

Puducherry Technological University, Puducherry – 605014
(An Autonomous Institution of Government of Puducherry)



Curriculum and Syllabi

MBA
(International Business)
(Effective from the Academic Year 2021– 22)

(Approved in Seventh Academic Council meeting held on 31st July 2021)

CURRICULUM

The curriculum of MBA (International Business) is designed to fulfill the Programme Educational Objectives (PEO) and Programme Outcomes (PO) as listed below:

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO1	To equip the students with requisite knowledge, skills & attitude necessary to provide effective leadership in business organisations operating in a global environment
PEO2	To develop highly adept management professionals with strong ethical values, capable of assuming pivotal roles in the international trade and business with focus on the development of the Indian economy and society, aligned with the national priorities
PEO3	To develop proactive thinking, analytical skills and decision-making abilities among future managers to perform effectively in the dynamic socio-economic and business ecosystem.
PEO4	To inspire the notion of self-employment among young management professionals by encouraging entrepreneurship in the field of Export trade

PROGRAMME OUTCOMES (PO)

PO1	Enable the students to improve their awareness and knowledge about functioning of local and global business organisations and their interaction with the society.
PO2	Help the students to practically apply management concepts in business decision making
PO3	Enhance the students ability to continuously learn, adapt, improvise, excel and evolve amongst a diverse set of variables
PO3	Empower the students to develop creative innovation in thinking and apply the same in real life situations
PO4	Develop a global outlook with respect for diversity and Cross-Cultural understanding.
PO5	Develop strong analytical skills in all functional areas of international business and take up leadership roles in future

PO6	Identify and encourage the entrepreneurial spirit and train the students to plan startups in export sector thereby contributing to self-reliance and economic development of the country
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Teaching Pedagogy

The MBA (IB) programme of PTU being a professional course grooming future managers. Teachers are expected to impart knowledge by adopting traditional teaching methods along with new and innovative pedagogical approaches.

Some of the suggested techniques are: -

Reading, Group Discussions, Lectures, Role plays, Field Work, Workshops, Counseling Sessions, Watching Educational and Informative Videos, Assignments, Quizzes, Tests, Live Projects, Case Studies, Presentations, Simulations, Industrial Visits, Participation in academic and extra – curricular activities, inculcation of industry specific skills and training & development sessions.

Distribution of Credits among the subjects grouped under various categories:

Courses are grouped under various categories and the credits to be earned in each category of courses are as follows:

Sl. No.	Category	Credits	Course Category Code (CCC)
1	Core – Classroom	64	CC
2	Elective – Classroom	18	EC
3	Outside Classroom Segment	06	OC
4	Action Learning Segment	14	AL
	Total	102	

Acronyms used for Types of Periods:

Sl. No.	Category	Acronym
1	Lecture	L
2	Tutorial	T
3	Practical / Business Activity	P/BA

Semester Wise Courses and Credits

Semester I

Course Code	Course	CCC	Periods			Credits
			L	T	P/BA	
MB269	Principles of International Management	CC	4	0	0	4
MB270	Business Regulatory Framework	CC	4	0	0	4
MB271	Managerial Economics	CC	4	0	0	4
MB272	Accounts for Managers	CC	4	0	0	4
MB273	Global Business Environment	CC	4	0	0	4
MB274	Managerial Communication	OC	0	0	4	2
MB275	Digital Techniques for Global Managers	OC	0	0	4	2
Total						24

Semester II

Course Code	Course	CCC	Periods			Credits
			L	T	P/BA	
MB276	Global Marketing Management	CC	4	0	0	4
MB277	International Financial Management	CC	4	0	0	4
MB278	International Human Resource Management	CC	4	0	0	4
MB279	International Trade Logistics & Shipping	CC	4	0	0	4
MB280	International Trade Laws	CC	4	0	0	4
MB281	Business Research Methods	OC	0	0	4	2
MB282	Summer Internship	AL	0	0	0	2
Total						24

Semester III

Course Code	Course	CCC	Periods			Credits
			L	T	P/BA	
MB283	International Business Strategy	CC	4	0	0	4
MB284	FOREX Management	CC	4	0	0	4
MB285	Tax Planning & Management for International Business	CC	4	0	0	4
MB286	Risk Management in International Business	CC	4	0	0	4
MBZNN	ELECTIVE 1	EC	3	0	0	3
MBZNN	ELECTIVE 2	EC	3	0	0	3
MBZNN	ELECTIVE 3	EC	3	0	0	3
MB287	Port Visit	AL	0	0	2	2
Total						27

