

**Master of Business Administration (IB)**  
**Semester II**

**Course 221: MARKETING MANAGEMENT**

**CO1:** Nature and scope of Marketing Management through core marketing concepts like holistic marketing and marketing mix. To analyze marketing environment through socio-economic, demographic, technological and political variables, to gauge an overview of consumer and industrial buying behavior.

**CO2:** To understand the product and pricing decisions, comprehending product life cycles which would help in making strategic business decisions.

**CO3:** To acquaint the students with various distribution decisions like channels of distribution, distribution logistics, channel management, channel integration and systems.

**CO4:** to familiarize the students with promotion decisions like Communication process and promotion; Determining promotion mix; Personal selling- Types of selling, scientific selling process, Sales Planning, Organizing and Control, Factors influencing promotion mix. Ethical, social and environmental concerns in promotion decisions.

**CO5:** Understanding the legal aspects of marketing.

**Course 222: INTERNATIONAL BUSINESS ENVIRONMENT**

CO	TITLE	OUTCOME
CO-1	Introduction to International Business	To study the Importance, nature and scope of International business
CO-2	International Business Environment	To understand the Economic, Political, Cultural and Legal environments in International Business
CO-3	Balance of Payment Account	To understand the Concept and significance of balance of payments account
CO-4	Global Trading and Investment Environment	To study about World trade and protectionism
CO-5	International Economic Institutions and Agreements	To Gain conceptual knowledge of WTO,

		WTO and Developing Countries, IMF, World Bank, UNCTAD, International commodity trading and agreements.
CO-6	Regional Economic Groupings in Practice	To study Levels of Regional Economic Integration
CO-7	Contemporary Issues in International Business	To identify and study Labour and Environmental Issues

**Course 223: INTERNATIONAL TRADE AND POLICY FRAMEWORK**

CO	TITLE	OUTCOME
CO-1	Theoretical Foundations of International Trade	To understand Theories of international trade
CO-2	Direct Investment	To understand about Political Economy of FDI, Cost and Benefit of FDI to Host and Home Countries,
CO-3	Instruments of Commercial Policy	To study Tariffs quotas and other measures and their effects
CO-4	Factor Movements and International Trade in Services:	To study about various Types and theories of foreign investments, Barriers to foreign investments;
CO-5	Regional Economic Integration:	To study various Levels of Regional Economic Integration
CO-6	Policy Framework and Promotional Measures	To understand about India's foreign trade and investment policy, Policy making body and mechanism

## **Course 224: Operations Research for Business Decisions**

CO1: Describe Linear Programming and Theory of Games and its application

CO2: Explaining Transportation and Assignment Problems: Methods and application

CO3: Describe PERT, CPM and resource optimization

CO4: Describe methods of Inventory Control and Models

CO5: Describe waiting lines and Markov analysis

## **Course 225 – Corporate Finance**

CO1: To familiarise students to the concept of financial management and its various aspects.

CO2: To enable students to differentiate between the financially feasible and non feasible projects through various techniques of evaluation.

CO3: To acquaint the students with different capital structure theories and sources of capital and their cost computations in order to make viable capital structure decisions.

CO4: To provide the students with existing theories and various choices related to dividend policies and to make them learn the management of working capital for the smooth functioning of business operations

CO5: To train students with techniques of security valuations of different forms of securities

## **Course 226: International Financial System**

CO1: To understand the Growing importance of international finance, Balance of Payments, BOP trends in major countries and Shifting global dominance of the U.S.A., Growing importance of a unified Europe and emerging Asia.

CO2: To familiarize the students with Evolution of the international monetary system, flexible exchange rate regime, present arrangements including dollarization. The European Monetary Union and its costs and benefits. Fixed versus floating exchange rate systems.

CO3: To explain the students the concept of Exchange Rate Determination and Forecasting

CO4: To comprehend the various concepts of International Financial Markets: Forex Markets, spot market, direct and indirect exchange quotations, bid ask spread, cross exchange rates, forwards, futures and options market.

CO5: To understand the process of - International Banking via Offshore banking and offshore currency trading, factors contributing to the growth of international banking and Eurocurrency trading, regulatory asymmetry, shadow banks.

