

**SEMESTER ONE**

# **1. PRINCIPLES OF GLOBAL BUSINESS MANAGEMENT**

## **Course Objectives:**

This course aims:

- to familiarize the participants with the various aspects of Principles of Global Management, with a view that conducting business is exciting, challenging and globally oriented.
- to provide the students with an integrated and practical approach to understand the concepts of Global Management.
- to provoke critical thinking about various principles, guidelines and practices of Global Business Management.

## **Learning Outcomes:**

On completion of the course, Learners are expected to know about:

- Globalization and trends in Management System
- Various International Trade Theories
- Organization of International Business
- Issues faced In Global Marketing by Multinational Organizations

## **Syllabus**

### **BLOCK I: Globalization and trends in Management System**

Introduction, definition and explanation of globalization, Drivers of Globalization, Managing in Global Marketplace, Strategies for going global, Different Entry Modes, Strategic Alliances

### **BLOCK II: International Trade Theory**

Benefits of Trade, Comparative Advantage, Heckscher-Ohlin Theory, The Product Life Cycle Theory, Competitive Advantage, Porter's Diamond Model

### **BLOCK III: The Cultural, Political, Legal and Economic environment facing Global Business**

The Cultural Environment, The concept of culture, The strategy for managing across culture, Cross-cultural differences & similarities, The Political and Legal Environment, The Political system and its functions, Impact of Political system on management decision, Formulating legal & political strategies in International Business, The Economic Environment Facing Global Business, Classifying Economic System, Key Macroeconomic issues, Adapting to Foreign Economic System

### **BLOCK IV: Control Strategies**

Planning, Control strategies in Internationalization Process, Organization Structure, Location of Decision making

### **BLOCK V : Issues in Functional Areas of Global Business**

Marketing in the global marketplace, Global Manufacturing Strategies, Global Quality Standards, Global Sourcing, Global Purchasing and Supplying Strategies, Role of Human Resource Manager in Global Perspective, Country Difference in Accounting Standards

#### **Text & References:**

- Hodgetts Richard M & Luthans F., 2002, International Management, Tata McGrawHill
- Robbins Stephen. P. (2004) Management, Prentice Hall, 8th Edition
- Koontz Harold and Wehrich Heinz, (2001), Management : A Global Perspective, Tata McGraw Hills Publishing Co. Ltd., 10th Edition,

## **2.INTERNATIONAL MARKETING**

#### **Course Objectives:**

- The course introduces the student to the various aspects of international marketing.
- The principle objective is of developing skills in the identification, analysis and solution of the problems encountered in the theories
- To understand the practices of international marketing abroad.

#### **Learning Outcomes:**

On successful completion of this course, learner's will be able to :

- Apply basic international marketing theories and concepts to understand the environment;
- Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies;
- Identify, analyse, and evaluate data, information, and evidence related to international business opportunities and threats relevant in the current world;
- Communicate, clarify, and present to peer audiences in a professional setting and work in a team reflected in assessment activities; and
- Produce a report considering the marketing of a business to consumers or business customers in different cultural contexts with consideration of ethical conduct.

## **Syllabus**

### **BLOCK I: Global Marketing: An Overview**

Introduction to Global Marketing, Reasons / Objectives, Environment of International Marketing  
Transnational Marketing – Domestic to global , Various terms, EPRG framework, Driving &  
Restraining Forces

### **BLOCK II: Social & Cultural Environment**

Basic aspects of culture , Cultural Knowledge, Culture and its elements, Analytical Approaches  
to Cultural Factors , Maslow's hierarchy of needs, Hofstede's Cultural Typology, The SRC  
Environmental Sensitivity

### **BLOCK III: Global Advertising**

Global Advertising and Branding , .Selecting an advertising agency, Creating Advertising

### **BLOCK IV: Global Marketing Channels and Physical Distribution**

Channel objectives and Constraints, Distribution Channels: Terminology and Structure

Physical Distribution and Logistics

### **BLOCK V: Global Marketing Information Systems**

Overview of GMIS , Sources of Market Information, Formal marketing Research, Global  
segmentation Targeting & Positioning, Global Market Segmentation , Behaviour , Vertical Vs  
Horizontal, Global , Targeting, Criteria for Global targeting, Selecting a GTMS, Global  
Positioning ,Marketing in a Developing Country, Global e-marketing, The Death of Distance,  
Relationship marketing, Living in an Age of Technological Discontinuities, Components of the  
Electronic value chain

### **Texts & References :**

- Agrawal N.P., Jain Arvind : Marketing Management Raj, Jaipur : Publishing House, 2003.
- Boot, John C. G., and Cox, Edwin B., Statistical Analysis for Managerial Decisions, New Delhi, McGraw- Hill Publishing Company Limited, (International Student Edition 1979.
- Brink, Edward L. and Kelley, William, T.. The Management of Promotion : Consumer Behaviour and Demand Stimulation, Englewood Cliffs, Prentice- Hall Inc., 1963.
- Bruce Mallen : Principles of Marketing Channel Management, D. C. Heath and Company, Lexington, Massachusetts, 1977.
- Chandrashekhar K.S., "Marketing Management", News Delhi, Tata MC Graw Hill Education Pvt. Ltd., 2010.

