

MBA (International Business)

Course Structure

SEMESTER 1

	SUGGESTED PAPER	CREDIT	COURSE CODE
1	Global Business Ethics	4(4+0+0)	MBIB 601
2	Organizational Behavior	4(4+0+0)	BAM-754
3	Business Communication	4(4+0+0)	BAM-752
4	Principles Of Accounting	4(4+0+0)	BAM-709
5	Business Environment	4(4+0+0)	BAM-755
6	Essentials of Management	4(2+1+2)	MBA 701
7	Personality Development	2(1+1+0)	MBA 702
8	Disaster Management	2 (1+1+0)	BAM-756
Total		28	

SEMESTER 2

	SUGGESTED PAPER	CREDIT	COURSE CODE
1	Marketing Management	4(4+0+0)	BAM-760
2	Financial Management	4(4+0+0)	BAM-761
3	Human Resource Management	4(4+0+0)	BAM-767
4	Operations Management	4(4+0+0)	BAM-762
5	Managerial Economics	4(4+0+0)	BAM-750
6	International Trade Law	4 (4+0+0)	BAM-729
7	Management Accounting	4 (4+0+0)	BAM-751
8	Quantitative Techniques	4 (4+0+0)	BAM-856
Total		32	

SEMESTER 3

	SUGGESTED PAPER	CREDIT	COURSE CODE
1	Management Information Systems	4(2+1+2)	BAM-864
2	International Marketing	4(2+1+2)	BAM-873
3	International Finance	4(2+1+2)	BAM-843
4	International HRM	4(2+1+2)	BAM-802
	Two Weeks Internship in Thailand (first and second weeks of November)		
5	Project Report	10(0+0+20)	BAM-899
6	Seminar	1(0+1+0)	BAM-780
Total		27	

SEMESTER 4

	SUGGESTED PAPER	CREDIT	COURSE CODE
1	India's Foreign Trade and Policy	4(4+0+0)	BAM-803
2	Expert Import Procedures, Documentation and Logistics	4(4+0+0)	BAM-804
3	Global Strategic Management	4(4+0+0)	BAM-805
4	Elective (any ONE CLUSTER)* (3X4=12)	12	
	Comprehensive Viva-Voce	1(0+01+0)	BAM-897
		25	
	*List of Electives Papers for Specialization		
	ELECTIVE PAPERS FOR SPECIALIZATION in "INTERNATIONAL BUSINESS & MARKETING"	Credit	Course Code
1	Advertising Management	4(4+0+0)	BAM-880
2	Overseas Buying Behavior	4(4+0+0)	BAM-820
3	Service Marketing	4(4+0+0)	BAM-821
	ELECTIVE PAPERS FOR SPECIALIZATION in "INTERNATIONAL BUSINESS & FINANCE"		
1	Security Analysis	4(4+0+0)	BAM-826
2	Management of Financial Services	4(4+0+0)	BAM-828
3	Working Capital Management	4(4+0+0)	BAM-875
	ELECTIVE PAPERS FOR SPECIALIZATION in "INTERNATIONAL BUSINESS & HR"		
1	Management of Industrial Relations	4(4+0+0)	BAM-874
2	Labour Law	4(4+0+0)	BAM-799
3	Training & Development	4(4+0+0)	BAM-882

Total Credits for the Programs 118 (34+32+27+25)

Syllabus

Master of Business Administration (International Business)

SEMESTER 1

MBAIB 601

GLOBAL BUSINESS ETHICS

CREDIT: 4 (4-0-0)

Course Objectives: The course objective is to define ethics in business and why it is important, describe what ethics means in the workplace. What is corporate compliance and understand the impact of ethics in the business. Compare differences in ethics in the international communities.

UNIT I

Introduction to Business Ethics; Definition, Role in various types of business structures, Why are Ethics in Business Important-Define responsibilities and obligations, Structure of business ethics,

UNIT II

Ethics in the Workplace-Small Business Ethics, Codes of Conduct, Code of Ethics, Corporate Responsibility, Corporate Compliance, Social Responsibility

UNIT III

Ethics' Positive Impact on Business-Employee rights , Productivity, Legality Issues, International Business Ethics, Consumer Rights

UNIT IV

Business Ethics and the Financial World- Various examples of Insider Trading, Junk Bonds and Leveraged Buyouts, Final Thoughts on Business Ethics in some major countries of the world.

References:

1. *Kitson.A and Campbell.R - The Ethical Organisation, Palgrave, 2001*
2. *Davis & Keith William C. Frederik - Business and society*
3. *Francis Cherunilam - Business Environment*
4. *Pruti S. - Economic & Managerial Environment in India*
5. *Shaikh Saleem – Business Environment, Pearson Education, 2006*
6. *Hill.C.W., International Business : Competing in the Global market place, Irwin-McGraw*
7. *Hill, 1999.*
8. *Philip R.Cateora, International Marketing, Irwin McGraw Hill, 9th edn.*
9. *Shivaramu, International Business, Macmillan India.*
10. *Francis Cherunilam, International Business, Wheeler Publications.*

Course Objective

1. To identify the specific steps managers can take to motivate employees
2. To apply the different concepts of organizational behavior at work place

Unit I: Managing Organizational Behavior:

- Definition, Key elements of OB, Need for studying OB, Contributing Discipline.
- Organization behavior process.
- Organization, Management and organizational Behavior.
- Theories of Management leading to organization Behavior.
- Models of Organization behavior.

Unit 2: Perception:

- Introduction: What is perception? , Why should Managers Study perception? How perceptions differ from Sensation?
- Factors affecting perception, How to improve perception?
- Perception and its application in OB
- Perception Process, Errors of perception.

Unit 3 Learning:

- Meaning and Definition , Importance of learning , barriers of learning
- Determinants of learning , Approaches of learning
- Theories of learning, How do people differ in how they learn?
- Contingencies of Reinforcement

Unit 4: Motivation:

- Meaning of Motivation , Nature of Motivation , Motivation process
- Theories of Motivation : Need hierarchy Model by Abraham Maslow , Dual factor theory by Frederick Herzberg
- Alderfer's ERG Model of motivation
- Application of Motivation: Motivation By goal setting, why goal setting is important, basic feature of goal setting process.
- Limitation to goal setting.

Unit 5: Leadership:

- Introduction: What is leadership? Difference between Leader and Manager
- Trait Perspective of leadership : Leadership traits and its effectiveness , Leadership style,
- Behavioral Perspective of leadership : Ohio State university ,Managerial Grid
- Leadership Theories.
- What make leadership effective? Transformational Versus Transactional leadership

Unit 6 Team and Group:

- Definition and characteristics of group , why do people form and join groups
- Theories of group formation
- Stages of group development
- Group Behaviour: Group Norms, Group cohesion, Group Role, Inter group Conflicts.

Suggested Reading

1. *Kavita Singh.Organisational Behaviour text and cases*
2. *Organisational Behaviour Text and Cases Dr. S.S.Khanka*
3. *Understanding organization Behaviour Udai Pareek*

BAM 752

Business Communication

credits 4(4+0+0)

Course Objective: - Effective communication is the major quality of an effective leader or manager. This course helpful for management students to learn basics of business communication, importance of effective communication, and what are the theories and principles for business communication.

