

MBA-IB – SECOND YEAR

SEMESTER – III

Customer Relationship and Service Management

IB 301

To receive a proper and better understanding of customer service management of in a local and global context. To be able to manage a market oriented service organization. To take up the challenge of good customer relationship management.

Unit- I

Conceptual and theoretical foundations of relationship marketing- Relationship-Marketing- Alternative perspective- Role of Relationship marketing in tourism business.

Unit- II

Relationship Marketing in consumer markets; antecedents and consequences. Model of buyer-seller relationship.. New Product development in relationship management perspective.

Unit- III

Role of communication in building relationship. Developing a marketing communication programme. Customer profitability analysis and design issues. Tapping the power of marketing through relationship marketing.

Unit- IV

Marketing of Services – Tourism as a Service - Characteristics of Services – Classification of Services – Building Service aspirations Consumer Behavior in Service encounters

Unit – V

Service Delivery – Types and Causes of Service Quality gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.

References

- Handbook of relationship marketing, Jagdish Seth and Atul Pyarvatiyar.
- Marketing Management – A Relationship Marketing Perspective: Cranfield School of Management.
- Marketing Tourism Destinations – Ernie Health & Geoffrey Wall, John Wiley & Sons. Inc.
- Marketing for Hospitality and Tourism – Philip Kotler, Jon Bower.
- Tourism Marketing, Manjula Chowdery, Oxford University Press.

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INTERNATIONAL HUMAN RESOURCE MANAGEMENT

IB 302

Liberalization and globalization have led to new challenges in the area of human resource management. Today international human resource management has developed as a distinct field of specialization. International HRM is an important lever to achieve integration of different units operating in multiple national locations. This paper intends to acquaint the students with the concepts and strategies of international human resource management and to enhance their skill to effectively manage human resource in international perspective.

UNIT 1

Introduction: Concept and objectives of human resource management; Traditional and modern perspectives in HRM; Themes in HRM; Contemporary global trends in HRM.

UNIT 2

International Context of HRM: Cross national differences in personnel and organisations; Cultural Factor in human resource policies; Complexities and issues in managing human resource across countries; International HRM department and functions; Models of international HRM.

UNIT 3.

International Staffing: Recruitment – sources of international human resource power; selection strategies for overseas assignments; International transfers; Problems of repatriation of overseas expatriates and strategies to tackle these problems.

UNIT 4.

Compensation In International Perspective: Factors, package, methods and trends ;Motivation in cross-cultural context. Training and Development: Training and development for expatriates; training and development for international staff.

UNIT 5.

Direction, Supervision and Control: Issues and strategies for directing and supervising in international context; Enhancing interpersonal communication; Performance appraisal Criteria and process. International HRM and industrial Relations: A framework for international industrial relations; Employees participation – Practices in various countries .Challenges to international human resource managers.

References

- Alkhafaji, Abbass F., Competitive Global Management, St. Luice Press, Vanity Books International, 1996.
- Beardwell I. And L. Holden, Human Resource Management, 2 nd ed., Pitman, London,1998.
- Beumont, P. B., Human Resource Management, : Key Concepts and Skills, Sage,London,1993.
- Black, J.S. and M. Mendaenhall, Readings and Cases in International Human Resource Management PWS-Kent, Boston, 1991.
- Dowling, Peter J. Denice E. Welch and Randall S. Schuler, International Human Resource Management : Managing People in a Multiple Context, South Western College Publishing, Cincinnati, 1999.(40)
- Goss, David, Human Resource Management, Thomson Bu siness Press, London,1997.
- Harzing, Ann wil and Joris Van Ruysseveldt, International Human Resource
- Management: An Integrated Approach, Sage Publication, London, 1999.

Entrepreneurship Development

IB 303

To provide an introduction to entrepreneurship and its development process. Also to learn about business idea generation and preparation of Business Plan and for understanding of various activities of funding agencies.

Unit I

Concept of Entrepreneurship – Meaning, Types, Qualities of an Entrepreneur, Classification of Entrepreneurs, Factors influencing Entrepreneurship, Entrepreneurial Development Programmes (EDP)

Unit II

Business Idea & Plan Business Idea: Sources, Evaluation. Business Plan: Uses, Writing, Data collection. Business Plan Presentation.

Unit III

Entrepreneurial Development – Agencies Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute. Business Incubation, Business Clusters.

Unit IV

Mobilizing Resources Entrepreneurial finance: Debt, Venture Capital Buying a Business: challenges, The Search, Process, Scrutiny, Valuation, Negotiation, Franchising.