CO6: To acquaint them with the concept of financial crisis by taking real life examples

**Course 227: MBA IB Internet Security and Cyber Laws**

CO1: Fundamentals of Cyber laws and its applicability in the domain of personal, professional and organisational life.

CO2: Describe and provide complete regulatory framework of the Information and Technology Act 2000.

CO3: Functional usage of electronic signatures, electronic records, its sanctity and maintenance of Digital records

CO4: Describe and formulate better administration of procedure to be followed by certifying authority; issue, suspension and revocation of digital signatures certificate

CO5: Analysis and Fact Finding in the prominent cases and preparing the case log in professional and case problems

**Semester III**

**Course 231: INTERNATIONAL MARKETING**

CO	TITLE	OUTCOME
CO-1	Introduction	To understand the concept of International Business
CO-2	International Product Planning and Pricing decisions	To understand the International marketing mix
CO-3	International Distribution Decisions	To study regarding various Distribution channel- from traditional to modern channel structures, Intermediaries for international markets-their roles and functions;
CO-4	International Promotion Strategies	To study about the Communications across countries-complexities and issues
CO-5	Emerging trends in International Marketing	To study about Emerging trends in International

		Marketing like Ecological concerns and international marketing ethics
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**Course 232: INTERNATIONAL TRADE PRACTICES, PROCEDURES AND DOCUMENTATION**

CO1: The students will gain knowledge of: EXIM Policy Framework and Foreign Exchange Regulations

CO2: The students will be able to understand International Trade Terms and Trade Finance through concept of contract and formation of contract, sources and schemes of trade finance.

CO3: to comprehend the Export Payment Terms: Credit risk management and payment terms; Main features of payment terms-Advance payment, open account, documentary collection, documentary credit – Documentary collection –DP and DA process and operation; Letter of credit and parties involved.

CO4: To make the students familiar with Risk Management: Cargo Risk and Credit Risk: Nature of transit risk; Contract of cargo insurance; Parties involved – Insurer/assured, Indemnity and insurable value; Principles of Insurance; Perils and losses; Insurance policy and certificate; Cargo loss claims – Procedure and documentation; Export credit insurance

CO5: To aware the students with Export Clearance: Central Excise Clearance and Custom Clearance: Excise duty – Definition, rationale, stages of levying and collection; Meaning of manufacturing; Type of duties; Legal framework – Central Excise Act and Rules, Central Excise Tariff Act; Valuation; Options of refund and movement in bond – Rules 12, 13 and 14; Procedures and documentary requirements. Export Custom Clearance Procedure

**Course 233: Services Marketing And Customer Relationship Management**

**Section A: Service Marketing**

**CO1-Services Marketing:**

Developing an understanding about concept of services, service marketing mix strategies and trends and developments in services sector. Comprehending the classification of services and its marketing implications.

**CO2–Assessing Business Opportunity:**

Analysing services marketing environment, segmenting and targeting the service market, positioning the service. Understanding service quality, determinants of service quality and gap model.

**CO3-Services Marketing Decisions:**

Developing services product, core and supplementary services, branding, service distribution its challenges in domestic and international markets. Understanding role of physical evidence, people, service process- developing service blueprint and self-service technologies.

## **Section B: Customer Relationship Management**

### **CO4–Customer Relationships:**

Comprehending the role, nature and theories of customer relationships. Identifying the firm and customer motivations for relationships, relationship development process, networking and its significance in marketing, customer life cycle and customer lifetime value, customer acquisition, retention and development, supplier relationships.

### **CO5–Customer Relationship Management (CRM):**

Understanding the levels of CRM, technology and CRM and customer loyalty management.

### **CO6-Implementation of CRM:**

Enabling the students to have a handle on information management for building relationship, Sales Force Automation (SFA), E-CRM, Integrating CRM with SCM, SRM and ERP, ethical issues in CRM and relational exchanges in international markets.

