

MASTER of INTERNATIONAL BUSINESS

PART – II

(Annual Scheme)

Paper 1 - Global Marketing

Paper 2 - Strategic Management

Paper 3 - Indian Foreign Trade Policy

Paper 4 - Export-Import Procedure Documentation and Logistics

Paper 5 – Business Communication Skills/Foreign Languages – German/
French

Paper 6 – Project Report and Viva-Voce

PAPER-I:

GLOBAL MARKETING

Duration 3 hrs.

Max. Marks : 100

Unit –I

Global Marketing: Nature, definition, and scope of global marketing, Domestic marketing VS International Marketing International Marketing Environment-external and internal.

Identifying and selecting Foreign Market: Foreign market entry mode decisions.

Unit –II

Product Planning for International Market: Product designing, Standardization Vs adaptation, Branding, and Packaging, Labeling and quality issues, After Sales service.

13
Dy. Registrar
(Academics)
University of Rajasthan
Jaipur

Unit – III

International Pricing: Factors influencing international price, Pricing Process and methods, International price quotation and payment items.

Unit-IV

Promotion of product/Services abroad; Methods of international promotion, Direct Mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.

Unit – V

International Distribution: Distribution channels and logistics decisions; Selection and appointment of foreign sales agents.

Books Recommended:

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

PAPER –II:

STRATEGIC MANAGEMENT

Unit- I

Duration 3 hrs.

Max. Marks : 100

14

Introduction: Meaning of Strategic Management, Role of Strategic Management, Process of S.M., Limitations of SM, Organizational Mission, Vision, goals and ethics.

Per Nain
D. Registrar
Punjab
Punjab
Punjab

Unit-II

Environmental Scanning: Appraisal of external environment, Dynamics of internal environment, organizational capabilities and Appraisal.

Unit-III

Strategy Formulation: Business level strategy, Corporate Level Strategy, Functional Strategies.

Unit-IV

Strategy Implementation : Aspects of Strategy Implementation , Project Implementation, Procedural Implementation, Resource Allocation, Organizational design and change, Corporate Culture .

Unit -V

- **Strategic Evaluation and Control:** Meaning of Strategic Evaluation and Control, Criteria and Techniques of Strategic Evaluation and control, Role of Organizational systems in valuation.

Books Recommended:

1. Azhar Kazmi: Business Policy and strategic Management, TataMcGraw Hill, New Delhi, 2005
2. Jain, P.C.: Strategies Management (Hindi), 2005
3. Bhattacharry, S.K. And N. Venkataramin :Managing Business Enterprises: Strategies, Structures and Systems, Vikas Publishing House, New Delhi, 2004
4. Budhiraja, S.B. And Athreya, M.B.: Cases in Strategies Management, Tata McGraw Hill, New Delhi, 1996
5. Coulter, Mary K.: Strategies Management in Action, Pearson Education, Delhi,2005
6. David, Fred R. : Strategies Management, Pearson Education, Delhi, 2005
7. Glueck, William F. And Lawrence R. Jauch: Business Policy and Strategic Management. McGraw-Hill, International Edition, 1988

PAPER-III:

INDIAN FOREIGN TRADE POLICY

Unit -I

Duration 3 hrs.

Max. Marks : 100

Indian's Foreign Trade: Trends and developments, Commodity composition and direction, India's foreign trade in global context.

Unit-II

Foreign Trade Policy and Control in India, Policy making body and institutions; Exchange control in India – objectives and definition.

Unit -III

Import substitution and export Promotion Policies. Export Incentives-duty exemption schemes. EPCG, duty draw backs; Role of commercial banks in foreign trade; Deferred payment system; EXIM Bank ; Export Credit insurance and ECGC.

Unit-IV

Infrastructure Support for Export Promotion: Export promotion councils; Commodity board/products export development authorities; Specific service institutions; State trading organization; Export and Trading Houses; Export Processing Zones/Special Economic Zone (EPZ/SEZ); Export Oriented Units (EOUs)

Unit-V

Foreign Investment Policy: Indian Joint ventures abroad, Multilateralism and Bilateralism in India's foreign trade.

Books Recommended:

1. Cherunilam, F - International Trade and Export Management (Himalaya, 2007)
2. Varshney R.L, Bhattacharya B-International Marketing Management (Sultan Chand & Sons, 9th Ed.)

16.
Pg. 1/10
Dr. Registrar
1/6

3. Govt. of India - Hand Book of Export Import Policy 2002-2007 (Ministry of Commerce, India)
4. Keegan J Warren – Global Marketing Management (Pearson, 7th Ed.)
5. Johnson J, Wood D- Contemporary Logistics.
6. Khanna K K - Physical Distribution Management : Logistical Approach (Himalaya, 2007)
7. Krishnaveni Muthiah- Logistics Management and World Seaborne Trade (Himalaya, 2007)

PAPER-IV:

EXPORT-IMPORT PROCEDURE

DOCUMENTATION AND LOGISTICS

Duration 3 hrs.

