

**REVISED SYLABOUS- ( EFFECTIVE FOR SESSION 2013-15 )**

**MBA (SEMESTER – III)**

| <b>Paper Code</b> | <b>Course</b>                         | <b>Internal</b> | <b>External</b> | <b>Max. Marks</b> |
|-------------------|---------------------------------------|-----------------|-----------------|-------------------|
| MBA-301           | Supply Chain Management               | 30              | 70              | 100               |
| MBA-302           | Total Quality Management              | 30              | 70              | 100               |
| MBA-303           | Entrepreneurship and Small Management | 30              | 70              | 100               |
| MBA-304           | Specialization Group – 1 Elective 1*  | 30              | 70              | 100               |
| MBA-305           | Specialization Group – 1 Elective 2*  | 30              | 70              | 100               |
| MBA-306           | Specialization Group – 2 Elective 1*  | 30              | 70              | 100               |
| MBA-307           | Specialization Group – 2 Elective 2*  | 30              | 70              | 100               |
| MBA-308           | Summer Training Project Report        | 50              | 50              | 100               |
| <b>TOTAL</b>      |                                       |                 |                 | <b>800</b>        |

**Elective Courses**

**Specialization Group : Marketing (MK)**

**Sr. No. Course Code**

|   |           |  |                |
|---|-----------|--|----------------|
| 1 | MBA MK 01 | Consumer Behaviour.....                | (III Semester) |
| 2 | MBA MK 02 | Sales and Distribution Management..... | (III Semester) |
| 3 | MBA MK 03 | Retailing.....                         | (IV Semester)  |
| 4 | MBA MK 04 | Service Marketing.....                 | (IV Semester)  |

**Specialization Group : Financial Management (FM)**

**Sr. No. Course Code**

|   |           |   |                |
|---|-----------|---|----------------|
| 1 | MBA FM 01 | Indian Financial System.....                    | (III Semester) |
| 2 | MBA FM 02 | Security Analysis and Portfolio Management..... | (III Semester) |
| 3 | MBA FM 03 | Project Management.....                         | (IV Semester)  |
| 4 | MBA FM 04 | Strategic Tax Planning & Tax Management.....    | (IV Semester)  |

**Specialization Group : Human Resource (HR)**

**Sr. No. Course Code**

|   |           |  |                |
|---|-----------|--|----------------|
| 1 | MBA HR 01 | Human Resource & Organizational Development.....     | (III Semester) |
| 2 | MBA HR 02 | Legal Framework Governing Human Relation (Part-I)... | (III Semester) |
| 3 | MBA HR 03 | Compensation Planning.....                           | (IV Semester)  |
| 4 | MBA HR 04 | Legal Framework Governing Human Relation (Part-II).. | (IV Semester)  |

**Specialization Group : International Business**

**Sr. No. Course Code**

|   |           |  |                |
|---|-----------|--|----------------|
| 1 | MBA IB 01 | International Marketing.....   | (III Semester) |
| 2 | MBA IB 02 | International Business Environment & Foreign Exchange Economics..... | (III Semester) |
| 3 | MBA IB 03 | Export Management and Documentation.....                             | (IV Semester)  |
| 4 | MBA IB 04 | International Logistics Management.....                              | (IV Semester)  |

**Specialization Group : Open Specialization (Choose anyone in IV Semester)**

**Sr. No. Course Code**

|   |           |                                |               |
|---|-----------|--------------------------------|---------------|
| 1 | MBA OP 01 | Rural Management.....          | (IV Semester) |
| 2 | MBA OP 02 | Insurance Risk Management..... | (IV Semester) |

## **MBA-301 : SUPPLY CHAIN MANAGEMENT**

### **UNIT – I**

#### **Introduction:**

Basic Concept & Philosophy of Supply Chain Management; Essential Features, Various flow (Cash, Value and Information), Key issues in SCM, Benefits and case examples.

### **UNIT – II**

#### **Logistics Management:**

Logistics as part of SCM, Logistics costs, Different Models, Logistics Sub-System, Inbound and Outbound Logistics, Bullwhip effect in Logistics, Distribution and Warehousing Management, Purchasing & Vendor Management: Centralized and Decentralized Purchasing, Functions of Purchase department and Purchase Policies, Use of Mathematical Model for Vendor Rating/Evaluation, Single Vendor concept, Management of stores, Accounting for materials.

