

MBA (Dual Degree)/(International Business) Part-I Sem-II
1021/1121-Business Research Design &Methods/MBIM1201T

Program Name: M.B.A. (I.B) Part-I (Semester-2)		Program Code: MIBM2PUP
Course Name: Business Research Design & Methods		Course Code: MIBM1121T
Course Outcomes: The students shall acquire the knowledge, skills, tools and techniques involved in using data and its analysis in organisations		
CO1	student shall have a good understanding of inferential Statistics and Research Methodology as applicable in health care institutions	
CO2	student should have developed the skills to identify the appropriate statistical techniques for the analysis of data	
CO3	student has the ability to analyse the data using appropriate statistical tool	
CO4	student has basic learning of research methodology including research process, sampling design, scaling techniques, sampling, and data collection	
CO5	student can apply various statistical techniques to analyses and interpret data for decision making	

Course Overview

The objective of this course is to have a general understanding of research methodology and statistics as applicable to business management and its use and relevance in areas of management research. While mathematical material will be covered, the major goal is for the students to develop a set of skills and tools which will be important in their management careers. At the conclusion of the course, students should be able to: (1) develop the skills to identify the appropriate statistical techniques for the analysis of data; and (2) learn how to collect, analyze, present and interpret research data.

Course Syllabus

Group-I:

Research Methodology: Objectives, Role & Scope in Management Research, Process of Research; **Research Designs:** Exploratory, Descriptive & Experimental Research Designs and their Applications; **Sampling Design:** Concepts, Types and Their applicability; **Scaling Techniques** including Likert, Thurston, Semantic Differential Scaling Techniques, etc. **Tools & Techniques of Data Collection:** Primary & Secondary; Classification & Tabulation of Data. **Introduction to Statistics,** Statistics & Business Research, Measures of Central Tendency: Mean, Median and Mode; Measures of Dispersion, Coefficient of Variance; Skewness & Kurtosis: Concept and Measures.

Group-II:

Correlation Analysis: Simple, Partial & Multiple (Elementary); **Regression Analysis:** Concept & Measures, Linear Regression. **Elementary Probability Theory:** Concepts, Definitions and Problems. Probability Distributions: Binomial, Poisson and Normal Distributions; **Testing of Hypothesis:** Concepts like Types of Hypothesis, Significance Level, Degrees of Freedom, Errors in Hypothesis Testing, Procedure of Testing Hypothesis etc.; Statistical Tests: Chi-square Test, t-Test, ANOVA – 1-Way and 2-Way; **SPSS and Report Presentation:** Use of Statistical Package for Social Sciences, Report Writing - Mechanics of Report Writing, Preliminary Pages, Main Body and Appendices including Bibliography, Diagrammatic and Graphical Presentation of Data.

Pedagogy:

The instructor is expected to use leading teaching approaches by applying various techniques such as simulations, resource material from various quality international journals and magazines. Instructor should adopt periodic evaluation of students through objective tests, presentations, case studies etc. Emphasis should be on providing real time industry illustrations and combine them with appropriate theory.

Case/Class Discussions:

Assignments in the form of case studies could be provided to a group of students and discussed in class. Purpose should be to make students think and apply various techniques taught in the class to practical scenarios.

Class Participation:

Attendance will be taken by the instructor after every class. Class participation would be recorded for each student by the instructor.

Text and Readings:

Focus should be on class room teaching supported by material from various recommended books in addition to material provided by the instructor. Some of the recommended books for the course is:

- Alan Bryman & Emma Bell, *Business Research Methods*, Oxford University Press, New Delhi, 2nd Edition.
- Amir D. Aczel & Jayavel Sounderpandian, *Business Statistics*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 6th Edition.
- Donald R. Cooper & Pamela S. Schindler, *Business Research Methods*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 9th Edition.

Scheme of Examination:

- English will be the medium of instruction and examination.
- Written examinations will be conducted at the end of each semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20marks), and Participation in case studies/ discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper. There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject

As per RUSA Scheme the syllabus is divided into two parts Group-I & II.

The instructions for external examiners would be as follows:-

- “The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups i.e., I, II, III. The question paper will consist of four questions each in group I and II. Each question in these groups carries 7.5 marks. Candidates will be required to attempt four questions in all selecting not more than two questions from each of these groups. The IIIrd group shall comprise compulsory question, carrying 4 short answer questions (2 from each group) and will carry 20 marks (5 marks for each question).”

MBA (Dual Degree)/(International Business) Part-I Sem-II
1022/1122-International Marketing Management/MBIM1202T

Course Overview

The objective of this course is to acquaint the students of management with the basic knowledge of marketing function in a global enterprise. This course also highlights the emerging issues of international product life cycle, Digital Marketing.