Unit: 1

Concept of communication, objective,

Defining communication

Role of communication, Importance of effective communication

Objective of Communication (Downward, Upward, Horizontal, Vertical, Grapevine)

Unit: 2

External Communication

Essential features of modern business

Process of communication(Encoding, decoding, Transmitter, Two-way communication)

Unit: 3

Barriers to Communication (External Barrier's and Psycho-Sociological Barriers)

Defects in the Channel, Noise

Self-centered Attitudes

Group identification

Self-image

Status Block

Closed Mind

Poor Communication Skills

State of Health ,Overcoming barriers

Unit: 4

Written Communication Notice, Agenda

Minutes,(essential part of a minutes which should never omitted) Memorandum

Tender, (Details required while inviting a tender)

Tender, (Details required while inviting a tender)

Oral Communication

Dyadic Communication, Meeting, Seminars

Conference, Group discussion, Audio-Video Aids

Unit: 5

Non-Verbal Communication

Personal Appearances,

Posture, Gesture, Facial Expressions- Discussion

Suggested Reading

1. Business Communication Shalini Verma, Vikas Publishing House Pvt Ltd (30 June 2014)

2. Business Communication , Vinmar Solutions , Tata McGraw - Hill Education

BAM-709**Principles of Accounting****Credits 3 (2-1-0)**

Course Objective: - Accounting is the major part for any business organization to measure their financial and non-financial transactions. This course useful for students in terms of understand the concept of accounting, its importance, various books of transactions and their preparations.

Unit: 1

Meaning & Scope of Accounting , Objectives of Accounting

Concepts of Accounting

Transactions & Types

Book Keeping VS Accounting

Types of Accounts

Golden Rules

Unit: 2

Introduction to Journal, Journal

Compound Entry Examples

Intro to Ledger

Ledger Balancing

Subsidiary Books of Accounts

Unit: 3

Cash Book

Cash Book Practicals

Double Column Cash Book

Unit: 4

Triple Column

Petty Cash Book

Trial Balance

Unit: 5

Rectification of Errors

Types of Errors

Depreciation, Depreciation Practical's

Dep- Reducing Balance, Dep- Fixed Installments

Unit: 6

Intro to BRS, BRS practical

Intro to Final Accounts

Intro to Final Accounts-Theory
Intro to Final Accounts-Practical's
Unit: 7
Trading Accounts
Profit /Loss Account-adjustments
Intro to Balance Sheet
Balance Sheet Practical-Simple
Balance Sheet-Adjustments
Final Accounts

BAM-755

Business Environment

Credits 4 (4-0-0)

Course Objective: - There are several factors which affecting the business and business operations. These factors are coming under the broader area of business environment. This course enables students to learn about business policies, ethical codes, macro factors and micro factors.

Unit: 1

Business environment-Meaning, definition, features ,study, factors, Micro Macro environment
Economic System-Nature of economic system Determinants of economic system, Criteria for economic system Capitalist, socialist and Mixed-Merits demerits. Planning in India- Emergence, Planning commission, National development council, Objective of planning commission, five year plans. Industrial Policy- Back ground, government role, meaning and objectives of IP, Industrial Policies, and Evaluation of New Industrial Policy The new Small scale Sector Policy of 1991, recent policies of Micro and small enterprises (MSE sector)

Industrial licensing- Industrial licensing in India, Objective of IL, Industrial licensing policy, Policy decision, recent Industrial Licensing Policy Poverty in India- concept, meaning, definition, causes, factors responsible for poverty, poverty alleviation programmes Unemployment in India-Concept meaning, types ,nature ,factors responsible, steps to reduce poverty, government policy measures. inflation –meaning ,definition ,features of inflammatory

economy, measures of Inflation, Inflation and developing economies, causes of Inflation, effect of inflation, global inflation and India.

Human Development- concept, meaning attainment of human development, growth of human development, Human development report.

Rural development-concept meaning scope, important features of rural economy and rural society, strategy of rural development, challenges and outlook Problems of Growth-parallel economy, regional imbalance, social injustice. Business ethics-ethics and values, relevance of ethics in business, benefits of ethical business, need of ethics in business in global change, managing ethics, Business ethics in India.

Unit: 2

Liberalization and Globalization-background, meaning, reforms, industrial growth, impact, an assessment, issues and challenges. Privatization and disinvestment of PSU's-concept meaning objectives, disinvestment strategies.

foreign investment-meaning, need, adverse implication of foreign investment, determinants of foreign investment, government policies, new policies, FDI-(assignment)Multinational corporation-origin, meaning, definition, objectives, reasons for growth of MNC's,impact, Assessment India's import-Export policies-exim policies, India's Exim performance, export ,import,export promotion measures. special economic zones and agri export zones.-concept ,meaning, definition, benefits, features, facilities of SEZ in India Provision of SEZ rules in India, SEZ a global over view.MRTP Act, FERA, FEMA

Unit: 3

International business environment- nature trend in world trade and economic growth, International organisations-IMF, WB,WTO,IFC(International finance corporation), ADB(Asian development bank's),UNIDO(united nations industrial development organisation),ITC(International trade centre),GSP(generalised system of preference),GSTP(generalised systems of trade references),GATT(General agreement on tariff and trades) GATS(general agreement on trade and services)WTO- background, meaning, functions ,principle of trading, provision for developing country National Income- definition, concept, Methodology of National income estimation in India, saving and investments, major features of NI, difficulties or limitations in estimation of NI Industrialisation and Economic

development- concept ,meaning, pattern of Industrialisation ,role of Industries in Economic development,

Unit: 4

Industries during plan period, recent industrial growth, Micro and Small enterprises, Industrial sickness, Environmental issues, challenges and out look Monetary and Fiscal policy- concept meaning, impact measures. Agriculture in India-importance, problem, agricultural marketing, commission for agricultural marketing ,New agricultural policy, challenges before Indian agriculture. Public enterprise, Private enterprise-nature, characteristics, types, objectives and problems. Joint sector and co-operative sectors-nature, concept, forms government policies. Small scale and large scale industries-Nature, historical perspective, post liberalisation, development perspective.

Reference Books:

1. *Business Environment-Shaikh Saleem-2nd edition (Pearson)*
2. *Essentials of Business Environment-K. Aswathappa (Himalya Publishing House)*
3. *Elements of Business Environment-F. Cherunilam (Himalya Publishing House)*
4. *Business Environment-P.K. Ghosh (Sultan Chand)*

MBA 701

Essentials of Management

Credits: 04 (4-0-0)

Course Objectives:

1. To identify the difference between management and leadership and which to apply to your role.
2. To develop the confidence in managing difficult situations and people through assertive communication methods and leadership qualities.

UNIT I: Introduction to Management and Organization:

Management functions, Roles and Skills, Universality of management, Management history: Historical background of management, Classical Approach, Quantitative Approach, Behavioral Approach, Contemporary Approach.

UNIT II: Decision making process

Types of decisions, Planning process, Types of plans, Contemporary issues in planning, Criticism of planning.

UNIT III: Designing organizational structure

Departmentalization, Chain of command, Span of control, Centralization and Decentralization, Organizational design.

UNIT IV: Early theories of motivation

Contemporary theories of Motivation, Early theories of Leadership, Contingency theory of leadership, Contemporary views of leadership, Principles of coordination.

UNIT V: Control process

Controlling for organizational performance, Measures for organizational performance.

Suggested Readings:

1. *Management, Stephen P. Robbins, 10th edition, Pearson Publication*
2. *Organization and management, R.D Agarwal, Tata McGraw Hill publishing*
3. *Management Theory and Practices, P. Subba Roa, Himalaya Publishing House*
4. *Principles and Practice of Management, L.M Prasad, 7th edition, Sultan Chand & Sons publication*
5. *Principles of Management: Concepts and Cases, Dr. Rajeesh Viswanathan, Himalaya Publishing House*

MBA-702

Personality Development

Credit:2(2+1+0)

Course Objectives:

This course is especially helpful for those who are striving to learn more about who they are, which direction their life should take, to learn more about others around them, or even if they

work in human resources and want to learn more about personalities and how it may impact who they hire.

