



**MASTER OF INTERNATIONAL BUSINESS**

**Semester - II**

- 201. MARKETING MANAGEMENT
- 202. QUANTITATIVE TECHNIQUES FOR INTERNATIONAL BUSINESS DECISIONS- II
- 203. OVERSEAS MARKETING RESEARCH
- 204. EXPORT-IMPORT PROCEDURES, DOCUMENTATION AND MANAGEMENT
- 205. INTERNATIONAL HUMAN RESOURCE MANAGEMENT
- 206. FOREIGN LANGUAGE- FRENCH
- 207. INTERNATIONAL MARKETING LOGISTICS

## **201. MARKETING MANAGEMENT**

**OBJECTIVE:** The purpose of this course is to develop an understanding of concepts, strategies and issues involved in the marketing of products and services.

**LEVEL OF KNOWLEDGE:** Expert knowledge in the functional area is required so that students can take specific decisions in this operating area.

### **DETAILED SYLLABUS:**

#### **Unit- 1**

Marketing concepts: Definition, nature, importance & scope of marketing management, marketing environment, micro & macro. Adopting marketing to the new eco Marketing mix.

#### **Unit - 2**

Analysis for marketing decisions

Scanning the marketing environment - Analysis and understanding of micro and an environment.

Analysing industry and competitors.

Analysing consumers market and buying behavior - determinants and models consumer buying behavior. Market segmentation, market targeting, mapping the market.

#### **Unit - 3**

Product and pricing decisions

Product - definition, classification, product mix, product lines, branding, packaging labeling, product life cycle, new product developments, product differentional positioning.

Pricing - definition, objective, factors influencing pricing, designing pricing strategies.

#### **Unit - 4**

Distribution and promotion decisions

Marketing channels - their selection and management. Logistics decisions. Marketing communication and promotion. Advertising, sales promotion & public relation. marketing and cyber marketing.

#### **Unit - 5**

The strategic marketing

Marketing strategies for leaders, challengers, followers and niches. Designing and managing global marketing strategies.

Implementing and controlling strategic marketing program.

**Note:** Practical problems in specific areas with the help of cases may be taken.

**REFERENCES:**

Marketing Management: P. K. Shrivastava  
Marketing Management: Philip Kotler  
Marketing Management: Boyd, Walker and Larreche  
Marketing Management: Rajan Saxena  
Marketing Management: Ramaswamy  
Marketing: Skinner  
Marketing: J. R. Gandhi  
Fundamentals of Marketing: J. Stanton  
Marketing: Evans & Bennan

**202. QUANTITATIVE TECHNIQUES FOR INTERNATIONAL BUSINESS DECISIONS -II**

**OBJECTIVE:** This course is desired to introduce the principles of Operations Research techniques and their application in decision making through System approach.

**LEVEL OF KNOWLEDGE:** Expert knowledge is required by the students to compare the problem in its totality and then translate it into mathematical model to find open solution.

**DETAILED SYLLABUS:****Unit- 1**

Quantitative decision making: An overview.  
Optimization techniques.  
Introduction to linear programming.  
Formulation of problem.  
Solution by graphical method and simplex method.  
Duality.  
Sensitivity analysis.

**Unit - 2**

Transportation model. Assignment model. Sequencing.

**Unit - 3**

Network analysis.  
Introduction to PERT and CPM.  
Probability concepts and crashing.

**Unit - 4**

Queuing theory (MMI Model).

Simulation.

Game theory.

Markov analysis.

**Unit - 5**

Integer programming.

Decision making under conditions of Replacement Theory. Risk and uncertainty.

**REFERENCES:**

Quantitative techniques: Levin Kirkpatrick

Quantitative techniques: Taha

Quantitative techniques: N. D. Vohra

Operation research: Gupta & Sharma

Operation research: Kantiswaroop & Gupta

Operation research: N. K. Kapoor

**203. OVERSEAS MARKETING RESEARCH**

**OBJECTIVE:** The course aim at providing an insight in to problem and usage of real in management decision making in the area of overseas marketing research.

**LEVEL OF KNOWLEDGE:** Expert knowledge of marketing research tools techniques and their use in overseas marketing research.

**DETAILED SYLLABUS:****Unit- 1**

Research - Meaning, objectives, significance, types, research process. Research international context - complexity and major issues. International marketing information system.

**Unit - 2**

Research design - Meaning, need and features of good research design. Data collect primary and secondary. Collection of data through questionnaire, telephonic interview and mail surveys. Various methods and sources.

### **Unit - 3**

Sampling Theory - Population and sample, random sampling, static and standard e of statistic. Testing of hypothesis: Basic concept & procedure estimation of parametric Chi-square test: characteristic and assumptions. Test of goodness of fit independence of attributes.