### **UNIT – III**

#### **Inventory Management:**

Concept, Various costs associated with inventory, Various EOQ Models, Buffer Stock (Trade-off between stock out/working capital cost), Lead time reduction, Re-order Point/Re-order Level Fixation, Exercises-numerical problem solving, ABC, SDE/VED Analysis, Just-in-Time & Kanban System of inventory management.

### **UNIT – IV**

#### **Recent issues in SCM:**

Role of computer/IT in Supply Chain Management, CRM Vs. SCM, Benchmarking-concept, Features and Implementation, Outsourcing-basic concept, Value addition in SCM-concept of Demand Chain Management.

### **SUGGESTED READINGS:**

- (1) Raghuram G. (I.I.M.A.)-Logistics and Supply Chain Management (Macmillan, 1<sup>st</sup> Edition).
- (2) Krishnan Dr. Gopal-Material Management (Pearson, New Delhi, 5<sup>th</sup> Edition).
- (3) Agarwal D.K.-A Text Book of Logistics and Supply Chain Management (Macmillan, 1<sup>st</sup> Edition).
- (4) Sahay B.S.-Supply Chain Management (Macmillan, 1<sup>st</sup> Edition).

## **MBA-302 : TOTAL QUALITY MANAGEMENT**

### **UNIT – I**

Principles of Quality Management, Definitions of Quality, Quality Philosophies of Deming, Juran and Cross by, Concept of cost of Quality, Dimensions of Quality, Service vs. Product Quality, Customer Focus, Quality and Business Performance, Vision, Mission Statements and Quality Policy.

### **UNIT – II**

Total Quality Management, Evolution of TQM, TQM Models, Human and System Components, Continuous Improvement Strategies, Deming wheel, Customer Concept, Customer Satisfaction Index, Quality Circle, 5S Principle, Top Management's Commitment and Involvement.

Quality Management Tools for Business Applications, Principles and Applications of Quality Function Deployment, Failure Mode and Effect Analysis, Taguchi Techniques, Seven Old QC tools, Seven New Management tools, Statistical Quality Control Techniques, Mistake Proofing, Capability Analysis-Reliability Prediction Analysis, Total Productive Maintenance.

### **UNIT – III**

Quality Imperatives for Business Improvement, Leadership for Quality Management, Quality Planning, Designing for Quality and Manufacturing for Quality, Malcolm Baldrige National Quality Award, Rajeev Gandhi National Quality Award, Quality Assurance and ISO 9000, QS 9000 certification, ISO 14000.

### **UNIT – IV**

TQM Implementation Strategies, Organizational Structure and Mindset of Individuals, Motivational Aspects of TQM, Change Management Strategies, Training for TQM, TQM Road Map, Quality Improvement Index, Bench Marking, Contemporary issues in Quality-Benchmarking, JIT, Six Sigma.

### **SUGGESTED READINGS:**

- (1) Joseph M. Juran and A. Blanton Grodfrey, Juran's, Quality Handbook, McGraw Hill.
- (2) Glen H. Besterfield and Mary Besterfield-Total Quality Management, Pearson Education.
- (3) D.D. Sharma, Total Quality Management; Principles, Practice and Cases.
- (4) Peter S. Pande, Robert P. Neuman, Roland R. Cavanagh, The Six Sigma Way, McGraw Hill.

## **MBA-303 : ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

### **UNIT – I**

Evolution and concept of Entrepreneurship, Concept of Entrepreneur, Manager, Entrepreneur, Individual and Corporate Entrepreneurs, Characteristics of successful Entrepreneurs, Need of Entrepreneurship Development, Entrepreneurship, Innovation, Invention, Creativity, Business Idea, Opportunities through Change, Entrepreneurship as a career, Entrepreneurship as a style of Management, The Changing Role of the Entrepreneur.

### **UNIT – II**

Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social Change by Everett Hagen, Entrepreneurial Traits, External Influence on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal, Entrepreneurial success and failure: Reasons and remedies, Scope of Small Business activities; Place in National Economy, Institutional Support Programmes; Role and functions of major support institutions such as SIB, CSIO, SSDO, SISIs etc; Entrepreneurship Development Programmes and Management Education for Entrepreneur Women Entrepreneurs Challenges to woman Entrepreneurs, Achievements of woman entrepreneurs, Role Models of woman Entrepreneurs.

### **UNIT – III**

Different aspects of Entrepreneurial Organization, Entrepreneurship and Management, Training and Development Programme; Evaluation of Entrepreneurship Development; Development of Support System, Need of license, Capital issues and Legal Environment of Business, Entrepreneurial Planning and Monitoring, Entrepreneurship Development during Planned Economy.