Unit-I: Personality

- Concept: Determinants
- Recognising the social Value of Personality
- What is Personality
- Personality verses Character
- Personality verses Individuality

Unit-II: Leadership

- Introduction to leadership
- Leadership Power
- Leadership Styles
- Leadership in Administration

Unit-III: Interpersonal Relations

- Introduction to Interpersonal Relations
- Analysis Relations of different ego states
- Analysis of Transactions
- Analysis of Strokes
- Analysis of life positions

Unit-IV: Communication

- Introduction to Communication
- Flow of Communication
- Listening
- Barriers of Communication
- How to overcome Barriers of Communication

Unit-V: Stress

- Introduction to Stress
- Causes of Stress
- Impact Management for Stress
- Managing stress

Unit-V: Group Dynamics

- Importance Groups in organisations
- Team interactions in Group
- Group Building Decision Taking
- Team Building
- Interaction with the team
- How to build a good team

Unit-VI: Conflict

- Introduction to Conflict
- Causes of Conflict
- Managing Conflict

Unit-VII: Performance

- Introduction to Performance Appraisal
- Vertical Appraisal
- Horizontal Appraisal
- 360° Performance Appraisal
- Methods or Techniques of improving Performance Appraisal

Unit-VIII: Time

- Time as a resource
- Identify important Time Management
- Individual Time Management Styles
- Techniques for better Time Management

Unit-IX: Motivation

- Introduction to Motivation
- Relevance and Types of Motivation
- Motivating the Subordinates
- Analysis of Motivation

Suggested Readings:

1. Personality Development: Alok Kumar Singh.

2. *Hand Book of Personality: Theory and Practices- Oliver P. John, [Richard W. Robins](#), [Lawrence A. Pervin](#)*

BAM 756

Disaster Management

Credits: 2 (1+1+0)

Unit 1. Introduction to Disaster Mgmt.:

Introduction and Concept of Disaster Management, Definitions of Disaster & Disaster Mgmt., Objectives of Disaster Mgmt., Importance of the study of Disaster Mgmt., Scope of Disaster Mgmt., Disaster Cycle

Unit 2.Types of Disasters:

Natural Disasters (Earthquake, Landslides, Flood, Drought, Tsunami, Cloud Bursting), Man – made Disasters (Industrial, Chemical, Nuclear Disasters, Forest fires, Deforestation)

Unit 3. Factors responsible for Disasters:

Environmental Factors - Climate change, Pollution (Air, Water, Soil), Geographical Factors – Geographical Distributions of Areas (Hill Areas, Sea Coastal Areas, Desert habitats)

Unit 4. Effects of the Disasters:

Economical effects, Social effects, Geographical effects

Unit 5. Biological Disasters:

Pest Attacks, Viral infections, Bacterial Infections

Unit 6. Disaster related Awareness:

Medium for Awareness, Responsible Authorities, Communication role of media

Unit 7.Disaster related Preventions:

Preparedness, Vulnerable Areas, Damage assessment, Rehabilitation & Reconstruction, Allocation of resources, Resource Implementation, Role of Govt. & non- governmental organisations, Contingency Plan & Case Studies

Syllabus

Master of Business Administration (International Business)

SEMESTER 2

BAM 760 MARKETING MANAGEMENT CREDITS: 4(4+0+0)

Course Objective: The objective of the course is to develop the students' conceptual understanding and analytical abilities in the area of Marketing Management. It aims to hone students' knowledge and understanding of Marketing theories and concepts and their applications in different industries.

Unit 1. Introduction to Marketing and Market Segmentation

Reading: Levitt, Theodore (1960) 'Marketing Myopia', Harvard Business Review

UNIT 2 Positioning the Offering-I

Reading: Aaker, David A. and Shansby, J. Gary (1982), Positioning your Product, Business Horizons, May/June, 25(3), 56-62

Positioning the Offering-II

Reading: Aaker, David A. and Shansby, J. Gary (1982), Positioning your Product, Business Horizons, May/June, 25(3), 56-62

Unit 3 Pricing and Product Strategy

Reading: Pine, B. Joseph and Gilmore, James H. (1998), 'Welcome to the Experience Economy', Harvard Business Review, July-August, 97-105

Unit 4 Understanding the Consumer Behaviour

Reading: Levitt, Tedd (1965), 'Exploit the Product Life Cycle' Harvard Business Review

Unit 5 Marketing Communications and Promotion

Reading:Chapter-3; Selecting the Appropriate Promotional tools, (From Schultz, Robinson, and Petrison)

Unit 6 Sales and Distribution Management

Reading: 1. Prahlad, CK and Hart, Stuart L(2002). ‘The Fortune at the Bottom of Pyramid’, strategy+Business, 26, 1-14

2. Jaiswal, anand K.(2008). ‘The fortune at the Bottom or the Middle of the Pyramid?’, Innovations, 3 (1), 85-100

Unit 7 Developing Marketing Strategy

Reading: Cavin Kare Private Limited(A): Challenges of Sustaining Growth and Expanding Business

Unit 8 Marketing Research for Understanding Consumers and Markets

Reading: Philip Kotler, “Marketing Research” chapter

Unit 9 Contemporary and Emerging Issues in Marketing

Text Books:

Marketing Management (Pearson) by Philip Kotler, Kevin Keller, Koshy and Jha (ISBN 978-81-317-6716-0)

Marketing Management by Rajan Saxena

Cases from Ivy, Harvard Business Review

BAM 761

FINANCIAL MANAGEMENT

CREDIT 4 (4+0+0)

Course Objectives: To impart basic understanding of financial concepts, their analysis and relevance in corporate decision making and financial analysis of a firm.

Unit 1. Nature and Scope of Financial Management, Financial decision making, Objective of Financial Management, Role of finance manager

Unit 2. Overview of Financial System: Financial Asset, Financial Market, Financial Intermediary, Regulatory Framework

Unit 3. Basic Concepts of Valuation: Time Value of Money, Risk and Return , Measurement of Risk

Unit 4. Sources of Financing: Long term sources and short term sources

Unit 5. Capital Structure: Theories of Capital Structure :Factors determining capital structure, Leverage Analysis, EBIT-EPS Analysis, Cost of capital

Unit 6. Capital Budgeting: Types of capital budgeting decisions, Process of Capital Budgeting decisions, Techniques of Evaluation, Risk Analysis in Capital Budgeting

Unit 7. Working Capital Management: Concept of Operating cycle and working capital needs, Factors affecting working capital requirement, Approaches of financing working capital. Estimation of working capital requirement. Cash, inventory and receivables management.

Unit 8. Dividend decisions and Valuation of Firms : Determinants of Dividend Policy. Relevance and Irrelevance Theory

Reference Books:

Brealey, Richard A and Steward C Myers: Corporate Finance, Mc Graw Hill.

Pandey. I. M : Financial Management, Vikas Publishing House

Khan M Y, Jain P K: Financial Management , Tata McGraw Hill

BAM 767

HUMAN RESOURCE MANAGEMENT

Credit 4(4+0+0)

Course Objectives: To impart basic understanding of human resource management and develop an understanding of HRM policies and functioning of an organization. Basic concepts related to wage and salary administration and issues related to health and safety in organizations.

Unit 1 Evolution and Strategies

Chapter 1 Introduction of HRM

Definition, meaning, nature and Scope. Evolution of HRM difference between HRM & Personnel Management, objectives, functions of HRM, HRM Models

Chapter 2 Strategic Role of HRM

Meaning of strategic management, Benefits of strategic management, Role of HRM in strategic management Components of HRM, HR strategies

Unit 2: Acquisition and Absorption

Chapter 3 Man power planning Definition, need, objectives, Methods of man power planning, Process, Manpower plan components, Problems, limitations of Man power planning Calculation of man power.