Family Business Family business in India, The Founder, The Next Generation, Entry of Family Members, Non- family Managers, Succession, Corporate Social Responsibilities, Corporate Governance, Business Cases, Best Practices.

Unit V

E-Business & Networking E-Business: Domain Name, Website, E-Commerce, Hosting, Building Traffic Networking: Starting & Managing a Network, Infrastructure, Best Practices Growth Strategies: Stages of Growth, Global Expansion, Relocation, Financing Growth, , Business Cases

Suggested References:

1. Vasanta Desai: Dynamics of entrepreneurial development and management;
2. Vasanta Desai: Entrepreneurial
3. Peter F. Drucker: Innovation and development;
4. M.V. Deshpande: Entrepreneurship of small scale industries;
5. Rajeev Roy : Entrepreneurship.

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E-Commerce

IB 304

The objective of the paper is to introduce students to the concept of e-commerce and equip them to assess e-commerce requirements of a business and develop e-business plans and to interact with various IT professionals who may be developing e-commerce applications.

Unit I

Introduction to Electronic Commerce: Meaning, nature and scope; Channels of e-commerce; Business applications of e-commerce; Global trading environment and adoption of e-commerce., Architectural Framework of E-Commerce: World Wide Web as the architecture; Global Publishing concept; Universal reader concept and client server concept; hypertext publishing and hypertext information network; Internet protocols.

Unit II

Business Models of E-commerce and Infrastructure; B2B, B2C, B2G and other models of e-commerce; Applications of e-commerce to supply chain management; product and service digitisation; Remote servicing procurement, and online marketing and advertising E-commerce resources and infrastructure planning.

Unit III

Business to Consumer E-commerce Applications: Cataloging; Order planning and order generation; Cost estimation and pricing; Order receipt and accounting; Order selection and prioritization; Order scheduling, fulfilling and delivery, Order billing and payment management.

Unit IV

Web-site Design: Web sites as market place; Role of web site in B2C e-commerce; Website strategies; Web site design principles; Push and pull approaches; E-mail etiquette and e-mail security. Business to Business E-Commerce: Need and alternative models of B2B e-commerce; EDI and paperless trading;;characteristic features of Edi service arrangement; E-marketing-Traditional web promotion: Web counters; Web advertisements.

Unit V

Multimedia and E-Commerce: Concept and role of multimedia; Multimedia technologies ;digital video and digitization of product and customer communication, Electronic Payment Systems and Order Fulfillment: Types of payment systems - e-cash. Regulatory Environment of E-Commerce: Borders and jurisdiction contracting and contract enforcement; International cyber laws-aims and salient provisions

References

- *Agarwala, Kamlesh N., Amit Lal and Deeksha Agarwala, Business on the Net: An Introduction to the Whats and Hows of E -Commerce, Macmillan India Ltd., 2000.*
- *Bajaj, Deobyani Nag, E-Commerce, Tata McGraw Hill Company, New Delhi, 2000.*
- *Diwan, Prag and Sunil Sharma, Electronic Commerce -A Manager's Guide to E-Business, Vanity Books International, Delhi.*
- *Greenstein, M. and T.M. Feinman, Electronic Commerce: Security, Risk Management and Control, Tata McGraw hill, 2000.*
- *. Fitzgerald, Business Data Communication Network, McGraw Hill, 1998.*
- *Kalakota, Ravi and Andrew P. Whinson, Frontiers of Electronic Commerce, Addison Wesley, 1999.*
- *Kosiur, David, Understanding Electronic Commerce, Prentice Hall of India Private Ltd., New Delhi, 1997.*
- *Schneider, Gary P. and James T. Perry, Electronic Commerce, Thompson Learning, Cambridge, 2001.*
- *Turban, E., et. al., Electronic commerce: A Managerial Perspective, Pearson Education Asia.*

Internship and Project report

IB -305

It will be prepared by the students on the basis of the Internship undergone during the summer vacations after semester II in any organization .The report will be of 40 marks and there will be a report based Viva of 60 marks. An external examiner will be invited for the viva and report evolution will be done at the time of viva.

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MBA –IB Semester IV

INTERNATIONAL ADVERTISING AND BRAND MANAGEMENT

IB 401

To facilitate an understanding of the importance of branding in consumer choice and how the value of brands may be developed, protected or lost. Participants are expected to develop an ability to measure brand equity in the context of International Markets and identify main challenges facing international brands.

UNIT I

Branding concepts: introduction to brand, importance and characteristics of the brand, international terminology of brand: brand symbols; brand character, brand logo, brand extension, shared and co-operative branding, corporate name as a brand name, brand association, brand image, brand loyalty; standardization vs. adaptation; characteristics of successful international brand, strategic brand management process, importance of brand planning, issues influencing brand potential, developing brand identity across the globe.