Semester IV

Course Code	Course	CCC	Periods			Credits
			L	T	P/BA	
MB288	Corporate Governance and Business Ethics	CC	4	0	0	4
MB289	International Economics	CC	4	0	0	4
MBZNN	ELECTIVE 4	EC	3	0	0	3
MBZNN	ELECTIVE 5	EC	3	0	0	3
MBZNN	ELECTIVE 6	EC	3	0	0	3
MB290	Project Work	AL	0	0	4	8
MB291	Comprehensive VIVA Voce	AL	0	0	0	2
Total						27

LIST OF CORE SUBJECTS

Course Code	Course
MB269	Principles of International Management
MB270	Business Regulatory Framework
MB271	Managerial Economics
MB272	Accounts for Managers
MB273	Global Business Environment
MB274	Managerial Communication
MB275	Digital Techniques for Global Managers
MB276	Global Marketing Management
MB277	International Financial Management
MB278	International Human Resource Management
MB279	International Trade Logistics & Shipping
MB280	International Trade Laws
MB281	Business Research Methods
MB282	Summer Internship
MB283	International Business Strategy
MB284	FOREX Management
MB285	Tax Planning & Management for International Business
MB286	Risk Management in International Business
MB287	Port Visit
MB288	Corporate Governance and Business Ethics
MB289	International Economics
MB290	Project Work
MB291	Comprehensive VIVA Voce

LIST OF ELECTIVES

Course Code	Course
MBZ51	Export Promotion in India <small>Type your text</small>
MBZ52	Export Documentation & Procedure
MBZ53	International Promotion Management
MBZ54	International Marketing Research
MBZ55	Training & Development For Global HR
MBZ56	Performance & Compensation Management
MBZ57	Material Management for International Business
MBZ58	Entrepreneurship in International Business
MBZ59	Accounting for International Business
MBZ60	Trade Analytics
MBZ61	Applied Econometrics
MBZ62	Intellectual Property Management in International Business

PONDICHERRY TECHNOLOGICAL UNIVERSITY
MBA (IB) PROGRAMME
SYLLABI FOR CORE SUBJECTS

1. Luke Ike, International Management: Principles & Practices Kindle Edition, Xlibris UK (6 February 2017)
2. M.SakthivelMurugan, Management Principles And Practices Paperback, New Age International Private Limited; Second edition, 2016
3. Harold Koontz, Heinz Weihrich, Mark V. Cannice, Essentials of Management - An International, Innovation and Leadership Perspective,McGraw Hill; Eleventh edition, 2020

- 4. Tejpal Sheth, "Business Law", Pearson Education, New Delhi, 3rd edition(2017), ISBN: 9789352861231
- 5. K. R. Balchandani, "Business Law for Management", HPH, New Delhi, 8th edition, 2020, ISBN: 9789352623679.