Chapter 4 Job analysis

Nature, process, importance of job analysis, Methods of data collection for job analysis, potential problems with job analysis, competency based job analysis ,Job description and job specification, Job design significance, Factors, approaches of job design ,Job enrichment and job enlargement, Job evaluation process and methods .

Chapter 5 Recruitment, Selection

Meaning, objectives& factors affecting Recruitment, Theories regarding Recruitment, Methods of recruitment steps on recruitment process, Nature and importance, difference between recruitment and selection& steps in selection process, Placement ,Induction, promotion and transfer.

Unit 3: Development

Chapter 6 Training and Development

Meaning, Nature and importance of training and development Training process, how training needs are identified, Methods of training, Effectiveness of training programme

Chapter 7 Performance Appraisal

Meaning nature, importance & purpose of performance Appraisal, Methods of Performance Appraisal

Challenges and legal issues in Performance appraisal, Promotion transfer and demotion. Job satisfaction, job Enrichment, Job empowerment

Unit 4: Maintenance and Retention

Chapter 8 Wage and salary Administration

Objective of wage and salary administration, principles of wage and salary administration
Different components of wage and salary administration, Theories of wages, Factors that influence wage and salary.

Chapter 9 Employee Safety and Health

Meaning and importance of employee health, occupational Hazards and diseases, Industrial accidents and industrial injury , Safety programme/ Measures and Statutory provision for industrial health.

Chapter 10 Human Resource Audit

Nature of human resource Audit, benefits of HRA, Scope of Audit, Approaches of human resource audit

Reference Books:

- *K Aswathappa Human Resource Management Mc Graw Hill*
- *Gary Dessler, Biju Varkkey Human resource Management Pearson*
- *Dr. S.S KHANKA HUMAN RESOURCE MANAGEMENT S CHAND*

BAM 762

OPERATIONS MANAGEMENT

Credits 4(4+0+0)

Course Objectives: To explain the role of operations, and their interaction with the other activities of a firm: finance, marketing, organization, corporate governance, etc. To analyze operation processes from various perspectives such as efficiency, responsiveness, quality and

productivity. To learn basic but useful analytical skills and tools in studying operations in specific and other activities (marketing, finance, etc.) in general.

Unit I: Operation Function

Introduction to Operation Management, Nature & Scope of Operation/ Production Management, Relationship with other functional areas, Recent trend in Operation Management, Manufacturing &

Theory of Constraint, Types of Production System, Just in Time (JIT) & lean system

Unit II: Operation Strategy

Strategic Consideration, Global Strategies, Need Assessment, Service Strategy, Manufacturing Strategy.

Unit III: Product Design

Product Design & Process Selection, Stages in Product Design process, Value Analysis, Facility location & Layout: Types, Characteristics, Advantages and Disadvantages, Work measurement, Job design.

Unit IV: Process Selection

Process Choice, Process Decision, Job Design, Process Manufacturing, Analysing Cost time trade off

Job Design Consideration, Selecting Competitive Priorities.

Unit V: Service Process Design

Role of Service, Service strategy, Assemble to order strategy, Operation strategy, Customized Strategy

Resource flexibility, Customer involvement.

Unit VI: Forecasting

Forecasting & Capacity Planning, Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management.

Unit VIII: Aggregate Planning

Material Requirement Planning, Lot Sizing Rules, Safety Stock, Bill of Materials, Links to functional Areas Planning Lead time, Capacity Reports.

Reference Books

Krajewski & Ritzman (2004). Operation Management – Strategy and Analysis. Prentice Hall Of India.

2. Charry, S.N (2005). Production and Operation Management- Concepts, Methods &Strategy. John Willy & Sons Asia Pvt . Limited

BAM 750 MANAGERIAL ECONOMICS CREDIT 04 (4-0-0)

Course objective: *the course aims to make students aware of the market by mechanism, size, behavior etc. to impart through interactive class room discussions, ideas about both demand and supply side issues and instruments in micro and macro-economics, particularly keeping in mind the need of managers in the area of business management.*

UNIT I - INTRODUCTION TO ECONOMICS

- Economic background to management
- Fundamental Concepts
- Meaning and nature of managerial economics and its relationship with other disciplines
- Nature & scope
- Significance in decision making, Applications/uses

UNIT II - MICRO ECONOMIC ANALYSIS

- Meaning
- Nature and scope
- Application and uses

UNIT III - DEMAND ANALYSIS

- Meaning & Concept
- Demand Theory- Law of demand
- Demand function
- Individual and market Demand Schedule
- Law of demand
- Application/uses

- Bandwagon Effect and Snob Effect
- Market Demand Externalities

UNIT IV - DEMAND ELASTICITY

- Meaning
- Scope & relevance
- **Price elasticity**- Meaning, nature & scope, measurement of price elasticity, factors affecting price elasticity of demand, Practical examples and applications.
- **Income elasticity**- Meaning, Nature & scope, measurement of income elasticity, factors affecting income elasticity of demand, Practical examples and applications
- **Cross elasticity**- Meaning, Nature & scope, measurement of Cross elasticity, factors affecting Cross elasticity of demand, Practical examples and applications

UNIT V - PRODUCTION ANALYSIS

- Meaning
- Factors of production
- Production Function and its managerial use
- Short run analysis- Laws of production
Long run analysis>Returns to scale

UNIT VI - COST ANALYSIS

- Meaning & concept
- Types of costs
- Cost Function and its managerial use
- Implications for managers
- Use in decision making
- Short run analysis-meaning, Graphical explanation
Long run analysis-meaning, Graphical explanation

UNIT VII - MARKET STRUCTURE AND PRICING DECISIONS

- Meaning & concept
- Pricing under different market structures
- **Perfect competition**- Meaning & concept, short run analysis, long run analysis, Applications, Implications for managers, Use in decision making

- **Monopoly** - Meaning & concept, short run analysis, long run analysis, Applications, Implications for managers, Use in decision making
- **Monopolistic competition**- Meaning & concept, short run analysis, long run analysis, Applications, Implications for managers, Use in decision making
- **Oligopoly**- kinked demand curve, Price rigidity, Stickiness of price

Reference Books:

1. *Davis, H.: Managerial economics, ELBS-Pitman.*
2. *Dornbusch Rudiger: Macro economics*
3. *Koutsoyiannis: Modern Micro Economics*
4. *Lipsey: An introduction to a positive economics*
5. *Samuelson Nordhaus: Economics*
6. *Mithani, D.M-Managerial Economics-Theory and Application*

BAM- 729

INTERNATIONAL TRADE LAW

CREDIT:4(4+0+0)

Course Objective This course introduces the legal framework, policies and jurisprudence of the World Trade Organization (WTO). It is designed to give students an overview of the regulation of trade in goods, services and intellectual property that is necessary for international legal practice, as well as provide the policy analysis that will equip students to better understand the trade dimensions of international legal disputes.

Unit I introduces the main structural characteristics of the WTO.

Unit II covers procedural issues in the WTO dispute settlement mechanism.

Unit III addresses the traditional free trade doctrines: most-favored nation treatment, national treatment, and transparency.

Unit IV discusses fair trade doctrines: anti-dumping measures, countervailing duties, safeguard measures, and protection of intellectual property.

Unit V covers trade-related public policy issues, namely, exceptions to the free trade doctrines based on GATT Article XX.

Unit VI looks into developing countries and agricultural trade under the Agreement on Agriculture.