UNIT II

Brand selection criteria of consumers: brands and the consumer's buying process, brand personality, meaning of brand share and brand communication; service brands and retailer issues in branding: retail branding

UNIT III

Brand positioning, components of positioning: brand positioning strategies, consumer segmentation, brand architecture and portfolio, perceptual mapping, repositioning, differential advantage; brand equity: measuring and interpreting brand performance: brand value chain, qualitative, quantitative and comparative methods of measuring brand strengths, managing brands over time through reinforcements, revitalization and adjustment in portfolio.

UNIT IV

Challenges in international branding: protecting brands through trademark registration, brand falsification and protection; online branding categories, e-branding. global brand strategy

managing international brands.

Unit V

Advertising: Its importance and nature; Communication model; Persuasion Process –perception, learning and attitude change; Major advertising decisions and influencing factors; Determining advertising Objectives and budget. Developing Advertising Campaign: Determining advertising message and copy -Media planning – media selection and scheduling Advertising through Internet.

References

- Aaker, D.A., Brand Portfolio Strategy Free Press, New York. 39
- . Drawbaugh, K., Brands in the balance: meeting the challenges to commercial identity, Pearson Education, New Delhi
- . Ellenwood, I., The Essential Brand Book, Kogan Page Limited, London.
- . Keller, K.L., Strategic Brand Management, Pearson Education, New Delhi

INTERNATIONAL SUPPLY CHAIN MANAGEMENT AND LOGISTICS

IB—402

The objective of this paper is to acquaint the students with the concept and tools of supply chain management and logistics as relevant for an international firm.

UNIT 1

Basic Framework: Concept of supply chain management (SCM); SCM and trade logistics; Value chain analysis and SCM; Internationalization of SCM.. Integrated SCM: Concept, span and process of integrated SCM:, Supply Chain performance measurement; Supply chain modeling; Forecasting and financial implications: Supply chain and after –sales service; Creating life-cycle ownership value; Customer service management; Product development Process and SCM.

UNIT 2

.Managing Relationship: Role of Relationship marketing in SCM; Managing relationships with suppliers and customers; Captive buyers and suppliers. Purchasing Process: Types of purchases;

Purchasing cycle; Supplier selection and evaluation; Purchase agreement; Purchasing cost management.

UNIT-3

Supply Chain and Information Management Systems - Importance of information management IT and business management systems MR, DRP, ERP, PDM, EIP and CPFR: Globalisation, technology and business chain management; Re-engineering the supply chain: Future directions.

UNIT-4

Logistic System: Concept, objectives and scope of logistics; System elements; Transportation, warehousing, inventory management, packing and unitization ;Control and communication. Transport Fundamentals: Importance of effective transportation system; Service choices and their characteristics; inter-modal services; Transport cost characteristics and rate fixation; In-company management vs. out-sourcing.

UNIT-5

Logistics in the organization, inventory management, warehousing, inbound logistics and procurement, global transportation systems, logistics environment, strategic organizing for logistics effectiveness, customer service, managing logistics information. General characteristics of shipping industry and its structure, liner and tramp operations, freight structure, shipment procedure, World sea borne trade.

Suggested Readings:

1. Ballau, R.H., Business Logistics Management, Prentice Hall, Englewood Cliffs, 1992.
2. J., Chartering Practices
3. J., Dictionary of Shipping and chartering Practices.
4. Christopher., M., Logistics and Supply Chain Management: Strategies for Reducing Cost and Improving Services, Pitman, London, 1992.
5. ICAO Journal, New York., various issues.
6. Indian Shipping and Transport, Bombay, Various issues.
7. James, C.J. and D.F. Wood, Contemporary Logistics, Macmillan, New York, 1990.
8. Marks, Daniel, Shipping Cartels.
9. Shapiro, R., Logistics Strategy: Cases and Concepts, West Publishing, St. Paul, 1995.

INTERNATIONAL FINANCIAL MANAGEMENT

IB-403

The objective of this paper is to acquaint the students with the financial management problems of the multinational corporations and prepare them to tackle these problems.

Unit 1.

Introduction: Complexities and issues in financial decisions of a multinational firm: Foreign investment decisions: Exchange rate movement and decision to invest: Foreign direct investment theories and strategies: Green field investment vs. acquisitions and mergers.

Unit -2.

International Capital Budgeting: Multinational considerations and calculation of cash flows; Adjusted present value approach: Cost capital: Assessment and management of political risks.

Unit 3.