Department: MBA		Programme: IB						
Semester: I		Course Category Code: CC				Semester Exam Type: TY		
Course Code	Course Name	Periods / Week			Credit	Maximum Marks		
		L	T	P/BA		CA	SE	TM
MB272	Accounts for Managers	4	-	-	4	40	60	100
Course Outcome	On completion of the course the learner will be able to							
	CO1	Understand the basic Accounting Principles and how to prepare the Financial Statements						
	CO2	Understand the measures for financial Sourcing, Planning and Controlling						
	CO3	Learn the Financial Management Techniques						
	CO4	Understand the methods for Financial Analysis and Interpretation						
	CO5	Learn the methods for Cost Analysis						
UNIT I	CONCEPTUAL BASICS FOR ACCOUNTS					Periods :12		
Meaning, scope and importance of Financial Accounting; Accounting concepts and conventions; Accounting equations; Capital and Revenue items; Double Entry System of financial accounting: Golden rules of Accounting; Accounting Process: Journals - Ledger accounts - Trial Balance - Preparation of Financial Statements such as Trading and Profit & Loss Account - Balance Sheet Statement							CO1	
UNIT II	FINANCIAL PLANNING & CONTROL					Periods : 12		
Financial Planning: Sources of Finance; Long, medium and short term finance - Owned and borrowed capital - Internal and External sources of finance - Budgetary Control: Budget Control as a management tool – Budget Procedure - Fixed and Flexible Budgeting - Classification of Budgets: Sales Budget - Production Budget - Cash Budget - Master Budget; Control Ratios: Activity Ratio – Capacity Ratio – Efficiency Ratio – Calendar Ratio – Capacity Usage Ratio							CO2	
UNIT III	MANAGEMENT OF FINANCE					Periods :12		
Capital requirement : Factors affecting fixed and working capital requirements; Capital structure: Factors determining Capital Structure; Capital Budgeting: Importance of Capital Budgeting – Factors affecting investment decisions; Capital Budgeting Appraisal Methods : Pay Back Method – Discounted Cash Flow Method - Net Present Value Method – Present Value Index Method – Internal Rate of Return - Annual Rate of Return Method; Working Capital Management: Techniques for assessing working Capital Requirements - Estimation Method – Percent of Sales Approach – Operating Cycle Approach							CO3	
UNIT IV	FINANCIAL ANALYSIS & INTERPRETATION					Periods :12		
Analysis and interpretation of Financial Statements: Steps involved in Financial Analysis – Techniques of Financial Analysis; Ratio Analysis: Profitability Ratio – Turnover Ratio – Liquidity Ratios – Solvency Ratios; Cash Flow Statement: Utility of Cash Flow Analysis – Limitations of Cash Flow Statements – Preparation of Cash Flow Statement as per AS 3 (revised) Accounting Standards; Funds Flow Statements: Meaning – Preparation of Fund Flow Statements – Difference between Cash Flow and Fund Flow Statements							CO4	
UNIT V	COST ANALYSIS					Periods :12		

Basics of Cost Accounting: Concept of Cost - Elements of Cost – Components of Total Cost – Cost Sheet; Classification of Costs: Fixed, Variable, Semi-variable, and Step Costs; Cost Ascertainment: Cost Unit; Cost Centre; Profit Centre; Activity Based Costing; Backflush Costing ; Life Cycle Costing; Marginal Costing; Absorption Costing; Direct Costing; Differential Costing; Segment of Semi Variable Cost; Cost Volume Profit Analysis: Profit Volume Ratio – Break Even Analysis - Break Even Charts – Margin of Safety	C05		
Lecture Periods: 60	Tutorial Periods: -	Practical Periods: -	Total Periods: 60
REFERENCE BOOKS			
<ol style="list-style-type: none"> 1. Atrill, McLaney, Harvey; “Accounting for Business Students”; Pearson, 2017. ISBN: 9781488616570. 2. S.N. Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari; “A Textbook of Accounting for Management”; Vikas Publishing House, Noida, 3rd edition(2012), ISBN-13: 978-9325956193. 3. S.N. Maheshwari; “Financial Management”; Sultan Chand & Sons, New Delhi, 2019, ISBN: 93-5161-142-4. 4. Tulsian and Tulsian; :Financial Reporting”; S.Chand& Co. new Delhi, 2016, ISBN: 978-8121941709. 5. Ramachandran &Kakani; “How to analyze Financial Statements”; Tata McGraw Hills, New Delhi, 2nd edition(2017), ISBN-13: 978-9351344858. 6. R.S.N. Pillai; “Management Accounting”; S.Chand& Co., New Delhi, 2010, ISBN-13: 978-8121910620. 7. Agarwal, M.L & Gupta, K.L; “Cost and Management Accounting”; Sahitya Bhawan Publications. Agra, 2018, ISBN-13: 978-9351734284. 			

1. Aswathappa, K, “International Business”, McGraw Hill Education, India, 6th edition (2017), ISBN-13: 978-9339222581.
2. Subba Rao P, “International Business: Texts & Cases”, Himalaya Publishing House, India, 2019, ISBN-13: 978-9353670115.
3. Bhalla, V.K & Shiva Ramu, “International Business”, Anmol Publications (P) Ltd., India, 2005, ISBN-13: 978-8126118403.
4. Anant, K.S & Black, S.J, “International Business Environment”, Prentice Hall of India, India, 1995, ISBN: 9780131864382.
5. Cherunilam, Francis, “International Business: Text and Cases”, Prentice-Hall of India, India, 5th edition, ISBN-13: 978-8120342149.

