I

MASTER OF INTERNATIONAL BUSINESS

Semester - III

301.   INTERNATIONAL BUSINESS INFORMATION SYSTEM
302.   INTERNATIONAL BUSINESS POLICY & STRATEGY - I
303.   MARKETING OF THRUST PRODUCTS AND
        CHARACTERISTICS OF TRADING PARTNERS
304.   INTERNATIONAL MARKETING - II
305.   FINANCIAL MANAGEMENT
306.   INTRODUCTION TO INFORMATION TECHNOLOGY
307.   SUMMER TRAINING REPORT AND VIVA VOCE

Unit - 3

www and E-Mail

E-mail - advantages, anatomy, basics of sending and receiving, e-mail protocols, co" of e-mail message. E-mail programs: Clients, spamming, world wide web, history off growth, working of web, web browsers, "Surfing" the net, search engine, ad search techniques, URL, web servers.

Unit - 4

Multimedia

Introduction to multimedia, impact of multimedia, multimedia technology application mm - today and tomorrow, benefits and problems of mm, mm platforms, in audio & video communication, mm - real world.

Unit - 5

HTML

Creating web pages with HTML, planning and designing web page, paragraphs" fonts and size

attributes, changing the colour, lists, character formatting, inline id external images, sounds, animations, building a web site.

REFERENCES:

Computer data processing system and analysis: V. K. Kapoor
'O' level - business system: Singh, Jain
Multimedia: Judith Jaff coate
Programming and problem solving: Harsha Priya - Ranjeet Ramalingam

307. SUMMER TRAINING REPORT AND VIVA VOCE

The student of MIB-II Semester has to undergo the summer training for 30 days and prepare a Training Report, and submit his presentation in the department.

MASTER OF INTERNATIONAL BUSINESS

Semester - IV

401. OVERSEAS PROJECT MANAGEMENT
ENTREPRENEURESHIP DEVELOPMENT
402. INTERNATIONAL BUSINESS POLICY STRATEGY-II
403. INTERNATIONAL BUSINESS LAWS AND TAXATION
404. E-COMMERCE
405. INTERNATIONAL FINANCIAL MANAGEMENT
406. PROJECT REPORT AND VIVA VOCE
407. COMPREHENSIVE VIVA VOCE

Note: Question paper shall cover 60% theory & 40% numerical problems.

References:

Multinational Financial Management: Adrian Buckley

International Finance : Maurice D. Levi

International Financial Management : V. K. Bhalla

International Financial Management : P. K. Jain

International Financial Management : Alan C. Shapiro

International Financial Management : Madhu Vij

406.   PROJECT REPORT AND VIVA VOCE

407.   COMPREHENSIVE VIVA VOCE