



**UNIVERSITY OF RAJASTHAN**


**JAIPUR**

**SYLLABUS**

**M.Com. (International Business)**

**Annual Scheme**

<b>M.Com.(Previous)Examination</b>	<b>2021</b>
<b>M.Com. (Final)Examination</b>	<b>2022</b>

  
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## MASTER of INTERNATIONAL BUSINESS

### SCHEME of EXAMINATIONS

#### (Annual Scheme)

1. The aggregate of marks for the whole course will be 1100 consisting eleven papers [Five in Part-I and Six in Part-II].
2. Each Theory paper shall be of 3 hours duration and will carry 100 marks.
3. There will be 10 (Ten) questions in all, 2 (two) from each unit. Students will be required to attempt any 1 (one) question from each unit.
4. For a pass in MIB Part-I and Part-II, a candidate must:
  - (a) obtain 36% pass marks in every individual paper.
  - (b) obtain 48% marks in aggregate of passing papers.
5. Two papers (not cleared) be carried forward as due papers to the next year examination only once for one time.
6. At the end of MIB examination, each candidate shall be required to go through a summer training of 6 weeks in a business/industrial organization and submit a project report under the guidance of duly approved supervisor of the Department of Business Administration.

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Department of Business Administration

# MASTER of INTERNATIONAL BUSINESS

## PART – I

(Annual Scheme)

Paper 1 - Marketing Management

Paper 2 - Managerial Economics

Paper 3 - International Business

Paper 4 - International Marketing Research

Paper 5 - Services Marketing

### PAPER-I:

#### MARKETING MANAGEMENT

Unit -I Duration 3 hrs.

Max. Marks : 100

- **Introduction:** Nature and scope of Marketing Importance of marketing, in liberalized economy, marketing environment, Approach to marketing, marketing concept.
- **Product Planning:** Process of product planning and development product differentiation, Brand and Trade Marks, Packaging, Labeling, Product Line Policy, Product life cycle.

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## Unit – II

- **Marketing Research:** Meaning of Marketing Research, Nature and importance of Marketing Research, Planning the General Procedure, Models of consumer behavior and Motivation Research.
- **Planning Outlets:** Various channels for Consumer and Business goods, Selection of the Channels of distribution.

## Unit – III

- **Pricing Strategy:** Factors to be considered in pricing, Pricing objectives and strategies. Break even analysis, Price maintenance.
- **Planning Market and Sales:** Sales forecast period, Uses of sales forecast, Methods of sales forecast, Market segmentation. Planning sales territories, establishing sales quotas, Assigning sales territories, Routing salesman.

## Unit – IV

- **Marketing Promotion-Mix:** Determining the sales promotion programme, personal selling, selling process, qualities of a salesman. Advertising (Media choice, Good copy, timing, Budgeting Testing efficiency) Sales promotion (dealer aids, consumer stimulation), Public Relations (Methods).
- **Marketing Organization:** Purpose of Marketing, Basis of divisionalisation. Relation of the marketing department with other departments.

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## Unit – V

- **Control of Marketing Operations:** Need of control, Phases of control. Techniques of controlling (Budgeting, Sales analysis Distribution cost accounting and analysis). Marketing audit Marketing of Services: Banking, Insurance and Transport.

### Books Recommended:

1. Still, Condiff and Govani: Fundamental of Modern Marketing
2. Kotler, Philip: Marketing Management-Analysis, Planning and Control
3. Stanton, W.J.: Fundamentals of Marketing
4. Davar, R.S.: Modern Marketing Management
5. Johnson, L.K.: Sales and Marketing Management
6. Neelameghan, S. (Ed.) : Marketing Management and the Indian Economy

## PAPER –II

### MANAGERIAL ECONOMICS

Duration 3 hrs.

Max. Marks : 100

## Unit –I

- **Managerial Economic:** Meaning, Nature and Scope, Economic theory and Managerial Economics, Role and responsibility of Managerial economist.
- **Demand Analysis and Forecasting :** Demand determinants, Demand distinctions, Demand Forecasting

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## Unit –II

- **Cost and Production Analysis:** Cost concepts and classification cost – output relationship, production functions, Economic and diseconomies of scale, cost control and cost reduction.

Price and output decisions under different market structures. Price and output decisions under perfect competition. Price and output decisions under Monopoly. Monopolistic Competition, Oligopoly, Safeguarding competition and Anti-trust Laws.

## Unit –III

- **Pricing Policies and Practices:** Pricing Policies, Methods. Statutory Price Fixation in Indian Price Discounts and differentials, Product-Line coverage and Pricing.

## Unit –IV

- **Profit Management:** Concept, Nature, Profit policies, Profit Planning and Forecasting.
- **Capital Management:** Capital Budgeting Cost of Capital, Appraisal of Project Profitability.

## Unit- V

- **Macro-Economics and Business Decisions :** Business Cycles and Business Policies, Demand Recession, Economic Forecasting for Business, Input, Output Analysis, use of Econometrics for management.
- **Linear Programming:** Graphical and simplex methods, cost minimization problems. Dual and shadow-Pricing.

### Books Recommended:

1. Baumol William J. : Economic Theory and Operations Analysis . Prentice Hall, London

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Date: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Name: \_\_\_\_\_

2. Baya, Micheal R. : Managerial Economics and Business Strategy.  
McGraw Hill Inc, New York
3. Chopra O.P. : Managerial Economics, Tata McGraw Hill, Delhi
4. Dean, Joel: Managerial Economics, Prentice Hall, Delhi
5. Dholkia, R.H. and A.L. Oza: Micro Economics for Management Students, Oxford University Press, New Delhi.
6. Eaton , B. Curtis and Diane Faton : Micro Economics, Prentice Hall, New Jersey

### PAPER-III

Duration 3 hrs.