RECOMMENDED BOOKS:

1. *K.Indira, International trade law , Routledge; 4 edition (17 August 2009)*

2. The Oxford Handbook of International Trade Law edited by Daniel Bethlehem, Isabelle Van Damme, Donald McRae, and Rodney Neufeld

BAM-751 **MANAGERIAL ACCOUNTING** **Credit: 4 (4+0+0)**

Course Objectives: To provide understanding of various management accounting concepts, their usefulness in management decision making. Financial statement analysis and understanding cost, volume and profit related analysis and profit planning

Unit 1

Concept of Managerial Accounting, Characteristics, Objectives, Scope, Functions, Functions of Management Accountant, Management accounting Vs Cost accounting, Management accounting Vs Financial Accounting.

Unit 2

Financial Statements Analysis :Comparative Financial Statements, Common Size Balance Sheet

Unit 3

Financial Statements Analysis: Cash Flow Statement, Fund Flow Statement, Ratio Analysis – Turnover Ratio ,Capital Structure Ratio, Profitability Ratio

Unit 4

Concept of Cost, Classification of Cost for Managerial Decision Making

Unit 5

Cost Volume Profit Analysis: BEP Analysis, Graphic representation of BEP Analysis, P/V ratio analysis.

Unit 6

Budget & Budgetary Controls: Preparation of Cash, Sales, Fixed & Flexible Budgets.

Unit 7

Standard Costing : Meaning and Application, Standard Cost Vs Estimated Cost, Standard Costing Vs Budgetary control, Variance Analysis: Standard Hour, Elements of each cost, Material, Labour, Overhead, Variable overhead, Fixed overhead, Sales Variances

Text Book Recommended

1. Introduction to Management Accounting-Horngren, Sundem, Stratton

2. Management Accounting-Khan & Jain

3. *Cost and Management Accounting M.N .Arora*

4. *Financial Accounting –J.C.Varshney*

BAM 856 QUANTITATIVE TECHNIQUES CREDIT: 4 (4-0-0)

Course Objectives: Apply the most widely used quantitative techniques in decision making.

Grasp the wide applicability of quantitative techniques. Apply mathematics to technical problems in business management. Appreciate the value of mathematical reasoning and analysis in daily life situation.

Realize the Importance of certain mathematical techniques in getting the best possible solution to a problem involving limited resources.

UNIT - I

Functions, Types of functions, limit and continuity, Elementary differential, Partial differential (first order and second Order), Theory of Maxima and minima for single and two variables, Business applications of differential, Matrices and determinants, solution of simultaneous linear equation up to 3 variables.

UNIT - II

Statistics: Meaning and Applications of Statistics in business decision making and research. Collection, Tabulation and presentation of data. Measures of central tendency: Mean, Median and Mode. Measures of dispersion.

UNIT - III

Correlation: Karl Pearson's coefficient of correlation, Rank, Probable error and coefficient of determination.

Regression Analysis: Regression Lines, Equations and Coefficients. Analysis of Time Series and Business Forecasting: Components, Moving Averages, Exponential smoothing and Least Squares Method.

UNIT - IV

Index numbers: Simple and Weighted, WPI and CPI. Elementary Probability Theory. Normal, Binomial and Poisson Distribution. Elementary Sampling Theory, Estimation Theory, Hypotheses, Large and small samples.

RECOMMENDED BOOKS:

1. Kapoor, V. K, Sancheti, D.C, *Business Mathematics*.
2. Levin Richard I. & Rubin, David S, *Statistics for Management, Prentice Hall Of India, New Delhi*.
3. Gupta S.P Gupta M P, *Business Statistics, Sultan Chand*.
4. Bhardwaj, R.S, *Mathematics for Economics and Business*.
5. Terry, Sineich, *Business Statistics by Examples, Collier McMillan Publisher*.
6. Gupta S.P, *Statistical Methods, Sultan Chand*.

Syllabus

Master of Business Administration (International Business)

SEMESTER 3

CODE BAM-864 MANAGEMENT INFORMATION SYSTEM CREDIT 4 (2+1+2)

UNIT-I- INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS:

- Nature of MIS
- Scope of MIS
- Objectives of MIS
- Limitations of MIS
- Role of MIS in Business functions and organisations
- Operating Elements of MIS
- Information Systems Pyramid
- Structure Based and Management Activity Based role of MIS
- MIS Structure Based on Organisational Function
- Advantages and Disadvantages

UNIT –II- CLASSIFICATION OF INFORMATION SYSTEMS:

- TPS: Concepts/Types/Functions/
- MIS: concept as management support tool
- ESS: Concepts/Types/Functions/
- DSS: Concepts/Types/Functions/
- EIS: Concepts/Types/Functions/
- Office Automation Systems:Concepts/Types/Functions /Tools of Office Automation Systems
- Artificial Intelligence: concepts/components/functions
- Concepts/Meaning and Definition
- Components of Artificial Intelligence
- Advantages and Disadvantages
- Robotics: concepts/functions

- Expert Systems: concepts/components/functions/
- Knowledge Work Systems Concepts/Types/Functions /Activities

UNIT –III- DECISION MAKING PROCESS : TYPES AND MODELS

- Concepts of Decision Making
- Types of Decisions
- Decision Making Process
- Models of Decision Making

UNIT –IV-COMPUTER SYSTEMS : A TOOL FOR MIS

- *Functions of a computer*
- *Computer Hardware*
- *Computer Software*
- *Communication Technology*

UNIT –V-CONCEPTS OF INFORMATION:

- Information: Concepts and Meaning
- Data: Concepts and Meaning
- Characteristics of Information
- Source
- Types: Type of Decisions and source

UNIT –VI-TELECOMMUNICATIONS AND NETWORKS

- Concepts of Networking
- Internet/Intranet: Concepts/Roles/ Advantages/Disadvantages
- Types of Telecommunication Networks
- Problems of Networked Enterprise

UNIT –VII- INFORMATION SECURITY and CYBER CRIME

- Information Security: Concepts/Methods/Need/Methods of Defence
- Networks and Website security risks
- Viruses

- Cyber Crimes
- Phishing/Copyright
- Computer Ethics: Nature /Characteristics/Ethical Guidelines/

UNIT –VIII- LEGAL AND ETHICAL ISSUES :

- The Information Technology Act 2000/Highlights/important concepts inIT Act,2000

UNIT–IX- ERP: ENTERPRISE RESOURCE PLANNING

Annexure –I by DebasisTripathy

UNIT –X- GENERAL TECHNOLOGICAL KNOWLEDGE:

- *Computer basics: OS/memory/Input/ Output/Characteristics*
- *Microsoft Word: Basic Features/Formatting Features/Inserting Tables/Document formatting*
- *Microsoft Excel: Basic Features /functions/Creating Tables and Graphs/Managing worksheets*
- *Microsoft Power-point: Creating PPT Presentations with formatting/design/animation*
- *E-Mail and Communication: Computer and IT Tools for Communication*

BAM 873 INTERNATIONAL MARKETING Credit 4(2+2+0)

Course Objective :

- To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues
- To understand how companies adjust their international strategies based on the global environmental changes (e.g., globalization)
- To build skills and respect toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing
- To develop managerial reading skills with a goal of acquiring the ability to understand and synthesize readings and business cases presented in a class

Unit I :Concept of international marketing

Introduction
Globalisation
Concepts of international marketing
Theory of international trade
Internationalization of Indian forms
Process of international marketing

Unit II : Emerging opportunities in international market

Introduction
Background of international trade
Composition of world trade
Direction of world trade
An overview of Indian foreign trade
India's growth of exports in international markets