## **Course 234: International Financial Management**

### **Unit 1: Introduction**

After reading this unit, students will be able to

- A) Understand the concept of Financial Management and distinguish between domestic and international financial management.
- B) Explain how effective International Financial Management can serve as advantageous for a globalized firm.
- C) Describe the various complexities and issues in Financial Decisions of a Multi-National Firm.
- D) Get an overview of the Foreign Exchange market, its participants, objectives, functions, etc along with important terminology used in it.
- E) Distinguish between arbitrage, hedging and speculation
- F) Know the contemporary issues in international financial management.

### **Unit 2: Cross-border investment decision**

After reading this unit, the students will be able to

- A) Understand the process of capital budgeting decisions of MNCs
- B) Distinguish between domestic and MNC Capital Budgeting decisions
- C) Analyse the issues in Foreign Investment Analysis
- D) Know the various risks involved in international capital budgeting decisions and the method to incorporate them in the annual cash flows

- E) Practically understand the basis on which MNCs take their capital budgeting decisions through the use of Adjusted present value method.
- F) Do a country risk analysis including in depth assessment and management of political risk .

### **Unit 3: Financing Decision, Dividend Decision and Working Capital Management in MNEs**

After reading this unit, the students will be able to

- A) Understand the concept of working capital management and distinguish between domestic and international working capital management
- B) Develop an in depth understanding of international cash management, inventory management and receivables management
- C) Identify the modes of payment in international trade

### **Unit 4: Managing currency risk and interest rate risk**

After reading this unit, the students will be able to

- A) Understand in detail the three types of risk exposure namely Translation risk, Economic risk and Transaction risk
- B) Analyse the methods of managing the three types of exposures
- C) Understand the techniques of management of currency risk with the help of currency forwards, futures, currency options and currency swaps.
- D) Understand the techniques of management of interest rate risk with the help of interest rate futures, interest rate swaps and other financial swaps.

### **Unit 5: International Diversification and Portfolio Investment**

After reading this unit, the students will be able to

- A) Comprehend the meaning of International Portfolio Investment
- B) Understand the modes of International Portfolio Investment
- C) Differentiate between Foreign Direct Investment and International Portfolio Investment
- D) Calculate the expected return and risk from International Investment through various practical illustrations
- E) Differentiate between Systematic and Unsystematic risk
- F) Understand the International Capital Asset Pricing Model along with Markovitz model of portfolio selection
- G) Know the benefits and costs of Cross Listings

### **Unit 6: International Tax Environment and International Accounting**

On reading this unit, the students will be able to

- A) Understand the International Tax Environment, bilateral tax treaties and the concept of tax havens
- B) Study the impact of International taxation on cross border investments
- C) Learn the concept of transfer pricing and international financial statements.

D) Know the relevant Indian and International Accounting Standards

**Course 235: International Supply Chain Management and Logistics**

CO1 Describe Basic framework of Supply Chain Management

CO 2: Describe integrated Supply Chain Management

CO3: Describe management of relationship in SCM

CO4: Describe integration of Supply Chain and Information System

CO5: Describe logistics Systems with reference to International trade

Co6: Describe modes of Transportation system in international trades

**Course 236: Foreign language for business – Spanish and French**

CO1 the students will be able to gain basic knowledge of one of the two languages which they opt for.

**Semester IV**

**Course 241: INTERNATIONAL MARKETING RESEARCH**

CO	TITLE	OUTCOME
CO-1	Introduction	To understand Nature and scope of marketing research and Marketing research in international context
CO-2	Marketing Research Process	Students will be able to understand the Marketing Research Process
CO-3	Measurement Instruments and Sampling	To study about various Measurement scales- Four levels of measurement; Ranking and Rating scales
CO-4	Multi-Country Data Analysis and Interpretation	To understand Data analysis and Interpretation in marketing research
CO-5	Cross-Cultural Consumer Research	To study about various Ethical issues in international marketing research.