topics such as Marketing issues / HR issues / Financial crisis			
UNIT - V IT MEDIA AND BUSINESS COMMUNICATION			
Types of IT media used in business communication: Web portal - E-mail - Facebook - Twitter - LinkedIn - Skype - YouTube - Blog creation - Video conferencing - Usage of IT communication to drive sales, to find employees, to create brand - to gather market intelligence - Advertising in social media;			
<ol style="list-style-type: none"> 1. Workshop on creating a web portal for B2B and B2C - To create YouTube for business promotion – to create a Blog for a Business enterprise 2. Workshop on using Video Conferencing technique for sales drive, promoting a new brand – To use webinar for internal business communication among targeted groups in the organization 	CO5		
Lecture Periods:	Tutorial Periods: -	Practical Periods: - 60	Total Periods: 60
REFERENCE BOOKS			
<ol style="list-style-type: none"> 1. Murphy, H.A, & Hildebrandt, W, "Effective Business Communication"; McGraw Hill, New Delhi, 7TH edition, ISBN: 978-0070187757. 2. Chaturvedi P. D, Chaturvedi, M, "Business Communication: Concepts, Cases and Applications". Pearson Education India; 2nd edition (2011), ISBN: 978-8131718728. 3. Pal, Rajendra and Korlahalli, J.S, "Essentials of Business Communication". Sultan Chand & Sons. New Delhi, 2012, ISBN-13: 978-8180547294. 4. Kaul, Asha, "Effective Business Communication"; PHI Learning Pvt. Ltd. 2ND edition(2015), ISBN-13: 978-8120350724. 5. Sharma, R & Mohan, K, "Business Correspondence and Report Writing"; McGraw Hill, New Delhi, 5TH edition, ISBN-13: 978-9385965050. 			

5. Philip Kotler, “Marketing Management Analysis, Planning, Implementation and Control”,Prentice-Hall of India, New Delhi, 1990, ISBN-13: 978-0135524800.

1. K. Aswathappa; “Human Resource Management”; McGraw Hill, New Delhi, 2007, ISBN-13: 978-0070660205.
 2. Kesho Prasad; “Strategic Human Resource Management”; Prentice Hall India, 2011, ISBN: 978-8120344303.
 3. K. Aswathappa and Sadhna Das; “International HRM”; McGraw Hill, New Delhi, 2008, ISBN: 978-0-07-065612-3.
 4. P.L. Rao; “International HRM”; Excel Books, 2008, ISBN-13: 978-8174465962.
- Monir H Tayeb; “International HRM”; Oxford University Press, 2005, ISBN: 978-0199277278.
5. Evans, Pucik, Barsoux; “The Global Challenges and Frame work for IHRM”; McGraw Hill, Irwin, 2002, ISBN-13: 978-0072397307.
 6. Peter J Dowling& Denice E Welch; “International Human Resource Management”; Cengage Learning, 2004, ISBN-13: 9781844800131.

- 4. Vinod V. Sople, "Logistic Management", Pearson Limited, 3rd edition, ISBN: 9788131768624
- 5. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), 1997,
ISBN: 9780256141177.

5. P. Saravanavel, "Research Methodology", Kitab Mahal Publication, 2018, ISBN-13: 978-8122500103

Department: MBA		Programme: IB						
Semester: II		Course Category Code: AL				Semester Exam Type: Project Report & Viva		
Course Code	Course Name	Periods / Week				Credit	Maximum Marks	
		L	T	P/BA		CA	SE	TM
MB 282	Summer Internship	-	-	-	2	-	100	100
Course Outcome	On completion of the activity the learner will be able to							
	CO	<ul style="list-style-type: none"> • ‘Learn by doing’ the managerial aspects involved in international business operations of an organization. • Understand and relate the theory with the practice of international business. 						

Internship for three weeks (at the end of first year):

The Students are expected to do the following activities:

Pre-internship:

Collect information about the firm in which they would undergo the internship on the aspects of the type of the firm, its management, business operations etc.

During the internship:

Observe and (if permitted) participate in the various functions of the firm related to international business operations. Collect information about the types of business: whether they produce goods for international markets, whether they sell their services internationally, whether they are service providers for international business (For example, whether they are C&F Agents, Shipping Companies, Logistics Provider, FOREX division of a Bank, etc.,). Gain thorough experience in the business operations from start to end with respect to one of its transactions. (For example, if chosen an Export Unit, Production, Quality Control, Packaging and Documentation for Exports).

