MBA (International Business) - III Semester
PAPER - XI
INTERNATIONAL BUSINESS ENVIRONMENT

Course Code: 38  Paper Code: MBIB 3001

Objectives

➢ To explore and offer knowledge on global business environment
➢ To explore knowledge on international institutions involved in promotion of global business, and
➢ To make future global managers

UNIT – I


UNIT – II


UNIT – III

Multinational Corporations: Conceptual framework of MNCs; MNCs and host and home country relations; Technology transfers – importance and types – M&A of MNC’s

UNIT – IV


UNIT – V

Foreign Investment: Capital flows – types and theories of foreign investment; foreign investment flows and barriers.- Foreign Direct Investment (FDI)

REFERENCES

Adhikary, Manab, GLOBAL BUSINESS MANAGEMENT, Macmillan, New Delhi.
Black and Sundaram, INTERNATIONAL BUSINESS ENVIRONMENT, Prentice Hall of India, New Delhi.
Gosh, Biswanath, ECONOMIC ENVIRONMENT OF BUSINESS, South Asia Book, New Delhi.
MBA (International Business) - III Semester

PAPER - XII
MANAGEMENT OF MULTINATIONAL CORPORATION

Course Code: 38
Paper Code: MBIB 3002

Objectives

➢ To highlight the origin and development of MNC’s, and
➢ To highlight their problems and prospects from the point of view of both host countries and parent countries

UNIT-I
International Management - Trends, challenges and opportunities; Different schools of thought of international management Different types of International business – Problems faced by MNC’s – Problems posed by MNC’s to host countries.

UNIT-II

UNIT-III
Comparative Management - Importance and scope; Methods of comparative management ; management styles and practices in US , Japan, China, Korea, India; Organizational design and structure of international corporations; Locus of decision making; Headquarter and subsidiary relations in international firms.

UNIT-IV
International Business Strategy - Creating strategy for international business; Management of production, Services technology and operations; Marketing financial, legal and political dimensions; Ethics and social responsibility of business. Strategic Alliances: Acquisitions and mergers; Management of joint ventures and other international strategic alliances.

UNIT-V
Indian Perspectives and Policy - Internationalization of Indian business firms and their operations abroad; International Mergers and Acquisitions. Changing government policy on entry of FIs and FIIs

REFERENCES
Christopher Bartlett and Sumantra Ghoshal, TRANSNATIONAL MANAGEMENT: TEXT AND CASES, Tata Mc Graw Hill, New Delhi
MBA (International Business) - III Semester  
PAPER - XIII  
INTERNATIONAL BUSINESS LAW

Course Code: 38  
Paper Code: MBIB 3003

Objectives

- To expose the students to the legal and regulatory framework and their implications concerning global business operations, and
- To have a better understanding of the functioning and objectives of various world organizations

UNIT-I
Legal Framework of International Business - Nature and complexities; Code and common laws and their implications to business; International business contract - legal provisions; Payments terms; International sales agreements; Rights and duties of agents and distributors.

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

UNIT-III
Regulations and Treaties Relating to - Licensing; Franchising; Join Ventures, Patents and trade marks; Technology transfer, Telecommunications. Frame work relating to Electronic Commerce.

UNIT-IV

UNIT-V
Indian Laws and Regulations - Governing International Transactions: FEMA; Taxation of foreign income; Foreign investments; Setting up offices and branches abroad; Restrictions on trade in endangered species and other commodities.

REFERENCES
Daniels, John, Emest W. Ogram and Lee H. Redebungh, INTERNATIONAL BUSINESS, ENVIRONMENTS AND OPERATIONS.
Schmothoff C.R: Export Trade, THE LAW AND PRACTICE OF INTERNATIONAL TRADE.
Kapoor ND, Commercial Law; Sultan Chand & Co., New Delhi.
MBA (International Business) - III Semester

PAPER - XIV

GLOBAL MARKETING MANAGEMENT

Course Code: 38

Paper Code: MBIB 3004

Objectives

➢ To provide the knowledge of marketing management in the international perspectives, and
➢ To be able to decide suitable marketing strategies for the dynamic international market

UNIT – I

Introduction to International Marketing - Nature and significance; Complexities in international marketing; Transition from domestic to transnational marketing; International market orientation- EPRG framework; International market entry strategies – market segmentation – Global market entry strategies

UNIT – II

International Marketing Environment - Internal environment; External environment- geographical, demographic, economic, socio-cultural, political and legal environment; Impact of environment on international marketing decisions.