Creating Entrepreneurial Venture-Entrepreneurship Development Cycle, The Business Plan as an Entrepreneurial tool, Elements of Business Plan, Objectives, Market Analysis, Development of Product/Idea, Marketing, Finance, Organization & Management, Ownership, Critical Risk Contingencies of the Proposal, Scheduling and Milestones, Project Management-Technical, Financial, Marketing personnel and Management Feasibility Reports, Financial Schemes offered by various Financial Institutions like-Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding, Angel Capitalist.

### **UNIT – IV**

Role of Central Government and State Government in promoting Entrepreneurship with various incentives, Subsidies, Grants etc.-with special reference to 'Export Oriented Unites'.

Role of the following Agencies in the Entrepreneurship Development:

1. DIC-District Industrial Center, 2. SISI-Small Industries Service Institute, 3. EDII-Entrepreneurship Development Institute of India, 4. NIESBUD-National Institute of Entrepreneurship and Small Business Development, 5. NEDB-National Entrepreneurship Development Board.

### **SUGGESTED READINGS:**

- (1) Dynamics of Entrepreneurship Development-Vasant Desai.
- (2) Entrepreneurship: New Venture Creation-David H. Holt.
- (3) Entrepreneurship Development New Venture Creation-Satish Taneja, S.L. Gupta.
- (4) Project Management-K. Nagarajan.
- (5) Entrepreneurship: Strategies and Resources-Marc J. Dollinger.

## **MBA-(MK)-01 : CONSUMER BEHAVIOUR**

### **UNIT – I**

#### **Introduction to Consumer Behaviour:**

Nature and Importance of CB, Application of CB in Marketing.

#### **Consumer Research Process:**

Various Methods and Techniques of Consumer Research, Consumer Research Process, New Developments in the fields of Consumer Research.

### **UNIT – II**

#### **Individual Determinants of CB:**

Perception: Elements of Perception, Dynamics of Perception, Consumer Imagery, Learning, Principles, Theories, Personality: Theories, Personality and understanding Consumer Diversity, Brand Personality, Self and Self Image, Attitude: Structural Model of Attitude, Attitude Formation & Change, Motivation: Needs/Motives & Goals, Dynamic.

#### **Group Determinants of CB:**

Reference Group Influence: Types of Consumer Relevant Groups, Factors Affecting Group Influence, Application of Reference Group Concept, Family: Functions of Family, Family Decision Making, Family Life Cycle (FLC), Opinion Leadership and Personal Influence, Diffusion of Innovation: Adoption Process, Diffusion Process.

### **UNIT – III**

#### **Communication and Persuasion:**

Components of Communication, The Communication Process, Designing Persuasive Communication.

#### **Consumer Decision Making Process:**

Problem Recognition, Information, Search and Evaluation, Outlet Selection and Purchase Post Purchase Behaviour, Customer Satisfaction and Customer Commitment.

### **UNIT – IV**

#### **Models of CB:**

Traditional Models of Consumer Behavior: Economic, Social and Psychological Contemporary Models of Consumer Behavior: Nicosia, Howard & Sheth, Engel-Kollat Blackwell, Input Process Output Model. Industrial Market & Consumer Behavior-Meaning, Scope and Characteristics of Industrial Buying Process Markets Factors Affecting Industrial Buying, Participants in Industrial Buying, Industrial Buying Process.

### **SUGGESTED READINGS:**

- (1) Loudon D.L. and Bitta Della-Consummer Mehaviour (Tata Mc Graw Hill, 4<sup>th</sup> Edition).
- (2) Schiffman Leon G. and Kanuk Leslie Lazer-Consummer Behavior (Pearson/Prentice Hall, 9<sup>th</sup> Edition).
- (3) Hawkins; Best and Coney-Consummer Behavior (Tata Mc Graw Hill, 9<sup>th</sup> Edition).

## **MBA-(MK)-02 : SALES AND DISTRIBUTION MANAGEMENT**

### **UNIT – I**

#### **Introduction:**

Selling as a Part of Marketing, Sales Management Process, Role of Sales Manager, Concept of Personal Selling, Sales Management and Salesmanship, The Ones of Personal Selling, Process of Personal Selling, Qualities of a Successful Salesman.

#### **Goals in Sales Management:**

Goal Selling Process in Sales Management, Analyzing Market Demand and Sales Potential, Techniques of Sales Forecasting, Preparation of Sales Budget, Formulating Selling Strategies, Designing Sales Territories and Sales Quota.