Unit III :World trade organisations (WTO)-international market implication

Introduction
From GATT to WTO
Functions and structure of WTO
Principles of multilateral trade under the WTO
WTO agreement- an overview
Standards and safety measures of international market

Unit IV :Entering international market

Introduction
Concepts of international market
The modes of international market entry
Factors affecting the selection of entry mode
Choosing the right international market entry mix

Unit V :Building brand in international markets

Introduction
Types of brands

Benefits of brandings

Selecting brand name for international market

Brand – image, equity, identity, essence, positing , revitalisation

Strategies for building global brand

Unit VI : Pricing decision for international market

Introduction

Pricing decisions

Pricing approaches for international markets

Factors influencing pricing decision in international markets

Recommended books

1. [Rakesh Mohan Joshi](#) , **International Marketing, Oxford University Press; Pap/Cdr edition (9 March 2005)**
2. International Marketing By Rakesh Mohan Joshi

BAM 843

INTERNATIONAL FINANCE

Credit 4(2+1+2)

Course objective:

- Provide students with a basic knowledge of how international financial markets work.
- Provide students with an understanding of exchange rates and why currency values fluctuate.
- Explore methods used to manage risk in the global markets.
- Support student learning through site visits to cultural and financial centers.
- Provide an in-depth understanding of the process and techniques used to make international investment decisions.

Unit I :The balance of payment

Fundamental of BOP accounts

International economic transaction

Double entry book keeping

The accounts of BOP

The current account

The capital & finance account

Net errors & omissions

Officers reserve accounts
The balance & imbalance payment
Letter of credit
Major country trends in trade and capital flows

Unit II :Financial markets

Foreign exchange markets
Cross rates
Exchange rate determination
Market size & composition
International money markets
International capital markets
International banking & banking lending

Unit III :Financial management

The goal of global financial management
International trade financing
Multinational capital budgeting
International working capital management
Managing foreign exchange exposure
 Transaction exposure
 Economic exposure
 Accounting exposure

Unit IV :Corporate governance, accounting and taxation

Principle of accounting difference across countries
 Origin of differences
 Classification systems
 Principal difference
 The issue
 The process of accounting standardization
International taxation
 Tax jurisdiction
 Tax type

Income categories & taxation

Unit V: US taxation of foreign corporation

- Taxation of foreign branches of us corporation
- Taxation of foreign subsidiaries of us corporation
- Calculation of US taxes on foreign-source earning
- Conclusion remarks regarding US taxation of foreign income

RECOMMENDED BOOKS

1. **Rajiv srivastava , International Finance, Oxford University Press**

BAM 802

INTERNATIONAL HRM

Credit 4(2+1+2)

Course objective :

- Understand issues and practices pertaining to the major HRM functions within the context of a multinational environment
- Recognize and value cultural differences
- Develop successful programs for international assignees (short term/long term)
- Become an expert in a particular country with regard to issues and practices pertaining to major HRM functions
- Take ownership of their own career and its development

Unit I: Definitions and Scope of HRM

Unit II: Approaches to International HRM

Unit III: Role of HRM in International Firms

Unit IV: Human Resource Planning, International Recruitment and Selection, Executive Nationality Staffing Policies, Issues in Staff Selection

Unit V: Multinational Performance Management and Performance appraisal

Unit VI: Training and Development: Expatriate Training, Developing International Staff and Multinational Teams

Unit VII: Compensation Management and Approaches, Objectives of International Compensation

Unit VIII: Repatriation and its process

Unit IX:Labour Relations: Issues in International Labor Relations, Labour Union, Response of Labour Unions to Multinationals, International Labour Organizations.

RECOMMENDED BOOKS:

1. The Global Challenge- framework for international human resource management, Evans, Pucik, Barsoux, Tata McGraw-Hill Irwin.
2. International Human Resource Management-Peter J Dowling, Denice E Welch, Cengage Learning

BAM 899 Project report credit 10 (0+0+20)

BAM 780 Seminar credit 1(0+1+0)

Syllabus

Master of Business Administration (International Business)

SEMESTER 4

CODE BAM 803 INDIA'S FOREIGN TRADE AND POLICY 4(4+0+0)

Course objective :

- 1.To impart in-depth knowledge of INDIAN FOREIGN TRADE POLICY to candidates who wish to specialize in this field of foreign trade.
- 2.To help candidates in acquiring requisite skills and competence for managing INDIAN FOREIGN TRADE POLICY related matters effectively and efficiently.
- 3.To provide a steady stream of manpower resource to the industry in order to fulfill its ever-growing demands in this field.

Unit I :Indian's Foreign Trade:

Trends and developments;
Commodity composition and direction,

Unit II: India's foreign trade in global context.

Foreign Trade Policy and Control in India;
Policy making body and institutions;
Exchange control in Institutions;
Exchange control in Indian-objectives and definition.

Unit III:Import Substitution and Export Promotion Policies:

Export Incentives-duty exemption schemes,
EPCG,
Duty draw backs;
Role of commercial banks in foreign trade;
Deferred payment system;
EXIM Bank;
Export credit insurance and ECGC.

Unit IV:Infrastructure Support for Export Promotion:

Export promotion councils:

Commodity board/Products export development authorities:
Specific service institutions;
State trading organizations Export and Trading Houses;
Export Processing Zones/Special Economic Zone (EPZ/SEZ);
Export Oriented units (EOUs).

Unit V: Foreign Investment Policy :

Indian Joint ventures abroad Multilateralism and Bilateralism in India's foreign trade.

RECOMMENDED BOOKS:

1. Verma M.L. Foreign Trade Management in India. Vikas Publishing House, New Delhi.
2. Bhashyam S:Export Promotion in Indian-The Institutional Infrastructure, Commonwealth Pub. New Delhi.
3. Chaudhuri B.K. Finance of Foreign Trade and Foreign Exchange; Himalaya Publication, New Delhi.
4. Mahajan V.S. : India's foreign Trade and Balance of Payments; Deep & Deep Publications, New Delhi.
5. Vershney R.L.: India's Foreign Trade; Mahal, Allahabad.
6. Export-Import Policy, 1997-2003; Ministry of Commerce, Government of India, New Delhi.

BAM 804 EXPORT IMPORT PROCEDURES, DOCUMENTATION AND LOGISTICS Credit: 04 (4-0-0)

Course Objectives

1. To provide an understanding of the nature of export-import business and trade regulations
2. To familiarize with export/ import procedures and important documentation and provide awareness of different requirements for export/import to different countries.

Unit I: Policy framework for International trade:

- Trade policy options for developing countries. Instruments of Trade policy. India's foreign trade policy. Policy initiatives and incentives by the state government.
- WTO and India's export promotion measures.

Unit II: Export-Import Documentation:

- Pre-shipment documentation: Commercial (Principal and Auxiliary) and regulatory documents. Aligned Documentation System – Commercial Invoice – Shipping Bill – [Certificate of Origin](#)– Consular Invoice – Mate's Receipt – Bill of Lading – GR Form- Letter of Credit- Bill of exchange – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies.
- Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.

Unit III: Export-Import Procedures:

- Export transaction framework. Export procedure flowchart and process. Steps in Export Procedure – Export Contract – Forward Cover – Export Finance – Institutional framework for Export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection – Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents – Realisation of Exports Proceeds.
- Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents.