### **3.CROSS CULTURAL MANAGEMENT & MANAGEMENT OF MULTINATIONAL COMPANIES**

#### **Course Objectives**

- The course seeks to impart understanding of Cross Cultural Management, so as to be able to relate it to managerial activity in the new geo-economy.
- The Course Contents provide exposure to the diverse management styles across the globe and impart understanding of different approaches to comparative analysis of each management style.
- This course also aims to provide knowledge regarding the Styles of Management and its impact on the International Business

#### **Learning Outcomes**

After the completion of the course , the learners will be able to get :

- Knowledge of mechanics of doing business abroad.
- Importance of cultural, economic, political and environmental aspects
- The challenges, which management faces today in a global environment.
- Importance of Business Ethics and social responsibility of Cross Cultural Managers
- The role ethics play in the management of transnational companies.

#### **Syllabus**

##### **BLOCK I: Introduction**

The Concept of International Comparative Management, Definition of Culture and impact of the culture on International Business.

##### **BLOCK II: Modalities of Cross-Cultural Dimensions**

Kluckhohn and Strodtbeck`s Cultural Dimension, Hofstede`s Cultural Dimensions, Trompenaars Cultural Dimensions, Hall and Hall`s Cultural Dimension

##### **BLOCK III: Styles of Management and its impact on the International Business**

Japanese Style of Management, German style of Management, UK style of Management, French style of Management, Spanish style of Management, Style of Management of United States companies, Management Characteristics of West European Companies, Styles of Management in African Countries, Style of Management of Latin American Countries, Indian style of Management

##### **BLOCK IV: Cross Cultural Leadership**

Differences in managerial behavior, Cultural influences on leaders and their behavioural patterns.

### **BLOCK V: Business Ethics with focus on Corporate Governance**

Business Ethics and Corporate Governance, Business Ethics and Management of Change in the International Organisation, Comparative Analysis of Cultural Patterns in Different Economics and the issues, which affect the good governance. Management of Multinational companies: Management of Multinational Companies - Problems & Prospects of MNCs in an International environment . Communication and International Negotiation, Culture and Communication, Major Obstacles to Intercultural Communication, Nonverbal Communication, Subtle art of negotiation, Managing Negotiation with Multinational Companies

#### **Text & References:**

- Daniels, J. D. and Radebaugh, L. H. (2004). International Business: Environments and Operations, 10th Edition. Prentice-Hall, Inc., New Jersey. ISBN: 0-13-121726-7. (referred to as D&R)
- Hill, C. W. (2003). International Business: Competing in the Global Marketplace. 4th Edition. McGraw-Hill. (referred to as H)
- Griffin, R. W. and Pustay, M. W. (2002). International Business: A Managerial Perspective. FT/Prentice Hall. 3rd edition.

### **4.EXPORT IMPORT DOCUMENTATION AND LOGISTICS**

#### **Course Objectives :**

- Global exchange of goods and services takes place over a time duration, geographic and cultural distances and the transaction of monetary payments is also extended. Due to these complexities, the aim of the subject is to bring forth the extreme importance of global trade procedures and detailed documentation.
- To impart knowledge of documentation, government departments, private functionaries involved to enable the export manager to develop a systematic methodology to handle export.
- To enable students to understand the relevance and importance of various government policy measures for export as well as import.

#### **Learning Outcomes:**

Learning Outcome will be learner's better understanding of:

- Exports and factors responsible for exports.
- Export cycle (process, procedures and documents required for exports).
- Export regulating agencies in India
- Export insurance and types of insurance policies for exporters

## **Syllabus**

### **BLOCK I: Introduction**

Export Documentation Framework

### **BLOCK II: Documents for processing export order and legal implications**

Processing of an Export Order ; INCO Terms ; Foreign Exchange Regulation Act and introduction to FEMA

### **BLOCK III: Export Finance and documents**

Export Payment Terms; Export Finance ; Forward Exchange Cover

### **BLOCK IV: Central excise clearance**

Customs Clearance of Export Cargo; Customs Clearance of Import Cargo ; Role of Clearing and Forwarding Agents ; Shipment of Export Cargo; Negotiation of Export Documents

### **BLOCK V: EXIM Policy Framework**

EPCG Scheme ; Duty Exemption Scheme; Export Oriented Units and Export processing Zones ; Exercise on Negotiation of Export Documents.