### **UNIT – II**

#### **Sales Force Management:**

Organizing the Sales Force, Designing the Structure and Size of Sales Force, Recruitment and Selection of Sales Force, Leading and Motivating the Sales Force, Training and Compensating the Sales force, Sales Contests, Evaluation and Analysis.

### **UNIT – III**

#### **Introduction to Distribution Management:**

Concept of Distribution Channel, Importance of a Channel, Types of Channels, Primary Distributors, Specialized Distributors and Participants, Distributors: Policies and Strategies.

### **UNIT – IV**

#### **Channel Management:**

Forces of Distributing Systems, Distributors Selection and Appointment, Channel Conflicts and their Resolutions, Training the Distributors Sales Team.

#### **SUGGESTED READINGS:**

- (1) Donaldson B-Sales Management: Theory and Practice (Palgrave).
- (2) Jobber David and Lancaster Geoff-Selling and Sales Management (Pearson Education).
- (3) Spiro-Sales Force Management (Tata Mc Graw Hill, 11<sup>th</sup> Edition).
- (4) Still Richard R. Cundiff Edward W. and Govoni Norman A.P.-Sales Management: Decisions, Strategies and Cases (Pearson Education, 5<sup>th</sup> Edition).
- (5) Rosenbloom-Marketing Channels (Cengage Learning, 7<sup>th</sup> Edition).
- (6) Johnson and Marshall-Sales Force Management (Tata Mc Graw Hill, 8<sup>th</sup> Edition).
- (7) Coughlan A.T., Stem Louis W., EL-Ansary A.I. and Anderson E-Marketing Channels (Prentice Hall of India, 6<sup>th</sup> Edition).

## **MBA-(FM)-01 : INDIAN FINANCIAL SYSTEM**

### **UNIT – I**

Framework of Indian Financial System

Financial System-Significance, Components, Designs, Nature and Role Financial System & Economic Development.

Financial Markets-Money and Capital Market, Recent Trends in Indian Money Market and Capital Market, Derivative Market.

### **UNIT – II**

Factoring and Forfeiting-Distinctive Functions of Factors, Types, Difference between Factoring and Forfeiting, Legal Aspects, Advantages, Factoring vs. Bills Discounting, International Factoring.

### **UNIT – III**

Consumer Finance and Lease Financing.

Bills Discounting-Types of Bills, Discounting of Bills, Purchasing of Bills, Drawer & Drawee Bills, Credit Cards-Functioning of Credit Cards.

Lease Financing: Meaning and Types, Financial Evaluation from Lessor & Lessee Point of View, Economic Aspect of Lease.

Hire Purchase: Meaning and Legal Aspect/Position, Hire Purchase V/s. Lease Finance, Hire Purchase V/s. Installment Payment.

### **UNIT – IV**

Financial Intermediaries

Insurance: Introduction, Significance, IRDA, Insurance Intermediaries, Reinsurance, Life Insurance, General Insurance, Pension Fund and Pension Plans Today.

Mutual Funds: Significance Types & Organization, Association of Mutual Funds in India, UTI Disinvestment of PSUs.

Credit Rating: Need, Rating Methodology, Rating Symbols, Credit Rating Agencies-CRISIL, CARE, MOODY, Standard & Poor's fifth rating.

### **SUGGESTED READINGS:**

- (1) Pathak, Indian Financial System, Pearson Publication.
- (2) S. Guruswamy, Financial Market and Instruments, Thomson.
- (3) Mishikin, Financial Market & Institutions, Pearson Publication.
- (4) M.Y. Khan, Financial Services, Tata Mc-Graw Hill.
- (5) L.M. Bhole, Financial Institutions & Markets, Tata Mc-Graw.

## **MBA-(FM)-02 : SECUTIRY ANALYSIS AND PORTFOLIO MANAGEMENT**

### **UNIT – I**

Introduction Concepts of Investment-Financial and Non-Financial Forms of Investment-Objectives of Financial Investment, Types of Instruments, Financial Markets-Primary and Secondary Markets Major Players and Instruments in Secondary Market-Functioning of Stock Exchanges, Trading and Settlement Procedures at NSE & BSE, Functions of SEBI, International Stock Exchange.

### **UNIT – II**

#### **Utility Analysis:**

Analysis of Risk & Return, Types of Risk, Valuation-Bond and Fixed Income Instruments Valuation-Bond Pricing Theorems, Duration of Bond and Immunization of Interest Risk, Term Structure of Interest Rate, Determination of Yield Curves, Capital Allocation between Risky & Risk Free Assets-Utility Analysis.

