) for service organization.

MODULE - 3

Overview of specific section of IT ACT 2008 different sections, electronic contracting, digital signature, cyber offence, certifying authorities, Concepts of Cyber forensics/Cyber Fraud investigation, Overview of Information Security Standards - ISAE 3402/SA 402, ITIL

MODULE - 4

Database definition, types of structures, DBMS software-creating, editing, modifying, searching and sorting databases, creating and printing formatted reports, designing custom screen displays, multiple data files, executing queries and relational algebra

MODULE - 5

Spread sheet software - range, formulas, types of functions, types of charts, what-if analysis-Goal Seek Analysis, data validation, subtotal, Applying Absolute (Fixed), statistical functions – min, max, count, countif, countA, stdev, mean, mode, median, variance, correlation, percentile, quartile, rank, financial functions – PV, NPV, NPER, PMT, RATE, IRR, SLN, SYD, IPMT, DB, logical functions – if, else, and, or, not, multiple if statements, Vlookup, Hlookup, sorting data - types, conditional formatting, page layout - settings, filtering data, data analysis - descriptive statistics, pivot tables

Books for Reference:

1. O' Brien James — A Management Information Systems, Tata Mc Graw Hill, New Delhi.
2. Laudon and Laudon —. Management Information Systems, Prentice flail of India, New Delhi.
3. Gordan B Davis — Management Information Systems, Mc Graw Hill Internal on.
4. Information Technology Control and Audit, Third Edition, Sandra Senft, Frederick Gallegos, CRC Press
5. Information System Audit and Assurance, By D. P. Dube, Ved Prakash Gulati, Maraw Hill Education
6. For modules 4 and 5 the teacher will decide the software of his/her choice and a appropriate books

2.4 : IMPEX PROCEDURES & DOCUMENTATION

Objectives:

1. To expose students to the realm of import-export procedures and documentation
2. To enable students to use the above knowledge in managing an International Business.

Module – 1:

Export Documentation – Framework – Standardized Preshipment Export Documents – Commercial and Regulatory Documents – Export credit instruments and procedure – Letters of credit and types Documents required for export credit – Central Excise and Customs clearance of export cargo – Procedure and documents.

Module – 2:

Shipment of Export cargo by sea, by air and by post – procedure and Documents required for shipment of cargo – Multimodal transport – procedure and documentation – Export incentives – EPCG scheme – Duty drawback – Central excise and j sales tax exemption – exemption of export profit from income tax procedure for availing export incentives – Documents required for export incentives.

Module – 3:

Cargo insurance – Marine insurance – institute cargo clauses – specific policy – Open policy – procedure for cargo insurance – procedure for marine insurance claims – Necessary documents for filling claim.

Export credit insurance – services of Export Credit and Guarantee corporation in export credit insurance – specific policy and small exporters policy – Guarantees – Procedure for availing credit insurance and necessary documents.

Module – 4:

Quality control and pre-shipment inspection – Quality maintenance provisions of Exports (Quality Control and Inspection) Act – Types of pre-shipment inspection Procedure and documents for pre-shipment inspection.

Module – 5:

Financial Assistance extended by banks for the promotion of exports & imports – Pre-shipment/packing credit finance – Post shipment finance.

Non-Fund based Facilities

Establishment of LIC/ (Letter of Credit), Issuance of Bank guarantees, Forward cover to exporters & importers.

Books for Reference:

1. Pawan Kumar, “Export of India’s Major Products Problems and Prospects”, New Century Publications.
2. D C Kapoor, “Export Management”, Vikas 2002.
3. Francis Cherunilam, “International Trade and Export Management”, Himalaya Publications 2004. Tianwah, Goh, “Export – Import Procedures & Documentation How to start, finance and manage your own import – export (revised edition)”, 1990.
4. Nabhi, “New Import Export Policy and Handbook of Procedures”, Vol.1 2002-07: As Amended Upto 4.4.2002, Oscar Publications.
5. S. Ramakrishna & others – Quality Control and Pre-shipment Inspection for exports.
6. Johnson, Thomas E., “Export / Import Procedures and Documentation”, New York, AMACOM, 1994.
7. Seyoum, Belay, “Export – Import Theory, Practices and Procedures”, NY, Haworth Press, 2000.