## Course 242: Global Strategic Management

*PSO: To understand strategy making process that is informed integrative and responsive to rapid changes in an organization's globally oriented environment.*

**CO1:** Understand the role and basic concepts of Strategy, Strategic Intent, Strategic flexibility and learning organization

**CO2:** Identify the internal and external factors affecting the strategic management process by understanding the Environmental scanning techniques

**CO3:** Comprehend the Strategic options at Corporate Level, Business Level and Functional Level

**CO4:** Understand the Strategies for different situations like competing in emerging industries, maturing or declining industries, fragmented industries, hyper –competitive industries and turbulent industries; Strategies for industry leaders, runner -up firms and weak businesses

**CO5:** Understand the strategic issues and alternatives in Globally Competitive Markets

**CO6:** Comprehend the strategy implementation process

**CO7:** Describe the Ethical and Social considerations in Strategic Management

## Course 243: Cross-cultural Consumer and Industrial Buying Behaviour

MBA( IB)	SUBJECT: 243: CROSS-CULTURAL CONSUMER AND INDUSTRIAL BUYER BEHAVIOUR	
	Title	Outcome
Co-1	Consumer Behaviour	Students will be able to develop basic understanding related to the concept of "Consumer Behaviour" and "consumer buying behaviour"
Co-2	Internal Determinants of Buying Behaviour	To understand how the needs of consumer are formed, how they are motivated to buy goods, how consumer perceives the marketing initiatives of marketers, how

		attitudes and beliefs are formed and how they influence consumer buying behaviour.
<b>Co-3</b>	External Determinants of Buying Behaviour	To understand the various social factors responsible in developing consumer tastes and preferences; how family, friends, neighbourhood, acquaintances influences consumer buying behavior.
<b>Co-4</b>	Models of Consumer Behaviour: Organisational Buying Behaviour: Process, Influences and model	To understand the various consumer behaviour models developed by renowned researchers and studying their relevance to marketers.
<b>Co-5</b>	Cross-Cultural Consumer and Industrial Buying Behaviour	To understand the consumer behaviour across various cultures and identifying the marketers strategies for each of the different culture consumers. To study the buying behaviour of the Organisations and how it is different from consumer buying behavior.
<b>Co-6</b>	Innovation Diffusion and Consumer Adoption Process	To study the issues related to Consumer research i.e. how the primary and secondary research is conducted in order to understand the consumers psychology; to study the innovation adoption process of consumers.

#### **Course 244:**

#### **Contents: Section A: International Advertising**

**CO1:** Comprehending the Its meaning, importance and nature and complexities of International advertising, International Communication model, Major international advertising decisions and influencing factors; Determination of target audience in international markets; DAGMAR Approach; Determining advertising budget.

**CO2:** Determining international advertising message and copy - Headline, body copy, logo, illustration and layout; Creative styles and advertising appeals; International Media planning – Types of media, media selection and scheduling Advertising through Internet.

**CO3:** Developing an understanding about In-house arrangements; Using advertising agencies – selection, compensation and appraisal of advertising agency; Evaluating Advertising Effectiveness - Before and after advertising tests and techniques.

**CO4:** Enabling the students to have a handle on Complexities and issues; Ethical issues in international advertising; Integrated international marketing communications.

#### **Section B: International Brand Management**

**CO5:** Importance of branding; Basic branding concepts -Brand personality, brand image, brand identity, brand equity and brand loyalty; Product vs. corporate branding: Major branding decisions.

**CO6:** Identifying and selecting brand name; Building brand personality; International Brand positioning and re-launch; Brand extension; Enhancing brand image through sponsorship and event management; Building brands through Internet. Brand Building in Different Sectors- Customers, industrial, retail and service brands.

**CO7:** Understanding Local, foreign and global brands; Pre-requisites and process; Country-of-origin effects and global branding; Building Indian brands for global markets.

### **Course 245: International Human Resource Management**

CO1: This unit will increase an understanding of human resource management (HRM) in international contexts. Strategic and functional HRM in international contexts and comparative international contexts include globalisation, traditional and modern perspective of HRM.

CO2: HRM issues in international contexts; issues related to host, home and third country nationals; recruitment, selection, training, development and compensation in international contexts, expatriation and repatriation.

CO3: Understand the strategic and functional roles of HRM in various international contexts.

CO4: Understand the international human resource management strategies and practices developed and implemented by organizations operating on a global basis.

CO5: Understand external forces (e.g. globalization, sociocultural changes, political and economic changes) that have the potential to shape international HRM.

CO6: Critically assess and evaluate the cultural impact on IHRM strategies and practices in the organizational setting.