### **UNIT – III**

Investment Analysis Fundamental & Technical Analysis of Equity Stock, Concept of Intrinsic Value, Objectives and beliefs of Fundamental Analysis, Economy-Industry-Company Framework, Economic Analysis and Forecasting, Theory of Technical Analysis, Points and Figures Chart, Bar Chart, Contrary Opinion Theory, Confidence Index RSA, RSI, Moving Average Analysis, Japanese Candlesticks, Behavior of Stock Market Prices-The Market Mechanism, Testable Hypothesis about Market efficiency, Implications of Efficiency Market Hypothesis for Security Analysis and Portfolio Management, Assets Pricing Theories CAPM & Arbitrage Pricing Theories.

### **UNIT – IV**

Modern Portfolio Theory Asset Allocation Decision, Dominant & Efficient Portfolio-Simple Diversification, Markowitz Diversification Model, Selecting an Optimal Portfolio-Sharpe Single Index Model, Determination of Corner Portfolio, Process of Portfolio Management-International Diversification. Portfolio Performance Evaluation Sharp & Treynor & Jensen's Measure, Portfolio Revision-Active and Passive Strategies & Formula Plans in Portfolio Revision, Mutual Funds-Types, Performance Evaluation of Mutual Funds, Functions of Asset Management Companies.

### **SUGGESTED READINGS:**

- (1) Investment Analysis & Portfolio Management-Reily-8/e-Thomson/Cengage.
- (2) Security Analysis & Portfolio Management-Fisher and Jordan, 6/e Pearson, PHI
- (3) Investment Science-David G. Luenberger, Oxford.
- (4) Portfolio Management-Barua, Verma and Raghunathan (TMH), 1/e, 2003.
- (5) Portfolio Management-S. Kevin-Prentice Hall India.
- (6) Practical Investment Arrangement-Strong-Thomson/Cengage Learning 3/e.



## **MBA-(HR)-01 : HUMAN RESOURCE AND ORGANIZATIONAL DEVELOPMENT**

### **UNIT – I**

HRD Concept & Definition, Goals of HRD, Importance of HRD, History of HRD in India, HRD Departments and their Tasks, Qualities of HRD Professional, Present Status of HRD in India.

### **UNIT – II**

Interventions of HRD-Role-Concept & Analysis, Performance Management System, 360 Degree, Feedback, Training and Development.

### **UNIT – III**

Interventions of HRD-Potential Appraisal, Competency Mapping, Career Planning and Development, Mentoring, Assessment Centers.

HRD Audit-Concept and Objectives, Methodology, Preparation of HRD Audit, HRD Score Card, HRD Audit Failures, Case Studies, Current Status of HRD Audit in India.

### **UNIT – IV**

Organization Development-Concept and Definition, Objectives, Process of OD, Interventions of OD-Sensitivity Training, Survey Feedback, Process Consultation, Team Building, Inter-group Development, Appreciative Inquiry, case Studies.

### **SUGGESTED READINGS:**

- (1) TV Rao and Udai Pareek, Designing and Managing HR Systems, Oxford & IBH Publishing Co. Pvt. Ltd.
- (2) Gareth R. Jones, Organizational Theory, Design and Change 5<sup>th</sup> Edition, Pearson Educations.
- (3) Wendell L. French and Cecil H. Bell, Organizational Development 6<sup>th</sup> Edition, Prentice Hall.

## **MBA-(HR)-02 : LEGAL FRAMEWORK GOVERNING HUMAN RELATIONS (PART-I)**

### **UNIT – I**

The Factories Act, 1948-Major Provisions of Factories Act with Licensing, Registration Health Safety and Welfare, Working Hours of Adult, Penalties and Procedure.

### **UNIT – II**

Trade Union Act, 1926-Definition of a Trade Union, Registration of Trade Union, Right and Duties of Registered Trade Union, Regulation, Penalties.

### **UNIT – III**

The Industrial Dispute Act, 1947-Concept, Settlement of Industrial Dispute-Procedure, Power and Duties of Authorities Strikes and Lockouts, Retrenchment and Lay off Provisions.

### **UNIT – IV**

The Employee Provident Fund Act, 1952.

Industrial Employment (Standing Orders) Act, 1946-Certificate, Applicability, Interpretation Appeal, Disciplinary Action and Grievance Procedure.

The Apprentices Act, 1961.