CO

Post-internship:

Prepare a report, about their observation and experience on the international business operations of the firm during their internship. The report shall not exceed more than 25 pages.

Suggested Types Business Organizations for undergoing internships:

- Export Firms
- Import Firms
- Trading Houses
- Export Promotion Organizations
- Service Providers: C&F Firms; Shipping/Airline Companies; Logistics Providers for Exports and Imports; Contract Manufacturers for Exports; Authorized Dealers in Forex (Commercial Banks).

Lecture Periods: -	Tutorial Periods: -	Practical Periods: - three weeks (at the end of first year):	Total Periods: Three weeks
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5. Porter, M. E: "Competitive Strategy", Simon & Schuster. New York, 1st Edition 2004, ISBN 9780743260886

1. Jeevanandam, C, "Foreign Exchange: Practice, Concepts & Controls", Sultan Chand & Sons, India, 2016, ISBN-13 978-9351610571
2. Jeevanandam, C, "Foreign Exchange & Risk Management", Sultan Chand & Sons, India, 2016, ISBN-13 978-9351610588
3. Garg, R, "Foreign Exchange Management", Vrinda Publications, India, 2010 ISBN-13 978-8182813526
4. Apte, P.G, "International Financial Management", Tata McGraw Hill Publishing, India.2006, ISBN-13 978-0070610552
5. Chaudri, B.K & Agarwal O.P., "Foreign Trade & Foreign Exchange", HPH, India.2015, ISBN-13 978-9352028405

Agreement		
Lecture Periods: 60	Tutorial Periods: -	Practical Periods: -
REFERENCE BOOKS		
1. Ahuja, G & Gupta, R: "Corporate Tax Planning and Management", Bharat Law House Delhi. India, 21 st Edition 2020, ISBN 9389859026		
2. Singhania, V.K: "Direct Tax Planning and Management", Taxman Publication Delhi. India, 24 th Edition 2021, ISBN-10 9390831156		
3. Singhania, V.K; Direct Taxes: "Law and Practice", Taxman Publication, Delhi. India, 65 th Edition 2021, ISBN-10 9390831768		
4. Gaur and Narang: "Income Tax Law and practice", Kalyani Publication. India, 48 th Edition 2020, ISBN - 10 8194675006		
5. Baker, Philip: "Double Taxation Conventions and International Tax Law", Sweet & Maxwell. London, 36 th Edition 2009, ISBN 9780421493704		
6. Rohatgi, Roy: "Basic International Taxation", BNA International. London, 2 nd Edition 2005, ISBN 9781904501343		
7. Ogley, Adrian: "Principles of International Taxation - a multinational perspective", Interfisc Publications. London, ISBN 9780952044208		
8. Prof. Jayakumar Sithanandam: "Textbook on GST Laws", White Falcon Publishing, Haryana (also refer Amazon portal), 1 st Edition 2019, ISBN 9789388459570		
9. Dr. V. Balachandran:"Indirect Taxation", Sultan & Sons, New Delhi, 7 th Edition 2002		