Max. Marks : 100

Unit-I

Introduction : Role of Exports and Imports in Indian Economy, Export-Import Policy of India, Foreign Exchange Regulations, ISO 9000 Series and other internationally accepted quality certificates, Quality control and pre shipment inspection, Marine Insurance.

Unit-II

Export Procedure: Export Documentation, General Excise clearance, Custom clearance, Role of clearing and forwarding agents, Shipment of export cargo, Export credit , Export credit guarantee and policies, forward

exchange cover, finance for export on deferred payment terms, Duty drawbacks, Logistics for exports and imports.

Unit-III

Imports Procedure: Import Licensing Policy; actual User Licensing, Replenishment Licensing, Import-Export pass book, Capital goods licensing, Exports houses and trading houses.

Unit-IV

Import Management in Developing Economy; foreign exchange budgeting, Import procurement methods, Imports financing, Purchase contract, Import under counter trade Monitoring and follow-up of Import contracts.

Unit-V

Export Promotion and Assistance in India, Export Marketing Information System, Future Prospects of Export marketing .

Books Recommended:

1. Balagopal: Export Management.
2. Kalpua Das: Export Strategy in India.
3. Walker: Export Practice of Documentations.
4. I.T.C.: Export Financing.
5. M.L. Verma: Foreign Trade Management, Delhi, Vikas Publication.
6. Shri Ram Khanna,,: International Trade in Textiles, New Delhi, Saga Publication.
7. V.S. Mahajan: India's Foreign Trad, Kitab Mahal, Allahabad.
8. Keegan,,: Blobal Marketing.

Pg 1/100
Dr. Rajendra
Kumar
18.

PAPER-V
FOREIGN LANGUAGES-GERMAN/FRENCH
Or
BUSINESS COMMUNICATION SKILIS

3 Hrs. Duration

Max. Marks 100

1. GERMAN :

	Marks
I. Translation from German into English	25
II. Translation from German into English	25
III. Dictation (For-Half an Hour)	30
IV. Grammer-Elementary Knowledge of Verbs and Tenses	20

Books :

Detche Sprach for Auslander Von Schulz and Griesback lessons upto 15 only.

Reference Book :

1. Deutsch als fremdsprache- IA
2. Deutsch als fremdsprache- IB
3. Wirlesen Dartsch-I
4. Wirlesen Dartsch-II

2. FRENCH

	Marks
I. Grammar	40
II. Comprehension (2 texts from the prescribed book)	40
III. Small Essay on the following theme(Students will have to attempt two out of the four topics) Ma ville, Mon ami(e) Un diner au restaurant, Ma maison	20

Books recommended :

1. Synchronie 1 Methode de francais- Samhita Publications.
2. Dictionary; Larousse Anglais-Francais/Francais-Anglais.

Pg. 1/10
19

PAPER-V:

BUSINESS COMMUNICATION SKILLS

Duration 3 hrs.

Max. Marks : 100

Unit-I

Business Communication: Definition, Methods, Types, Principles of Effective Communications, Barriers and Remedies to Communication.

Unit-II

Business Letter: Layout, Kind of Business letters, Interview, Appointment, Acknowledgement, Promotion, Enquiries, Replies, Orders, Sales, Circular, Complaints.

Unit-III

Public Speaking, Seminar Presentation, Interview, Group Discussion, Effective Listening.

Unit-IV

Report Writing, Agenda, Minutes of meetings, Memorandum, Office Order, Circular, Notes.

Unit-V

Business Etiquettes and manners, Shake hand, Dress Sense, Dining Etiquettes, Introducing a guest, E-mail etiquettes, Work place Etiquettes, Telephone etiquettes.

20

Raj (Jaw)
Dr. Raj Kumar
University of Jammu
Jammu, J.K.

Books Recommended:

1. Urmila Rai, S. M. Rai: Business Communication, Himalaya Publishing House.
2. Jane Thomas, Herta Murphy, Herbert Hildebrandt: Effective Business Communication 7th Edition, Tata McGraw - Hill Education.
3. R.K. Madhukar: Business Communication, Vikas Publishing.
4. Asha Kaul: Effective Business Communication, PHI Learning Private Limited.
5. Abha Chatterjee, Courtland L. Bovee, John V. Thill: Business Communication Today, Pearson Education.

PAPER-VI:

PROJECT REPORT and VIVA-VOCE

Project Report	—	50 Marks
Viva-Voce	—	50 Marks

Rj/Vas
Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR RA