International Portfolio Management: Decision to invest in portfolio: International CAPM; Identification of optimum portfolio. International Project Financing: Concepts, types techniques and key elements; Capital structure decision.

Unit 4

International Working Capital Management: Cash management; Receivables and inventory management. Dividend Policy for Multinational Corporations. Currency and Interest Rate Risk Management: Exposure and risk; Transaction, translation and real operating exposure; Exposure management contractual and natural hedging; interest rate risk assessment and management.

Unit 5

International Accounting Foreign currency translation; Multinational transfer pricing and

performance measurement; Consolidated financial reporting international accounting standards and practices. International Taxation: Key elements and issues; International tax environment; Bilateral treaties and tax heavens.

References

- Apte P.G., Multinational Financial Management, Tata -McGraw Hill, New Delhi, 1998.
- Baker J.C., International Finance: Management, Markets and Institutions, Prentice Hall, Englewood Cliffs, 1998.
- Company, New Delhi, 2000.
- Eiteman, David K., Arthur Stonehill and Micheal H. Moffett, Multinational Business Finance, Addison-Wesley Publishing Company, Readings Mass., 1998.
- Eun, Cheol and Bruce Resnick, International Financial Management, McGraw Hill, New York, 1998.
- Levi, Maurice, International Finance, McGraw Hill Inc., New York, 1996.
- Madura, Jeff, International Financial Management South Western Publishing Company, Cincinnati, 2000.
- Rathore, Shirin, International Accounting, Prentice Hall of India Pvt. Ltd., New Delhi,

CROSS-CULTURAL CONSUMER AND INDUSTRIAL BUYER BEHAVIOUR

IB-404

Objective: The main objective of this paper is to help students develop basic understanding of the concepts and theories of consumer and industrial buyer behavior and their applications in marketing decision making. Students Will also be exposed to globalisation of consumer markets and international dimensions of consumer and industrial buying behaviour and their marketing implications.

Contents:

UNIT 1

Consumer Behaviour Theory and its Application to Marketing Strategy; Consumer Buying Process: Extensive, Limited and Routine Problem Solving Behaviours.

UNIT 2.

Internal Determinants of Buying Behaviour : Individual differences among customers and markets segmentation; Needs, motivation and involvement; information processing and consumer perception; Learning; Attitudes and attitude change; Personality and psychographics (values and life style analysis).

UNIT 3. External Determinants of Buying Behaviour: Family and household influence; Reference groups and social class; Culture and subcultures. Models of Consumer Behaviour; Organisational Buying Behaviour: Process, Influence and model.

UNIT 4. Cross-Cultural: Consumer and Industrial Buying Behaviour; Economic demographic and socio-cultural trends and consumer behaviour; Globalisation of consumer markets and international marketing implications.

UNIT 5

Innovation Diffusion and Consumer Adoption Process; Diffusion of Innovation Across Nations/Cultures; Consumer Satisfaction and Other Feedbacks; Cross-Cultural Consumer Research – Complexities and issues.

Suggested Readings:

Assael, H., Consumer Behaviour and Marketing Action, 6th ed., South Western Publishing Company, Ohio, 1998.

Block and Roering, Essentials of Consumer Behaviours Dryden Press, Chicago. Dryden Press. Chicago 1990.

Engel, James F., Roser D. Blackwell, and Paul W. Miniard, Consumer Behaviour Dryden Press, Chicago, 1990.

Hawkins, Dal I., Roger J. Best and Kenneth A. Coney, Consumer Behaviour Implication for Marketing Strategy, Richard D. Irwin, Chicago, 1995.

Hoyer, Wayne D. and Debovar J. Macinnis, Consumer Behaviour, Hongnton Mifflin Company, Boston, New York, 1997.

Peter. J. Paul and Jerry C. Oison, Consumer Behaviour and Marketing Strategy,

Richard D. Irwin, Illinois, 1993. Schiffan, Leon G. and Kanuk, Lealie. Lazar, Consumer Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi, 1997.

Wikie, William L, Consumer Behaviour, John Wiley & Sons, New York 1990.

Project Work Viva Voce

IB-405

Course Objective:

The Project work viva voce is scheduled at the end of it at the end of semester in order to judge the understanding as well as application of the knowledge gained by the student during the course. This is also to see the articulation of what is being learnt by them. The idea is to see that students are able to digest what is being taught in two full year and see their relevance not only in the practical field but also their inter relationship. The viva voce is of 100 marks will be of 100 marks which would be assessed by the Internal Guide (50 marks) and External Expert (50 marks). The Project Work may be based on Empirical or Secondary data.

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