Department: MBA		Programme: IB						
Semester: III		Course Category Code: CC				Semester Exam Type: TY		
Course Code	Course Name	Periods / Week				Credit	Maximum Marks	
		L	T	P/BA		CA	SE	TM
MB286	Risk Management in International Business	4	-	-	4	40	60	100
Course Outcome	On completion of the course the learner will be able to							
	CO1	Gain knowledge on inevitability of risk in business and understand its types						
	CO2	Learn how to manage risk by measuring it						
	CO3	Understand the types of financial risks and their management						
	CO4	Understand the types of non-financial risks and their management						
	CO5	Understand the types of risk in International Business and their management						
UNIT I	INTRODUCTION TO RISK					Periods : 12		
Risk & Uncertainty : Concept - Differences – Classification of Risks based on Nature – Opportunities and Threats – Classification of Risks based on Categories – Pure, Fundamental, Particular, Dynamic, Control & Speculative Risks – Types of Risks: Financial Risk, Credit Risk, Liquidity Risk, Market Risk, Operational Risk, Strategic Risk, Regulatory Risk, Technology Risk, Fraud Risk, Price Risk, Process Risk, Security Risk & Governance Risk.							CO1	
UNIT II	RISK MANAGEMENT					Periods : 12		
Risk Management: Concept, Objectives, Process & Approaches - Risk Reporting and Risk Organisation: Sources & Identification of Risks - Measurement of Risk: Qualitative Assessment Vs Quantitative Assessment - Tools for Quantification of Risk: Expected Value (EV), Value at Risk (VaR) & Maximum Probable Annual Loss (MPAL) - Standard Deviation, Correlation & Covariance, Skewness & Kurtosis; Capital Asset Pricing Method (CAPM), Sharpe Ratio, Sortino Ratio, Treynor Ratio & Calmer Ratio.							CO2	
UNIT III	MANAGEMENT OF FINANCIAL RISKS					Periods : 12		
Measuring & Managing Interest Rate Risks – Discounted Cash Flow, Time Value of Money, Yield to Maturity, Fixed Term Annuities & Present Value of Basis Point - Measuring & Managing Market Risk – Risk/Return Trade-off, Systematic Risk, Idiosyncratic Risk, Modern Portfolio Theorem & Risk Adjusted Return on Capital (RAROC) - Measuring & Managing Liquidity Risk: Forecasting cash requirements from Cash Flow Analysis - Working Capital Management – LIBOR and OIS Money market Spreads as indicators of global liquidity market							CO3	
UNIT IV	MANAGEMENT OF NON-FINANCIAL RISKS					Periods : 12		
Measuring & Managing Operational Risk - Brainstorming, SWOT, Root Cause Analysis & Assumption Analysis - Measuring & Managing Credit & Counterparty Risk – Syndication of Credit, Netting of Payments (Cross Collateralization), Third Party Guarantees (Banks) & Credit Derivatives - Measuring Systemic & Sovereign Risk – Assessing Debt/GDP, Debt/Revenue, Debt Servicing, BoP Position and FOREX Reserves & Demographic Profile.							CO4	
UNIT V	MANAGEMENT OF RISKS IN INTERNATIONAL BUSINESS					Periods : 12		
Introduction to Global Risk Management - Types of Risks: Credit Risks, Political Risks, Regulatory Risks, Compliance Risks, Ethics Risks, Shipping Risks & Exchange Risks - Country and Currency Risk Analysis - Managing Risks in IB: Credit & Political Risks - Commercial & Political Covers - Shipping Risks: Marine & Air Cargo Insurance - Regulatory & Compliance Risks: Letters of							CO5	

Credits and Credit Guarantees - Exchange Risk: Forwards, Futures & Options, SWAPS.			
Lecture Periods: 60	Tutorial Periods: -	Practical Periods: -	Total Periods: 60
REFERENCE BOOKS			
<ol style="list-style-type: none"> 1. Indian Institute of Banking and Finance (IIBF): "Risk Management", Macmillan Education, India. 1st Edition 2005, ISBN 9781403926661 2. D. Basu & D. K. Sinha: "Risk Management – Contemporary Trends and Practices", Jaico Publishing House, India, 2001, ISBN 9788184950991 3. Reddy K.R: "Risk Management", Discovery Publishing Pvt. Ltd., India, 2000, ISBN 9788171415465 4. Yilmaz, K, A & Flouris, Corporate Risk Management for International Business, Springer Singapore, 2017, ISBN 9789811042669 			

Department: MBA		Programme: IB						
Semester: III		Course Category Code: AL				Semester Exam Type: Project Report & Viva		
Course Code	Course Name	Periods / Week			Credit	Maximum Marks		
		L	T	P/BA		CA	SE	TM
MB287	Port Visit	-	-	-	2	-	100	100
Course Outcome	On completion of the activity the learner will be able to							
	CO	<ul style="list-style-type: none"> • ‘Learn by observing’ the cargo handling in sea ports and airports along with an understanding about the procedures and documentation involved in Clearing and Forwarding (C&F) of cargo. • Get an opportunity to visit the cargo ships/planes and understand different types storage places (decks) for different types of cargo. 						

Visit to an Air/Sea Port

The Students are expected to do the following activities:

Pre-visit:

Collect information about the port they visit on the aspects of, when the port was established, what are the types of cargo handled, what is the ship/air traffic and the facilities available in the port.