### **Text & References:**

- Khurana P K, 2002, Export Management, Galgotia Publications
- *Notes of Amity Distance Education Course for EIDL*
- E. Johnson, Export/Import Procedures And Documentation (Export/Import Procedures & Documentation, 2002)
- Thomas A. Cook, The Ultimate Guide To Export Management, 2001
- Michael B. Stroh, A Practical Guide To Transportation And Logistics, 2006

## **SEMESTER TWO**



# **1.LEVERAGING INFORMATION TECHNOLOGY IN GLOBAL BUSINESS**

## **Course Objective:**

This course aims to:

- Understand the basics of available important components of Information Technology
- Appreciate the impact that Information Technology has on organizations
- Understand the components of IT strategy of an organization
- Understand the process of developing an Information System

## **Learning Outcome**

On completion of the course, Learners are expected to:

- Understand the business functions along with latest technologies
- Integrate the two most important concept that is management and Information Technology
- Highlight the latest trends and techniques of IT that gave a new scope to the business
- Emphasize on utilizing information technologies for productivity and competitiveness

## **Syllabus**

### **BLOCK I : Introduction to Information System**

Introduction; Information System; Need of Information; Role of Information System in Business, Category of Information Systems; Information System Resources; Scope of Information System

### **Computer Fundamentals**

Introduction; Computer Architecture; Classification of Computers; Memory Systems Auxiliary Storage Devices; Input Devices; Output Devices; Concept of Software, Programming Languages

### **BLOCK II: Introduction to Database Management Systems**

Introduction; Database Basics; Database Management System Facilities; Advantage and Disadvantage; Database Users; Structure of Database Management Package ; File Organization; Administration of a DBMS

### **BLOCK III : Data Communication and Networking**

Introduction; Data Communication; Types of Signals and Transmission ; Categorization of Transmission; Transmission Media; Networks ; Networks Strategy ; Network Topology; LAN Types; Future of Communication and Networking; Security and Privacy

## **Internet**

Introduction ; Internet an Overview ; History of World Wide Web ; Impact of Internet on Society  
Working of Internet ; Internet Tools ; Browsers; Cookies ; Services Available on the Internet;  
Search Engine; Internet Security ; Ensuring Internet Security ; Copyright ; Internet Terminology

## **BLOCK IV: Multimedia**

Introduction to Multimedia, Multimedia Technology ; Creating Multimedia ; Application areas of  
Multimedia, Future of Multimedia

Electronic-Commerce; Introduction; Electronic-Commerce Types ; Electronic-Business ;  
Electronic-Commerce and the World at large ; Advantage of Electronic-Commerce ; Future of  
Electronic-Commerce

## **BLOCK V: Electronic Data Interchange**

Introduction; Cost and Benefits ; How EDI Work ; Components of EDI Systems ; EDI  
Implementation Issues, Legal Aspects

## **Text & References:**

- Computer Fundamentals, P.K.Sinha (BPB Publication)
- An introduction to digital Computer, Rajaraman V. & Radhakrishana T. Design (Prentice Hall of India P. Ltd)
- Rajaraman V, Analysis and Design of Information System, Prentice Hall of India, New Delhi
- Murdick, RG and Ross, JE Information Systems for Modern Management
- Kanter, J, Management Oriented MIS, Prentice Hall of India

## **2.INTERNATIONAL FINANCIAL MANAGEMENT**

### **Course Objective:**

The objective of this course is to-

- Introduce the environment of international finance and its implications on international business
- Develop among students of an understanding of various aspects of financial decisions of a firm and of various financial tools used in taking these decisions.
- Familiarizing students with the financial environment in which organizations operate and how they cope with it.

## **Learning Outcomes:**

On the successful completion of this course the student will be able to:

- Appraise the Financial Environment and the Financial System.
- Analyze the various sources of finance and their optimum allocation.
- Assess the rationale behind dividend decision and the retain earnings
- Recognizes the wealth creation processes.

## **Syllabus:**

### **BLOCK I: Concepts of Financial Management**

Concept of Finance; Nature of Financial Management; Interaction of Finance Function with Other Management Functions; Role of the Finance Manager; Objectives of Financial Management; Focus on the Shareholder's Wealth Maximization Principle; Forms of Business Organizations

#### **Time Value of Money**

Introduction; Time Value of Money; Interest; Compound & Discount; Annuities

### **BLOCK II: Capital Budgeting**

Introduction; Nature and Meaning of Capital Budgeting; Importance of Investment Decisions; Kinds of Proposals; Principles and Techniques

#### **Techniques of Capital Budgeting**

Introduction; Identifying Relevant Cash Flows; Evaluation Techniques; Project Selection under Capital Rationing

### **BLOCK III: Concept and Measurement of Cost of Capital**

Concept of Cost of Capital; Meaning and Definitions of Cost of Capital; Importance of Cost of Capital, Computation of Overall Cost of Capital