Unit IV: Policy and Institutional Framework for Exports and Imports:

- Foreign Trade Policy – Highlights – Special Focus Initiatives – Duty Drawback – Deemed Exports – ASIDE (Assistance to States for Developing Export Infrastructure and Allied Activities) – MAI (Market Access Initiative) & MDA (Market Development Assistance) – Star Export Houses – Town of Export Excellence – EPCG Scheme (Export Promotion Capital Goods Scheme) – Incentives for Exporters. Export Promotion Councils-Commodity Boards – FIEO (Federation of Indian Export Organization) – IIFT (Indian Institute of Foreign Trade) – EOUs (Export Oriented Units) – SEZs(Special Economic Zones) – ITPO (International Trade Promotion Organization) – ECGC (Export Credit Guarantee Corporation of India Ltd.)– EXIM Bank

Unit V: Insurance :

- Cargo Insurance, Its Importance, Basic Principles, Types of Cover, Types of Losses, Determination of Premium.

Unit VI: Terms of delivery in international trade transactions:

- E terms: Departure terms, F terms: Shipment terms, main carriage unpaid, C terms: Shipment terms, main carriage paid, D terms: Delivery terms.

Suggested readings:

1. *International Business, Oxford University Press: Rakesh Mohan Joshi*
2. *International Management: Concept and Cases, Tata Mc Graw Hill Publication: Manab Thakur, Gene Burton and B. N. Srivastava*
3. *International Business, Pearson Publication: Sumati Varma*
4. *International Business, Prentice Hall India Publication: Francis Cherunilam*
5. *John J. Capela, Import/Export for Dummies. Wiley Publishing, 2008 .*
6. *Jennifer Dorsey, Start Your Own Import/Export Business, 2nd ed. Entrepreneur Press. 2007*
7. *Carl A. Nelson, Import/Export: How to Take Your Business Across Borders, 4th ed McGraw Hill, 2009*

CODE – BAM 805**GLOBAL STRATEGIC MANAGEMENT****4(4+0+0)****Course Objectives:**

- To understand the range of competitive opportunities and challenges companies and managers face in creating value worldwide , especially the forces of Globalization
- To appreciate the complexities of national institutions and the dynamics of industry competition
- To know the resources, capabilities, and core competences enabling a company to sustain above- average returns over the long run;

UNIT I : Introduction:

Meaning of Strategie Mangement,

Role of Strategic Management,
Process of SM,
Limitations of SM,
Organisational Mission Vision, goals and ethics.

UNIT II: Environmental Scanning :

Appraisal of external environment Dynamics of internal environment,
organisational capabilities and Appraisal.

UNIT III: Strategy Formulation:

Business level strategy,
Corporate Level Strategy,
Functional Strategies.

UNIT IV: Strategy Implementation:

Aspects of Strategy Implementation,
Project Implementation,
Procedural Implementation,
Resource Allocation,
Organisational design and change,
Corporate Culture.

UNIT V: Evaluation and Control:

Meaning of Strategic Evaluation and Control Criteria and Techniques of
Strategic Evaluation and control,
Role of Organisational systems in evaluation.

Books Recommended :

1. Rowe, A.J. Others (1994)-Strategic Management A Methodological Approach, Reading, Mass: Addison-wesley.
2. Prasad, L.M. (1995)-Business Policy & Strategy (New Delhi: Sultan Chand & Sens.)
3. Jouch, L.R. & Glueck, W.F.-Business Policy and Strategy Management, (MC Grawhill).
4. Michael, V.P. Globalisation, Liberalisation & Strategic Management, (Mumbai: Humalaya Publishing).
5. Ramaswamy V.S. & Namakumari, S-Strategic Planning-formulation of Corporate Strategy,

(Delhi:Macmillian

India)

6.Kazmi, Azhar: Business Policy and Strategi Management, Tata MCGraw Hill, New Delhi

BAM 897

COMPREHENSIVE VIVA VOCE

Credit 1(0+1+0)

Elective

INTERNATIONAL BUSINESS & MARKETING

BAM 880

Advertising Management

Credits 4(4+0+0)

Course Objectives: To provide basic understanding of advertising management, brand building, planning advertising campaign and advertising laws & ethics.

Unit 1 : Advertising – Its purpose and functions Advertising –Definitions, Difference with Sales Promotion, Theories Economic and Social Implications of Advertising: Social effects Effects on Indian and Global economies Effects on Indian and Global economies

Unit 2 Advertising Process – Identification of need and Target audience Advertising Process – Identification of need and Target audience Triangle of Communication, Speed of response Audience perception, Perpetual Mapping.

Unit 3: Creative Strategy, - Purchase proposition Creative Strategy, - Purchase proposition Reinforcement of Message Creative Execution & Judgment- Copy writing and Copy Research

Unit 4 Brand Building: Definition, Evolution Brand Building: Life Cycle, Positioning, Measure Brand Building: Positioning, Measure

Unit5 Planning an Advertising Campaign The emerging Consumer Class In India Analysing Human Behaviour Advertising Research Creativity Idea Generation Creative Brief Creating Appeal Consumer Research Layout and Production. Media Decision: Current Scenario Media Decision: Characteristics, Brief Media Decision: Planning, Information, Trends Media Decision: Planning, Information, Trends Advertising Agency Client Relationship

Unit 6 Agency, Briefing, Settings and Directing Agency: Achievement of Objectives Agency Remuneration system and Norms Clients and Agency: Areas of Conflict Types of Advertising and their importance Issues concerning advertising, Advertising Law, Ethics, Public Relations

Books Recommended :

1. Advertising Management, Batra, Pearson Education India, 2009

2. Advertising Management (5th Edition), Rajeev Batra Prentice Hall; 5 Sub edition (December 12, 1995)

BAM 820

OVERSEAS BUYING BEHAVIOUR

CREDIT: 4 (4-0-0)

Course Objective:

The objective of the course is to familiarize the students with behavior of consumer in Indian as well as global context. It will be helpful in sharpening skills for developing marketing strategies based on insights from consumer behavior. It also explains how the “cross-cultural” differences among the consumers of different societies /nations can be helpful in targeting and penetrating markets.

UNIT I

Consumer Behaviour; Introduction, Meaning & definition, Nature & scope, Consumer behavior process: Conceptual framework, Inter-disciplinary approach, Consumer research: Conceptual framework, Methods, Data collection, Data analysis, Report preparation.

UNIT II

Market Segmentation: Bases of segmentation-Geographic, Demographic, Psychographic, lifestyle, behavioural, Market positioning, Market Targeting, Market Positioning.

UNIT III

Consumer Motivation; Conceptual framework, Theoretical orientation, Understanding consumer-Conceptual framework, Self-Concept theory, Personality Traits, Emotions: Conceptual Framework, Emotions in advertising

UNIT IV

Consumer Perception: Conceptual framework, Stimuli factors, Expectations, Motives, Consumer risk perception, Consumer Learning: Conceptual Framework, Learning Theories, Behavioural Learning theories, Classical conditioning.

UNIT V

Consumer decision making: Process, Factors-Personal influence, Role of opinion leaders, Nature of family decision making, Consumer protection: Legal measures, Consumer protection Act.

REFERENCES:

1. David L. Loudon, Albert J. Della Bitta : Consumer Behavior: Concepts and Applications, McGraw-Hill
2. Del I. Hawkins, Roger J. Best, Kenneth A. Coney: Consumer Behavior: Building Marketing Strategy, Tata McGrawHill Education
3. Frank R. Kardes : Consumer Behavior and Managerial Decision Making, Prentice Hall
4. Henry Assael : Consumer Behavior and Marketing Action South- Western College Pub
5. K.K. Srivastava, Sujata Khandai : Consumer Behavior in Indian Context. Galgotia Publishing Company
6. Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar: Consumer Behavior, Pearson Education India
7. Martin Evans, Ahmed Jamal, Gordon Foxall: Consumer Behavior, Wiley India
8. Matin Khan : Consumer Behavior

BAM-821 SERVICE MARKETING CREDIT: 4 (4+0+0)

Course Objective:

- To provide an in-depth appreciation and understanding of the unique challenges inheriting managing and delivering quality services. Participants will be introduced to and work with tools and strategies that address these challenges.
- To develop an understanding of the ‘state of the art’ of service management thinking.