During the visit:

Observe the various functions associated with the entry and exit of ships/planes to and fro the berths/ports; the entry and exit of cargo to and fro the port; the various yards; the warehouses inside the ports; the various cargo handling facilities and devices; EDI Documentation System of C&F, (if the port is an EDI port); the types of ships/planes they saw at the time of the visit; the types of cargo handled during the time of their visit; if gaining access to visit on board the ship/aircraft, the storage area of cargo (decks) and its types and any other aspect related to cargo loading and unloading to and from the ship/plane, during the visit.

CO

Post-visit:

Prepare a report, with photographs (if permitted to be taken inside the ports) about their observation on C&F of cargo in sea port / airport they visited. The report shall not exceed more than 15 pages.

Lecture Periods: -	Tutorial Periods: -	Practical Periods: -	Total Periods: 30
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- 4. A. C, Fernando et al: "Corporate Governance: Principles, Policies and Practices", Pearson. Delhi, 2nd Edition 2011, ISBN 9788131758458
- 5. Ashish Kumar Srivastava and Vikesh Ram Tripathi: "Corporate Governance: Emerging Dimensions", Thomson Reuters, 2021, ISBN 978930529933

1. Jinghan, M.L, International Economics, Vrindha Publications, India
2. Bhatia, H.L, International Economics, Vikas Publishing House Pvt. Ltd., India
3. Acharya, R, International Economics: Theory & Practice, Oxford University Press, India.
4. Salvatore, D, International Economics: Trade & Finance, Wiley Student Edition.
5. Krugman, Paul, International Trade: Theory & Policy, Saylor Foundation, USA.

Department: MBA		Programme: IB					
Semester: IV		Course Category Code: AL			Semester Exam Type: Project Report & Viva		
Course Code		Course Name	Periods / Week			Credit	Maximum Marks
			L	T	P/BA	CA	SE
MB290		Project Work	-	-	4	8	100
		On completion of the activity the learner will be able to					
Course Outcome		CO	<ul style="list-style-type: none"> • ‘Learn by doing’ international business either real-time or simulation, through international business research. • Gain deeper understanding about the micro and macro level issues concerning international business and learn to overcome the issues in a research paradigm. 				

Activity:

Preparation of Project Report

The Students are expected to do the following activities under the guidance of the faculty members:

- Identify and formulate a research problem on any aspect of International Business
- Develop hypotheses
- Collect data
- Analyze data using statistical tools
- Test the hypothesis with the results of the analysis and
- Conclude the Research Project

A Project Report needs to be submitted at the end of the project. The report shall not exceed 50 pages.

CO

Lecture Periods: -	Tutorial Periods: -	Practical Periods: 60	Total Periods: 60
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Department: MBA		Programme: IB						
Semester: IV		Course Category Code: AL			Semester Exam Type: Viva - Voce			
Course Code	Course Name	Periods / Week			Credi t	Maximum Marks		
		L	T	P/BA		CA	SE	TM
MB291	Comprehensive Viva-voce	-	-		2	-	100	100
Course Outcome	On completion of the activity the learner will be able to							
	CO	<ul style="list-style-type: none"> • Learn by recollecting the knowledge gained in an interrogative manner. • Test the level of knowledge gained by the student while exiting the degree program and instill a sense of confidence in them to face the real world at the end of the program. 						
TAKE AN ORAL TEST FROM A PANEL OF EXPERTS								
Activity:								
The Students are expected to answer the questions posed by a panel of faculty members on all the courses, including the activity courses, by expressing their theoretical and practical knowledge in international business.								
Lecture Periods: -	Tutorial Periods: -	Practical Periods:			Total Periods:			
					CO			

ELECTIVES

ISBN 978-93-5142-270-9

5. S. Bhashyam, "Export Promotion in India: The Institutional Infrastructure", Commonwealth Publishers 1998, ISBN-13 978-8190006613

5. Kenneth Clow and Donald Baack, "Integrated Advertising, Promotion and Marketing Communications", Pearson, 6th Edition, ISBN 978-0133126242

1. Malhotra N. K., and Dash, S., "Marketing research: An applied orientation", Pearson Education, Delhi, 7th Edition 2019, ISBN 9789353433291
2. Burns, A. C., Veeck, A.F. & Bush, R. F, "Marketing Research" (8thed.). New Delhi: Pearson 8th Edition 2017, ISBN 9780134167404
3. Churchill, G., Iacobucci, D., & Israel, D, "Marketing Research: A South Asian Perspective", Delhi: Cengage. 2010, ISBN 9788131510193
4. Hair, J.F., Black, W.C. et al., "Multivariate data analysis", Pearson Education, New Delhi, 7th Edition 2010, ISBN 9781292035116
5. Aaker, A. D, "Marketing Research", New Delhi: Wiley, 13th Edition, ISBN 9781119497493