### **SUGGESTED READINGS:**

- (1) P.K. Padhi-Labor and Industrial Law, Prentice Hall of India Ltd.
- (2) P.L. Malik-Handbook of Industrial Law, Eastern Book.
- (3) N.D. Kapoor-Handbook of Industrial Law, Sultan Chand & Sons.
- (4) Sinha, Sinha & Shekhar-Industrial Relation, Trade Union and Labor Legislation, Pearson Education.
- (5) Ratna Sen-Industrial Relation in India, Mac Millan India.
- (6) V.G. Goswami-Labor and Industrial Law, Central Law Agency.

## **MBA-(IB)-01 : INTERNATIONAL MARKETING**

### **UNIT – I**

#### **Overview of World Business and Framework of International Marketing:**

Definition of International Marketing, International Dimensions of Marketing, Domestic V/s. International Marketing, Process of Internationalization, Benefits of International Marketing.

World Market Environment:

Political Environment-Political Systems, Political Risks, Indicators of Political Risk, Analysis and Measures to minimize Political Risk, Legal Environment-Legal Systems, Legal Form of Organization, Multiplicity of Legal Environment, Bribery, Branch V/s. Subsidiary, Counterfeiting, Gray Market.

Cultural Environment-Culture and its Characteristics, Influence of Culture on (a) Consumption, (b) Thinking, (c) Communication Process, Cultural Universals.

### **UNIT – II**

#### **Planning for International Marketing:**

Marketing Research, Marketing Information Sources, Marketing Information System, Market Analysis Foreign Market Entry Strategies-Exporting, Licensing, Joint Ventures, Strategic Alliances, Acquisitions Franchising, Assembly Operations, Management Contracts, Turnkey Operations, Free Trade Zones.

### **UNIT – III**

#### **International Marketing Decisions – I :**

Product Policy and Planning-Product Design and Standardization, Developing an International Product Line, Foreign Product Diversification, International Branding Decisions, International Packaging, International Warranties and Services.

International Pricing Strategy-Role of Pricing, Price Standardization, Pricing Decisions, Price Distortion, Transfer Pricing, Counter Trade, Terms of Sale, Methods of Financing and Means of Payment International Channels of Distribution-Channel Members, Channel Management, Retailing in International Scenario, International Physical Distribution.

### **UNIT – IV**

#### **International Marketing Decisions – II :**

International Promotion Strategies-Promotion Mix, Promotion and Communication, Personal Selling, International Sales Negotiations.

International Advertising-Patterns of Global Advertising, Global Advertising Regulations, Advertising Media, Standardized International Advertising.

International Organizational Control.

### **SUGGESTED READINGS:**

- (1) Onkvisit, S., Shaw J.-International Marketing (Pearson, 3<sup>rd</sup> Edition).
- (2) Cherunilam F.-International Trade and Export Management (Himalaya, 2007).
- (3) Varshney R.L.-Bhattacharya B.-International Marketing Management (Sultan Chand & Sons, 9<sup>th</sup> Edition).
- (4) Czinkota-International Marketing (Thompson, 8<sup>th</sup> Edition).
- (5) Cateora Graham-International Marketing (TMH, 10<sup>th</sup> Edition).
- (6) Jain S.-International Marketing (Thompson).

**MBA-(IB)-02 : INTERNATIONAL BUSINESS ENVIRONMENT  
AND FOREIGN EXCHANGE ECONOMICS**

**UNIT – I**

An Overview of International Business Introduction, Definition of International Business, Changing Environment of International Business, Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization.

**UNIT – II**

**International Business Theories:**

Introduction Mercantilism, Absolute Advantage Theory Comparative Cost Theory, Hecksher-Ohlin Theory, Product Cycle Theory.

Instruments of Trade Policy-Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-Dumping Policy.

**UNIT – III**

Foreign Exchange Determination Systems, Basic Concept: Relating to Foreign Exchange, Various Types of Exchange Rate Regimes, Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates.

**UNIT – IV**

**International Institution:**

UNCTAD, its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO.

**Regional Economic Integration:**

Introduction, Levels of Economic Integration, Regional Economic Integration in Europe, Regional Economic Integration in U.S.A., ASEAN, SAARC, Integration for Business.

**SUGGESTED READINGS:**

- (1) Agarwal Roj-International Trade (Excel, 1<sup>st</sup> Edition).
- (2) Hill C.W.-International Business (TMH, 5<sup>th</sup> Edition).
- (3) Dariels-International Business (Pearson, 1<sup>st</sup> Edition).
- (4) Black J.-International Business Environment (Prentice Hall).
- (5) Bhaila V.K.-International Business Environment (Anmol).