UNIT – III

Product Decisions - Product planning for global markets; Standardisation vs Product adaptation; New product development; Management of international brands; Packaging and labeling; Provision of sales related services.

UNIT – IV

Pricing Decisions - Environmental influences on pricing decisions; International pricing policies and strategies. Promotion Decisions: Complexities and issues; International advertising, personal selling, sales promotion and public relations.

UNIT – V

Distribution Channels and Logistics - Functional and types of channels; Channel selection decisions; Selection of foreign distributors/agents and managing relations with them; International logistics decisions.

REFERENCES

Czinkota, M.R, INTERNATIONAL MARKETING, Dryden Press, Boston.
Fayerweather, John, INTERNATIONAL MARKETING, Prentice Hall, New Delhi
Jain, S.C., INTERNATIONAL MARKETING, CBS Publications, New Delhi
Keegan, Warren J., GLOBAL MARKETING MANAGEMENT, Prentice Hall, New Delhi
MBA (International Business) - III Semester

PAPER - XV
EXIM FINANCING AND DOCUMENTATION

Course Code: 38  Paper Code: MBIB 3005

Objectives

➢ To provide an insight into various documents used in EXIM financing, and
➢ To enhance the practical knowledge of sources of finance and incentives available in the market

UNIT-I

Introduction - Export documentation; Foreign exchange regulations; ISO 9000 series and other internationally accepted quality certificates; Quality control and pre-shipment inspection; Export trade control; Marine insurance; Commercial practices.

UNIT-II

Export Procedures - General excise clearances; Role of clearing and following agents; shipment of export cargo; Export credit; Export credit guarantee and policies; Forward exchange cover; Finance for export on deferred payment terms; Duty drawbacks.

UNIT-III

Import Procedures - Import licensing policy; Actual user licensing; Replenishment licensing; Import-export pass book; Capital goods licensing; Export houses and trading houses.

UNIT-IV

Export Incentives - Overview of export incentives- EPCG, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation – Duty entitlement Pass Book Scheme.

UNIT-V

Trading Houses - Export and trading houses schemes – criteria, procedures and documentation; Policy and procedures for EOU/FTZ/EPZ/SEZ units.

REFERENCES

Cherian and Parab, EXPORT MARKETING, Himalaya Publishing House, New Delhi
Government of India, HANDBOOK OF PROCEDURES, Import and Export Promotion, New Delhi.
Rathod, Rathor and Jani, INTERNATIONAL MARKETING, Himalaya Publishing House, New Delhi.
EXPORT – IMPORT MANUAL, Nabhi Publication, New Delhi
Government of India, EXPORT-IMPORT POLICY, PROCEDURES, ETC. (Volumes I, II and II) New Delhi
MBA (International Business) - IV SEMESTER

PAPER - XVI
GLOBAL FINANCIAL MARKETS AND INSTRUMENTS

Course Code: 38
Paper Code: MBIB 4001

Objective

➢ To introduce and enhance skills on Global Financial Market, instruments and strategies.

UNIT-I

Introduction to International Financial System - Brettonwood conference and afterwards; European monetary system. Fixed vs Floating Exchange Rate regimes – International economic institutions – IMF, World Bank and WTO

UNIT-II


UNIT-III

International Financial Markets and Instruments - International capital and money market instruments and their salient features; Integration of financial markets and approach; Arbitrage opportunities; Role of financial intermediaries.

UNIT-IV

International Money Market Instruments and Institutions - GDRs, ADRs, IDR, Euro Bonds, Euro Loans, Repos, CPs, derivatives, floating rate instruments, loan syndication and Euro deposits; IMF, IBRD, Development Banks.

UNIT-V


REFERENCES

Buckley, Adrian, MULTINATIONAL FINANCE, Prentice Hall of India, New Delhi


Shaprio, A.C., MULTINATIONAL FINANCIAL MANAGEMENT, Prentice Hall of India, New Delhi.
MBA (International Business) - IV Semester

PAPER - XVII
FOREIGN TRADE AND POLICY

Course Code: 38
Paper Code: MBIB 4002

Objectives

➢ To understand the policy framework of India which will enhance the conceptual knowledge, and
➢ Ability to apply the fundamental concepts to apply the fundamental concepts to complex business realities.

UNIT-I

International Trade - Theories of foreign trade – absolute and comparative advantage theories; Modern theory of trade – Hecksher- Ohlin theory; Terms of trade; Theory of international trade in services; Balance of payments and adjustment mechanism.