### **Unit - 4**

Analysis of variance - Concept and basic principle. Coding method for one way ANOVA two way ANOVA, analysis of co-variance. Non parametric test: uses, run test, sign, median test and signed rank test.

### **Unit - 5**

Marketing research - applications of research, sales research, product motivational research, advertising research, market segmentation and physical distribute research.

### **REFERENCES:**

- Marketing Research 3rd Ed. P. K. Shrivastava
- Marketing Research: Text and cases: Boyd and Westfal
- Research for marketing decisions: Green and Tull
- Marketing Research: Measurement and method: Tull and Hawkins
- Marketing Research: Beri
- Marketing Research: D. D. Sharina
- International Marketing Research: Punnett and Shenker

## **204. EXPORT-IMPORT PROCEDURES, DOCUMENTATION AND MANAGEMENT**

**OBJECTIVE:** The course aim at providing an insight into the import-export process problems, scope and its management. The endeavour is to equip the learners documentation procedures and how to tackle import-export procedural problems special reference to the Indian conditions.

**LEVEL OF KNOWLEDGE:** Expert knowledge of export - import procedures and thorough knowledge of documentation used in import and export in India.

### **DETAILED SYLLABUS:**

#### **Unit - 1**

Export documentation: Export - import documentation & policies. Export import trade: Regulatory framework.

Export sales contract

Export import documents - An overview.

**Unit - 2**

Payment terms: Terms of payment and financing practices:

Electronic data Interchange system. INCO terms.

Processing of an export order.

Terms of payment.

**Unit - 3**

Trade operations: Export import trade operations.

Exchange control regulations & facilities concerning export.

Export finance.

Export credit insurance.

**Unit - 4**

Export assistance: Export assistance and support measures.

Import finance.

Preparing for shipment.

Cargo insurance.

Shipment and custom clearance of export cargo.

Custom clearance of import cargo.

**Unit - 5**

Export promotion: Institutional set-up for export promotion in India.

Export assistance in India.

Procedure for claiming export assistance.

**REFERENCES:**

Export management: Rajagopal

Export management: Varshney & Bhattacharya

Exporter's Manual and Documentation: Nabhi's Publication

How to export: Nabhi's Publication

How to import: Nabhi's Publication

## 205. INTERNATIONAL HUMAN RESOURCE MANAGEMENT (IHRM)

**Objective of the Course:** To understand the diversity of HRM in an international context and the key HR challenges facing organizations working internationally; Cross-cultural management: the impact of national culture on how individuals react to HR interventions in different countries. How multinational organizations manage the global-local dilemma. The impact of internationalization on the role of HR professionals of in multinational organizations.

### **DETAILED SYLLABUS:**

#### **Unit - 1**

Introduction to Human Resource Management-Recruitment, Selection. Training & Development Introduction to IHRM Definition, reasons for going global, Approaches to IHRM, Difference between IHRM and Domestic HRM, Reasons for emergence of IHRM. Socio-cultural context, Role of culture in International HRM, Culture and employee management issues. Organizational Processes in IHRM.

#### **Unit - 2**

Recruitment, Selection and staffing in International context: International Managers- parent country nationals, third country nationals, host country nationals, advantages and disadvantages of different selection ion methods, different approaches to multinational staffing decisions, recruitment methods using cross-national advertising e-recruitment; Selection criteria and techniques international staffing issues. International Labour Relations: Key issues, response of labour unions to MNCs

#### **Unit - 3**

Training and development in international context : Current scenario in international training and development training & development of international staff, types of expatriate training, HCN training, Career Development, repatriate training.

#### **Unit - 4**

Performance Management: A conceptual background, appraisal of expatriate third and host country employees, issues and challenges in international performance management, country specific performance management practices.

#### **Unit - 5**

International Compensation: Forms of compensation and factors that influence compensation policy, key components of international compensation, practices across the countries, social security systems across the countries.

HRM practices in different countries- Japan, USA, UK, Middle East, India and China.

**REFERENCES:**

The Global Challenge - framework for international human resource management, Evans, Pucik, Tata McGraw-Hill Irwin.

International Human Resource Management-Peter J Dowhng, Dennice E Welch, Cengage Learning

International Human Resouce Management, K Aswathappa, Sadhna Das, Mc Graw Hill Companies.

International Human Resource Management, Tony Edwards, Chirs Rees, Person Education.

**206. FOREIGN LANGUAGE - FRENCH**

**OBJECTIVE:** This course aims at adding to the fundamental knowledge of the stud about French language and enable the students to use the language as a funb language so as to read, write and understand to in order to communicate effectivly the field of International business management.