Department: MBA 5. P.L. Rao, "International Human Resource Management – Text and Cases"; Excel Books, New Delhi, 2012	Programme: IB			
Semester:	CourseCategoryCode: EC	Semester Exam Type: TY		
Course	Course Name	Periods / Week	Credit	Maximum Marks

1. Dr. Kasande, “Materials & Logistics Management”; NiraliPrakashan Publisher, Pune;
2. A. K. Datta, “Materials Management: Procedures”, Text & Cases; PHI Learning Pvt. Ltd;
3. New Delhi; 1998, ISBN-13 978-8120312517
4. Gopalakrishnan, “Purchasing & Materials Management”; Tata McGraw Hill (TMH) India;
5. New Delhi;
6. Sahni, “Supply Chain Management for Global Competitiveness”; MacMillan India Ltd,
7. Chennai;2012, ISBN-13 978-1403922878
8. Branch, A. E, “Global Supply Chain Management & International Logistics”; Routledge Publishing, New Delhi; 8th Edition ISBN 978-0-415-36286-3

1. Robert D.Hisrich, International Entrepreneurship: “Starting, Developing, and Managing a Global Venture”, Sage Publications, Inc. USA, 3rd Edition 2015, ISBN-10 1483344398
2. Antonella Zucchella, Giovanna Magnani, International Entrepreneurship: “Theoretical Foundations and Practice”, Palgrave Macmillan Publication. UK, 2nd Edition 2020, ISBN -13 9781349563708
3. Varma, Sumathi: “Fundamentals of International Business”, Pearson Education India, 4th Edition 2018 ISBN-10 9788131761298
4. Sharan, V, International Business: “Concepts, Environment & Strategy”, Pearson Education. India, 3rd Edition 2010, ISBN-10 8131732517
5. Dachs, B, Stherer,R and Zahradnik, G (Eds.): “The Internationalization of Business R&D”, Edward Elgar Publications. UK, 2014, ISBN 9781783470907

9788120345720

5. Roger Hussey and Audra Ong, "International Financial Reporting Standards"; John Wiley and Sons, NJ, USA ISBN 9780471714507

Terms of Trade].	
UNIT V	TRADE ANALYTICS FOR QUANTIFYING TRADE POLICY
	Periods :10
Quantifying Trade Policy: Theory & Analytics – Tariff [Tariff Profiles, Effective Protection and Tariff Escalation]; Non-Tariff Measures [Price Gap, Inventory based frequency measure]; Market Access Stance [Market Access Maps]; Forecasting in International Business – Export Forecasting, Exchange Rate Forecasting using Regression [Ratio to Moving Average/Winter Method / Neural Networks] - Estimating Demand Curves and using Solver to Optimize Price - Bundling - Nonlinear Pricing - Price Skimming in International Marketing.	
Lecture Periods: 50	Tutorial Periods: -
REFERENCE BOOKS:	
<ol style="list-style-type: none"> 1. Turban, E., Sharda, R., Delen, D. and King, D., “Business Intelligence- A Managerial Approach”, Pearson Education, India 3rd Edition, 2014 ISBN 9780133051056 2. Panneerselvam, R., “Research Methodology”, Prentice Hall off India Learning Pvt. Ltd., India. 2nd edition 2013, 9788120349469 3. Levin R., and Rubin D, “Statistics for Managers”, Prentice Hall of India, India 8th Edition, 2017 ISBN 9788184957415 4. Hair, Andersen, “Black and Tatham, Multivariate Data Analysis”, Pearson India Ltd, India 7th Edition, 5. WTO, “A Practical guide to Trade Policy Analysis”s, WTO Publications, Geneva. (available in www.wto.org) 1st Edition 2020, ISBN 9783030345280 	

Publication, India, 2001, ISBN 9780070077171

4. Aswin, M: "Intellectual Property Management", Bloomsbury, India, 1st Edition 2018, ISBN 9789387457331
5. Breman, B (Ed); "From Assets to Profits : Competing for IP Value and Return", Wiley, USA, 2008, ISBN 9780470450499