2.5 : RESEARCH METHODOLOGY

Objectives:

1. To familiarise students with concepts, tools and techniques of business research.
2. To enable students to take up research / consultancy project and handle them independently

Module – 1:

Research: Meaning, Purpose, Scientific method, types of research; scope of business research.
Review of literature: need, purpose, notes taking.

Module – 2:

Selection and formulation of a research problem, formulation of hypothesis, operational definition of concepts, sampling techniques.

Research Design: Meaning, nature, process of preparation, components of research design.

Module – 3:

Data: Sources of data, methods, of collection; observation interviewing, mailing; tools for collection data; interview schedule, interview guide, questionnaire, rating scale, socio-metrics, check list; pre-testing of tools, pilot study.

Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.

Module – 4:

Analysis of data; Simple and advanced statistical techniques and their uses. Use of SPSS and other statistical software packages. Advanced Techniques for Data Analysis – ANOVA Discriminant Analysis, Factor Analysis, Conjoint Analysis, Multi – dimensional scaling and clustering methods, Testing of Hypothesis, Research Applications, market survey.

Report – Writing: Planning report writing work-target audience, type of report, style of writing synoptical outline of chapters; steps in drafting the report.

Books for Reference:

1. Moses, C.A. *Survey Methods in Social Investigation*.
2. Goode & Hatt, *Methods in Social Investigation*.
3. William Emory, *Business Research Methods*.
4. Vernon Colver & H.L. Balsleg, *Business Research Methods*.
5. Krishnaswamy O.R, *Methodology of Research in Social Sciences*, Himalya Publishing house.
6. Kothari. C.R, *Methodology of Research*, Vikas Publishing House.
7. K.R. Sharma., *Research Methodology*, National Publishers , Jaipur.
8. Wilkinson & Bhandarkar, *Methodology and Techniques of Social Research*.
9. Cooper D.R and P.S. Schindler, *Business Research Methods*, Tata McGraw Hill

2.6 : FOREIGN LANGUAGE – (EUROPIAN) II

Module : 7-12

Book Reference

1. CAMPUS 1: Jacky Girardet and Jacques Pecheur, CLE International

2.7: ASIAN BUSINESS ECONOMY

Objectives:

1. To Understand the socio, economic and political and business environments in Asian countries
2. To understand various trade agreements between countries
3. To understand the competitive positions due to demographic dividend
4. To understand the future threats and opportunities in the region
5. To learn business strategies on Indian with respect to other Asian Countries

Module: 1

Socio economic political environment of Asian Countries of India, Myanmar, Laos, Cambodia, Malaysia, Singapore, Vietnam and China: Political History since 1991 till date.

Module: 2

Comparative study of trade agreements of countries: free Trade agreements and WTO with Thailand, China, Cambodia and India: Benefits, difficulties in the implementation of trade agreements of local governments.

Module:3

Development and pollution impact on the society: air pollution, water pollution and measures taken in the Asian region, Environment Accounting: Future prospects of Carbon Credit and implementation of environmental accounting in the region.

Module:4

Future Business threats and business opportunities in the Asian regions: Demographic dividend: Competitive positions due to demographic dividend, cost competition – Areas of Business threats and opportunities.

Module:5

Future Business strategies of Indian with respect to other Asian Countries on selected industries: Agriculture, mining, oil infrastructure, construction and service industries.

Book References:

1. MG211: The International Business Environment: The London School of Economics and Political Science: The inevitable Super power:- Why China's Dominance is a Sure Thing by Arvind Subramanian.
2. Thought this was easy? U.S- Thailand Free trade Agreement: Daren Business Publishing: Christine Davis. (August: 2009)
3. WTO agreement, Free trade agreements of India, Thailand, Cambodia, China, Indonesia, Singapore.