UNIT-II

Commercial Policy Instruments - Tariffs, quotas, anti dumping/countervailing duties; Technical standards; Exchange controls and other non-tariff measures.

UNIT-III

India’s Foreign Trade and Policy - Direction and composition of India’s foreign trade; Export – Import policy; Export promotion and institutional set – up; Deemed exports; Rupee convertibility.

UNIT-IV

Instruments of Export Promotion - Export assistance and promotion measures; EPCG scheme; Import facilities; Duty exemption schemes; Duty drawback; Tax concessions; Marketing assistance; Role of export houses, trading houses and state trading organizations; EPZs and SEZs & EOUs.

UNIT-V

Foreign Investment Policy - Policy and frame work for FDI in India; Policy on foreign collaborations and counter trade arrangements; Indian joint ventures abroad; Project and consultancy exports.

REFERENCES


Nabhi’s EXPORTER’S MANUAL AND DOCUMENTATION, Nabhi Publication, New Delhi.


MBA (International Business) - IV Semester

PAPER - XVIII
CROSS CULTURAL BUSINESS MANAGEMENT

Course Code: 38  Paper Code: MBIB 4003

Objective

➢ The course seeks to develop a diagnostic and conceptual understanding of the cultural and related behavioural variables in the management of global organization

UNIT -I

Introduction - Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stake-holders [managers, employees, share holders, suppliers, customers and others] – An Analytical frame work

UNIT -II

Culture and Global Management - Global Business Scenario and Role of Culture- A Frame work for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & High Performance Winning Teams and Cultures; Culture Implications for Team Building

UNIT -III


UNIT -IV


UNIT -V

Corporate Culture - The Nature of Organizational Cultures Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.

REFERENCES

Deresky Helen, INTERNATIONAL MANAGEMENT: MANAGING ACROSS BORDERS AND CULTURES, PHI, Delhi
Esenn Drlarry, Rchildress John, THE SECRET OF A WINNING CULTURE: PHI, Delhi
Cashby Franklin, REVITALIZE YOUR CORPORATE CULTURE: PHI, Delhi
MBA (International Business) - IV Semester  

PAPER - XIX  

INTERNATIONAL LOGISTICS MANAGEMENT  

Course Code: 38  

Paper Code: MBIB 4004  

Objectives  

- The course provides the analytical framework for understanding the logistics model and supply chain techniques in an international perspective

UNIT - I

Marketing Logistics - Concept, objectives and scope; System elements; Importance – Elements of Logistics system - Relevance of logistics in international marketing; International supply chain management and logistics; Transportation activity – internal transportation, inter-state goods movement – Factors influences Distribution and Logistics.

UNIT - II

Transportation - Containerization; CFS and inland container depots; Dry ports – Road – Multimodal transportation - CONCOR; Role of intermediaries including freight booking, shipping agents, C&F agents.

UNIT - III

General Structure of Shipping - Characteristics - Types of shipping - liner and tramp - Conference chartering operations - Freight structure and practices - Chartering principles and practices; UN convention on shipping information – Documents for shipping of goods.

UNIT - IV

Air Transport - Air transportation –total cost concept, advantages, freight structure and operations; Carrier consignee liabilities – Cargo handling – Information support System

UNIT - V

Inventory Control and Warehousing - Inventory management – concepts and application to international marketing; Significance and types of warehousing facilities; Total cost approach to logistics.

REFERENCES


Khanna, K.K., PHYSICAL DISTRIBUTION, Himalaya Publishing, Delhi.


Shipping Documents and Reports, UNCTAD
MBA (International Business) - IV Semester

PAPER – XX
FOREX MANAGEMENT AND CURRENCY DERIVATIVES

Course Code: 38 Paper Code: MBIB 4005

Objectives
➢ To enable the students to have an in-depth understanding of the principles and procedures relating to Forex markets and different types of currency derivatives and its operations.

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

REFERENCES
Alan C Shapiro, MULTINATIONAL FINANCIAL MANAGEMENT, Prentice Hall, New Delhi
Francis Cherunilam, INTERNATIONAL ECONOMICS, Tata Mc Graw Hill Pub Ltd, New Delhi
Ian H Giddy, GLOBAL FINANCIAL MARKETS, AITBS Publishers and Distributors, New Delhi
C Jeevanandam, FOREIGN EXCHANGE: PRACTICE, CONCEPTS, Sultan Chand & Sons, New Delhi