### INTERNATIONAL BUSINESS

Max. Marks : 100

#### Unit -I

- **Introduction** : Introduction to I.B., Domestic Business Vs International Business  
Meaning and Scope of International Business  
Major Participants in International Business  
Why to Study I.B.?  
Importance of I.B..  
Understanding the International Business Environment

#### Unit -II

- **Cultural Environment**  
A definition of Culture, Language, Religion, education family, values & attitudes, work and leisure, Reference groups adapting to cultural differences. An analysis of Oriental Cultural environment and western cultural environment.

#### Unit -III

- **Economic & Political Environment**

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Political Systems & Economic policies, Globalization & economic reforms. Host country Political Forces, Host-Government Actions. Home Country Political Forces.

Macro Economic Environment

Micro Economic Environment

Regional economic cooperation like; NAFTA, EU, SAARC etc.

#### Unit -IV

- **Legal Environment**

Legal System, Laws Relating to Bribery & Corrupt Practices, Competition, Product liability, Bankruptcy, Intellectual Property Rights, Regulatory Trends affecting I.B., World Trade Organization (a detailed study)

- **Financial Environment**

International Monetary Systems in perspective foreign Exchange Market – Working & Practical Problems, Transfer Pricing.

#### Unit – V

- **International Business- Organization , Organizing :**

The key to Strategy Implementation, Types of International organizations. New Trends in Global organizations, Conflict between Headquarters & Subsidiaries.

International HRM Strategy

International Marketing Strategy

International Production Strategy

Doing Business in Japan, Middle East, Europe

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### Books Recommended:

1. Agarwal Raj - International Trade (Excel, 1st Ed.)
2. Kumar R and Goel, International Business, (UDH Publications, edition 2013)
3. Cherunilam F - International Trade and Export Management (Himalaya, 2007)
4. Hill C.W. - International Business (TMH, 5th Ed.)
5. Daniels - International Business (Pearson, 1st Ed.)
6. Jaiswal- International Business (Himalya Publication)
7. Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)
8. Albaum Duerr - International Marketing and Export management (Pearson, 7th Ed.)

### PAPER –IV

#### INTERNATIONAL MARKETING RESEARCH

Unit –I Duration 3 hrs.

Max. Marks : 100

Introduction : Meaning of Research, Basic and applied research, scope of Marketing Research, Distinction Between Market and Marketing Research, Application of marketing research.

Meaning and Scope of International Marketing Research, Need for International Marketing Research.

Unit –II

Source of International marketing research- Primary and Secondary sources.

Application International Marketing Research, Screening Potential markets, Assessing targeted markets, drawing conclusions.

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### Unit –III

Role of International Trade Agencies- WTO, UNCTAD, Generalised System of Preferences. Role of Regional Institutions and Sectoral Organizations for International Marketing, Role of Director General of Foreign Trade.

### Unit-IV

Planning and Conducting, Market Survey-Product oriented Survey, Survey conducting, Survey techniques, Sampling, Processing and Analyzing of Data. Presentation and Follow-up.

### Unit-V

Recent Developments in International Marketing Research, Ethical Issues in Marketing Research.

### Books Recommended:

1. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers, 2nd Edition, 2004)
2. Saunders - Research Methods for Business students (Pearson Education, 2nd Edition, 2007)
3. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008)
4. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)
5. Beri G.C - Marketing Research (Tata Mc Graw Hill, 4th Edition)
6. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)

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## PAPER-V

### SERVICES MARKETING

Duration 3 hrs.

Max. Marks : 100

#### Unit –I

**Introduction** – Goods and Services – A comparative analysis, concept of services marketing, Significance of services marketing, Emerging key services, Need of Services in International Market.

Marketing Mix in services marketing- Product mix, promotion mix, price mix, place mix, people, process and physical evidence.

#### Unit –II

**Total quality management** – Service quality, measurement of service quality, TQM Dimensions, Effect of TQM, Quality Circles.

**Bank Marketing** – Concept of Bank Marketing, Ground of Banking in International Market, Need of marketing the banking services, Marketing mix for banking services, marketing by foreign banking in India, marketing in Banks .

#### Unit –III

**Tourism Marketing** – Concept of tourism marketing, Benefits of tourism marketing, Product planning and development, Marketing mix for tourism- Product mix, price mix, promotion mix, place mix. The people, tourism marketing in Indian perspective.

#### Unit –IV

**Insurance Marketing** – Concept of Insurance marketing uses of Insurance services, Marketing Information system in International Marketing Market Segmentation, Marketing Mix for Insurance Organizations, Marketing by Foreign Insurance companies in India.

#### Unit –V

**Courier services marketing**- Rationale behind Courier marketing – International courier services-Types, benefits, marketing mix, for courier

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organizations, Courier marketing in Indian perspective, foreign couriers in India-future of courier services.

**Books Recommended:**

1. S.M. Jha: Service Marketing, Himalaya Publication
2. Valerie Zeithaml & Mary Jo Bitner: Service Marketing, McGraw Hill.
3. Christopher H. Lovelock: Service Marketing: People, Technology, Strategy, Pearson Education Asia
4. Zeithaml, Parasuraman & Berry: Delivering Quality Service: The Free Press, Macmillan.
5. Audrey Gilmore: Services marketing and Management. Response Books, Sage Publications.
6. Mehta Khivasara - Marketing of Service (RBD Jaipur)
7. Ravi Shankar- Services Marketing : The Indian Perspective (Excel Book)

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