#### **Leverages**

Introduction; Operating Leverage; Financial Leverage; Combined Effect of Financial and Operating Leverage

### **BLOCK IV: Capital Structure**

Definition of Capital Structure; Theoretical Controversy about Capital Structure and the Value of the Firm; Net Income Approach; Net Operating Income Approach; Traditional Approach; Modigliani Miller Approach (MM)

#### **Designing Capital Structure**

Profitability Aspect; Liquidity Aspect and Control; Ratio Analysis; Nature of Industry and Timing of Issue as well as Characteristics of the Company; Discussion on any Lead Company's Capital Structure

### **BLOCK V: Role of International Financial Management**

Introduction to International Financial Management; International Flow of Funds; Foreign Direct Investment; Multinational Capital Budgeting

#### **International Banking and Finance**

International Cash Management; Trends in International Banking and Finance

#### **Text & References:**

##### ***Text:***

- Essentials of Financial Management, I M Pandey
- Student Study Material:
- Financial Management, RP Rustagi

##### ***References:***

- Damodaran, A. 1995, Corporate Finance: Theory and Practice, 1<sup>st</sup> Ed., Wiley & Sons.
- Pandey, I.M. 1999, Financial Management, 8<sup>th</sup> Ed., Vikas Publishing House
- Brearly, R. A. and Myers, S. C. 1996, Principles of Corporate Finance, 4<sup>th</sup> Ed., Tata McGraw Hill
- Pike, R and Neale, B. 1998, Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- Van Horne, J.C. 1995, Financial Management and Policy, 10<sup>th</sup> Ed., Prentice Hall of India.
- Rustagi, R.P. 1999, Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
- Chandra, P. 1999, Financial Management: Theory and Practice, 4<sup>th</sup> Ed., Tata McGraw Hill.

### **3.INTERNATIONAL INSTITUTIONS AND TRADE IMPLICATIONS**

#### **Course Objectives:**

- The objective of this course is to provide a foundation in international trade theory
- Enable the Learners to apply this theory to the study of issues in globalization, economic integration and trade policy.
- Broadly, the goals are to understand existing patterns of international trade ii) ask if trade is beneficial for individual economies and the wider international community and if

there are winners and losers from trade iii) study the conduct of trade policy, its objectives and impacts iv) gain familiarity with the world trading system.

### **Learning Objectives:**

By the end of this course, Learners should ideally be able to:

- Understand the major models of international trade and compare and contrast them.
- Understand the principle of comparative advantage, including its formal expression.
- Analyze the linkages between trade, labor and capital movements, international fragmentation of production, economic well-being and the income distribution and to identify and critically examine policy implications of these linkages.
- Apply equilibrium models to analyze the economic effects of policy interventions including tariffs, quotas, export subsidies, anti-dumping duties, countervailing duties and the creation of preferential trading agreements.
- Critically analyze these policy interventions in terms of their costs and benefits, including their implications for economic well-being, performance and competitiveness.
- Understand major recent developments in the world trading system and comment critically on their effects on individual economies and on the wider international community.

### **Syllabus**

#### **BLOCK I: International Trade Environment**

Multilateral Trading System; Institutional Framework for Multilateral Trading System – WTO; Legal Framework for Multilateral Trading System; Implications of Uruguay Round – The Indian Perspective; 4th Ministerial Meeting – Doha Declaration

#### **BLOCK II: Multinational Organisations**

Role of World Bank & IMF in International Trade; UNCTAD; MIGA; International Trade Centre (ITC), Geneva; Centre for Promotion of Imports from Developing Countries

#### **BLOCK III: Regional Trade Blocks**

EU, NAFTA, ASEAN, SAARC, LAIA, CARICOM

#### **BLOCK IV: Trade Information for Exports**

Ministry of Commerce, Export Promotion Councils and Commodity Boards; India Trade Promotion Organisation, Export – Import Bank of India; Export Credit and Guarantee Corporation (ECGC) of India; Federation of Indian Export Organizations (FIEO), DGCI & S;

Settlement of Trade Dispute; Litigation, Conciliation, Arbitration; Action against Erring Exporters; Quality Complaints and Settlement Mechanisms

### **BLOCK V: FEMA and Export**

FEMA and Exchange Control Regulations, Manner of Realizations of Export Proceeds, Exchange Control Declaration, Write Off of Unrealized Export Bills, Liberalized Exchange Rate Management System; India's Foreign Trade - Trends and Direction in India's Exports

#### **Text & References:**

- R.K. Jain (2014), Foreign Trade Policy and Handbook of Procedures (2009- 2014) (Vol 1), Jain Book Depot
- Nabhi (2014), How to Export, Nabhi Publications
- Handbook of Procedures Vol I, II & SION (2014-19)