**LEVEL OF KNOWLEDGE:** Fundamental knowledge in order to communicate effectively.

**DETAILED SYLLABUS:****Unit- 1**

Knowledge of the verbal system- Past tense and Future tense

**Unit - 2**

Grammaire

1. The three groupe of verb
2. Participe Passe
3. Negative of passe compose
4. Intreeogative of passe compose
5. Le passe compose avec etre

**Unit - 3**

1. Article partitif
2. L'infinitif
3. Future simple
4. Conjgaisons
5. Question Formation

**Unit - 4**

1. Ma famille
2. Ma maison
3. Details of the rooms
4. Les repas

5. Mens clothes and womens clothes

#### **Unit - 5**

1. Le Cours de MIB
2. Passport
3. Hobbies
4. Jewellery
5. Essentials item used for getting ready

#### **REFERENCES:**

Mauger Bleu - Book I

(16 lessons to 22 lessons are prescribed in the course).

English - French

Collins Gen Dictionary: French - English

(Collins - Hachette)

English - French

Cassell's Compact Dictionary: French - English

(Pan Book Ltd.)

English - French

Larousse de Poche : Francais - Anglais

(Oxford & IBH, New Delhi)

(French paper is of 50 + 50. Theory paper 50 marks and 50 (30 viva at final + 20 internal test)

## **207. INTERNATIONAL MARKETING LOGISTICS**

**OBJECTIVE:** The aim of this course is to equip the students with fundamental knowledge the principles and practices of global supply chain and logistics management for internet marketing. In reality, logistics management is the integration of all the activities involved procurement, storage, and movement of products/goods from the initial supplier to that customer.

**LEVEL OF KNOWLEDGE:** Interactive lectures, case studies, guest lectures from industrial external student work.

#### **DETAILED SYLLABUS:**

##### **Unit - 1**

Introduction to global logistics and supply chain management - logistics in the organization inventory management, warehousing, inbound logistics and procurement, global transport systems, logistics environment, strategic organizing for logistics effectiveness, customer service, managing logistics information.

General characteristics of shipping industry and its structure, liner and tramp, open freight structure, shipment procedure, world sea borne trade.

## **Unit - 2**

Supply chain management and system - network planning.

Sourcing strategy and vendor development. Performance evaluation.

Managing supply chain modeling logistics - forecasting, production & distribution

Inventory management - decisions with special applications of economic order calculations, warehouse location, material flows including packing issues.

## **Unit - 3**

Overview of global logistics systems and transportation management - economic & financial indicators, transportation systems and carrier pricing.

Qualitative factors in logistics management by road, sea and air in the national international arena. Shipper's association and issues. UN convention and code of conduct for Government control in shipping.

Shipping conference, containerization : Concept and operation.

Air transport and air freight rates: its problems and prospects, legal aspects of carriage goods.

## **Unit - 4**

International inter-modal transportation in the global market moving commodities, vehicle routing, minimum spanning problems.

Factors governing the location of distribution & channels in distribution of goods in domestic and foreign markets.

Total distribution cost approach - trade off between cost efficiency and effectiveness.

Currency and payment issues, documentation and the role of government may be examined.

Strategic Logistics.

## **Unit - 5**

Logistics Information System and Technology.

Role of IT in logistics and supply chain management.

Logistics operations integration. Government Policies.

## **REFERENCES:**

Suggested to refer to the relevant chapter or course material contents for acquiring adequate knowledge -

### **Unit- 1**

1. Gourdin, Kent, 2001. Global Logistics Management, Blackwell, ISBN :1-55786-883-2
2. Contemporary Logistics: J. C. Johnson, D. F. Wood
3. Logistics Journal readings as assigned.

### **Unit - 2**

1. Raghuram G and N. Rangaraj, Logistics and Supply chain Management. Macmillan, New Delhi, 2000.
2. Arnold, J. and D. Chapman (2001), Introduction to Materials Management. 4th Ed.: Prentice Hall.
3. Ballou, R. H. (2003) - Business Logistics Management. 5th edition, Prentice Hall, Englewood cliffs N. J.

**Unit - 3,4**

1. Hill, C. (2001). International Business: Competing in the Global Marketplace. 3rd Ed.
2. Boston: Irwin, McGraw - Hill.
3. Heragu, Sundaresh, Facilities Design, 1997, PWS Publishing Company, Boston.
4. Logistics Approach: K. K. Khanna.
5. Containerization: Railway Institute of India.
6. Strategic Logistics Management, Douglas H. Lambert and James R. Stock; Irwin/McGraw Hill; 1993, ISBN : 0-256-08838-1.

**Unit - 5**

1. Simchi-Levi, David, Philip Kaminsky, and Edith Simch-Levi (2000), "Informal Technology for Supply Chain Management" (Chapter 10), in Designing and Managing Supply Chain: Concepts, Strategies, and Case Studies, McGraw-Hill: New York.
2. Krajewski, Lee J., and Larry P. Ritzman, Operations Managements - Strategy Analysis, Addison Wesley, New Delhi, 1999.