Unit: 1 Service Marketing: Concept, characteristics and importance. An overview of service sector in India. Career opportunities in Service Sector.

Unit: 2 Marketing Mix in Service Marketing, Segmentation, Targeting and positioning of service.

Unit:3 Industrial Services

Unit: 4 Service Strategy: Concept and Strategic Planning Process.

Unit:5 Consumer Behaviour in Service: Factor influencing consumer behavior, Model of Consumer expectations and perceptions.

Unit: 6 Service quality management: Concept, Determinants and process.

Unit: 7 Interactive Marketing and Consumer Protection in Services.

Books Recommended :

1. Services Marketing, Dr.L.Natarajan, Margham Publications (2013)

INTERNATIONAL BUSINESS & FINANCE

BAM-826

SECURITY ANALYSIS

CREDIT: 4 (4+0+0)

Course Objective : To provide insight about the relationship of the risk and return and how risk should be measured to bring about a return according to the expectations of the investors and Portfolio management practices in india. Also to familiarize the students with the fundamental and technical analysis of the diverse investment avenues

Unit 1: Concepts of Investments, Objectives of Financial investment, Types of Investments, Approaches of investments decision making.

Unit 2:Risk Analysis: Types of Risk, Measurement (Characteristic Regression Line (CRL), Calculation of Beta), Capital allocation between risky & Risk assets-Utility analysis.

Unit 3:Security Returns & Valuation: Valuation bond and fixed income instruments, valuation of equity and preference shares (Dividend Capitalization & CAPM).

Unit 4:Fundamental Analysis : Economic, Industry & Company

Unit 5:Technical Analysis : Efficient Market theory, Random Walk Theory

Unit 6: Derivatives : Options and Futures and Swaps

Books Recommended :

1. Security analysis- Benjamim Graham , TATA MCGRAW HILL PUBLISHING COMPANY

BAM-828 MANAGEMENT OF FINANCIAL SERVICES CREDIT: 4 (4+0+0)

Course Objective : The students will understand the nature and role of financial services, the guidelines and framework within which they operate and the purpose of these services and their role in the development of financial markets.

Unit 1: Natures and functions of financial services.

Unit 2: Hire-purchase, Leasing and consumer credit.

Unit 3 : Insurance services: Nature and functions. Role of LIC and GIC.

Unit 4: Venture Capital: Nature and Scope of venture capital in India. Venture Capital firms Study of Venture Capital Funds of IDBI and SIDBI

Unit 6: Mergers/Amalgamations and Acquisition/Takeovers

Unit 7: Merchant Banking: Concept, merchant banking in India, regulation of merchant banking in India.

Unit 8: Mutual Funds: Concept and classification. Growth and importance of mutual funds. Performance of listed schemes. Performance of open ended schemes.

Books Recommended :

1. Management of Financial Services, by B.S.Bhatia

BAM-875 WORKING CAPITAL MANAGEMENT CREDIT: 4 (4+0+0)

Course Objective :

- Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
- Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation.
- Investigate funds flow cycles and their impact on working capital management objectives.

Unit 1: Management of working capital: Meaning, significance and types of working capital, Calculating operating cycle period and estimation of working capital requirements

Unit 2:Solvency, Liquidity Analysis & Financial Flexibility

Unit 3:Financing Approaches in Working Capital., Financing of working capital and norms of bank finance;

Unit 4:Sources of working capital: Factoring services; Various committee reports on bank finance; Dimensions of working capital management.

Unit 5:Cash Management: Concept of Cash Budget, Cash Collection Systems, Cash Concentration, Strategies

Unit 6:Inventory Management, Approach of inventory Management

Unit 7:Accounts Receivable Management, Credit Policy & Collections

Unit 8:Managing Payables & Accruals

Unit 9:Short Term Financing. Payment System & Financial Institution

Unit 10:Marketable Securities: Avenues and Issues

Books Recommended :

1. working capital management by Narender Kumar Jain

INTERNATIONAL BUSINESS & HR

BAM-874 MANAGEMENT OF INDUSTRIAL RELATIONS CREDIT: 4 (4+0+0)

Course Objective :

The objectives of managements, the ways in which enterprises are managed to achieve these objectives and the human resource management(hereinafter referred to as "HRM") and industrial relations (hereinafter referred to as "IR") initiatives in this regard, are affected by pressures, many of which are exerted by globalization

Unit 1: The conceptual framework and approaches to industrial relation

Unit 2: The influence of the emerging socio-economics scenario on industrial relations

Unit 3: Structure, characteristics and function of trade unions

Unit 4: Recognition of trade unions as collective bargaining agents,

Unit 5: Essentials of Trade Unions Act,

Unit 6: Employee disciplining and grievance handling

Unit 7: industrial disputes,

Unit 8: bipartite and tripartite machineries,

Unit 9: collective bargaining,

Unit 10: relevant provisions under Industrial Disputes Act,

Unit 11: strikes and lockouts,

Unit 12: employee empowerment-industrial democracy,

Unit 13: workers participation in management,

Unit 14: International Labor Organization,

Unit 15: Recommendation of II National Commission on labor.

Books Recommended :

1. *Management & industrial relations by D. H. Plowman*

CODE BAM-799

Labour Law

CREDIT-4 (4+0+0)

Course Objective : In this course, the students are to be acquainted with the Industrial relations framework in our country. Further, the importance of the maintenance of Industrial peace and efforts to

reduce the incidence of Strikes and Lockout and Industrial Strike are to be emphasised. The main theme underlying the Programme is to critically examine the provisions in the Trade Unions Act,

Unit 1: Introduction to Labour Law

Unit 2:Trade Union Act 1926

Unit 3:Industrial Dispute Act 1947

Unit 4:ESI Act 1948

Unit 5:P.F. and Miscellaneous Provision Act 1952

Unit 6:Workman Compensation Act 1923

Unit 7:Payment of Gratuity Act 1973

Unit 8:Minimum Wages Act 1948

Unit 9:Factories Act 1948

Books Recommended :

1. LABOUR & INDUSTRIAL LAW by S.N.MISRA, CENTRAL LAW PUBLICATION; Twenty Seventh Edition (Rep.) edition (2013)

BAM-882 TRAINING & DEVELOPMENT

CREDIT: 4 (4+0+0)

Course Objective : Provided students with both formal and informal learning experiences that contribute to individual growth and improved performance in current or future jobs. Formal training and development systems are organized to achieve learning objectives in knowledge, skills, and abilities of employees and certain specifically designated applicants for employment. Job and other life experiences provide informal learning.

Unit 1: Human Resource Planning: Concept and Scope

Unit 2: Recruitment, Selection & Placement

Unit 3:Steps to Training & Development

Unit 4: Need, Objectives & Learning Principles of Training

Unit 5: Various Approaches of Training

Unit 6: Nature & Purpose of Management Development Techniques

Unit 7:Information Technology & HR: Training & Development Via Internet & CD-ROMS

Unit 8: Evolution of Training & Development

Unit 9: Performance Appraisal-Purpose, Factors Affecting, Criteria, Methods, Performance

Unit 10:Appraisal of Managers, Post Appraisal Interview, Frequency of Performance

Appraisal, Ethics.

Books Recommended :

1.Training and Development Methods by Dr.Rishipal, S Chand & Co Ltd; 1 edition (1 December 2011)