Course Syllabus

Group-I:

Introduction to International Marketing, Nature, Scope and Different Complexities of International Marketing, Environmental Factors Affecting International Marketing- Economic, Cultural, Political and Legal Environment. Developing Global Vision through Marketing Research, Developing and Implementing Global Marketing Strategies, Selection of Global Markets, International Marketing Decisions- Product Planning, Segmentation and Positioning, International Product Standardization and Adaptation, Developing international Pricing Policies

Group-II:

Globally Integrated Marketing Communications, Global Promotional and Branding Strategies, Personal Selling, Publicity and Sales Promotion International Channels of Distribution: Global Marketing in the Digital Environment, Ethics and Social Responsibility, Constraints in International Marketing, i.e. Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers. Organization and Control in International Marketing, Marketing Planning and Strategy for International Business.

Pedagogy:

The teaching techniques for this subject will include class discussions, case studies, numerical exercises, a continuous system of class tests, presentations and industry -based assignments. An ideal combination of all these techniques can be adopted to improve as well as assess the students level of learning and application.

Case/Class Discussion Assignments:

Students will work in groups of up to four to prepare a brief write-up due before the start of each class covering the case study or class material to be discussed in the next session. Questions may include quantitative analysis of the problem, facing the decision-maker in the case.

Class Participation:

Attendance will be taken in each class. Class participation is scored for each student for each class.

Text & Readings:

Student should focus on material presented in the lectures. The text should be used to provide further explanation and examples of concepts and techniques discussed in the course.

Recommended Texts:

- Daniel W Baack, Eric G. Harris and Donald Baack, International Marketing, Sage Publication, New Delhi, 6th Edition, 2013
- Sak and John J. Shaw, International Marketing and theory, McGraw Hill, 5th Edition, 2011
- Philip R. Cateora and John L. Graham, International Marketing, McGraw Hill Company, 12th Edition, 2004
- Francis Cherunilam, International Marketing, 2010, Himalaya Pub. House Onkvisit, Shaw, International Marketing-Analysis and Strategy, Prentice-Hall of India, New Delhi, 4th Edition, 2004.
- Subhash C. Jain, International Marketing, South- Western Thomson Learning. New Delhi, 6th Edition.

Scheme of Examination:

- English will be the medium of instruction and examination.
- Written examinations will be conducted at the end of each semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20 marks), and Participation in case studies/ discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet.
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper. There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject.

As per RUSA Scheme the syllabus is divided into two parts Group-I & II.

The instructions for external examiners would be as follows:-

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MBA (Dual Degree)/(International Business) Part-I Sem-II
1023/1123- Financial Management/MBIM1203T

Program Name: M.B.A. (I.B) Part-I (Semester-2)		Program Code: MIBM2PUP
Course Name: Financial Management		Course Code: MIBM1203T
Course Outcomes: Upon successful completion of course, the student will be able to.		
CO1	Explain the overall role and importance of the finance function	
CO2	Evaluate investments in working capital and long-term assets	
CO3	Apply time value, risk, and return concepts	
CO4	Identify appropriate cash flows for capital investments and evaluating various methods to analyse capital investments	
CO5	Identify the major sources of short-term and long-term funds available to the firm.	
CO6	Apply techniques for estimating the cost of each element of the cost of capital and understand how to pull together this information to calculate overall cost of capital	
CO7	Explain the concept of leverage and the advantages and costs associated with debt financing in comparison to financing through equity and preference capital.	
CO8	Describe the important factors influencing dividend policy of a firm.	

Course Overview

The objective of this course is to acquaint the students of management with the basic knowledge of finance function in a corporate enterprise. This course also highlights the emerging issues of corporate restructuring, mergers and acquisition decisions.

Course Content

Group-I:

Financial Management: An Overview, Goals and Functions of Finance

Financial System: Assets, Markets, Intermediaries and Regulatory Framework. Capital Market and Money Market.

Concepts in Valuation: Time Value of Money, Present Values, IRR, Bond Returns, Return from Stock Market Investments.

Capital Investment Decision making: Principles of Cash Flows, Discounted and Non-Discounted Cash Flow Techniques for Appraising Capital Investments, Risk Analysis in Capital Budgeting.

Group-II:

Working Capital Management: An Overview, Determinants, Working Capital Cycle, Management of Cash, Receivables and Inventories. Financing Working Capital needs.

Leverage: Operating Leverage and Financial Leverage. Cost of Capital.

Capital Structure and Firm Value: Theories, MM Hypothesis, Optimization of Capital Structure, Capital Structure Planning.

Dividend Policy: Dividend Policy and Firm's Value, Dividend Policy in Practice.

Corporate Restructuring: Mergers and Acquisitions, Motives, Considerations and Regulations.

Pedagogy:

A variety of teaching and learning techniques can be employed to impart knowledge and skills to students. Lectures, case analysis, exercises, group discussions and practical project work can be used to develop conceptual and analytical skills and to prepare the students to face the challenges of the complex international business environment. The teacher should assess the students' performance through a

continuous system of tests and quizzes to ensure highest academic standards as well as practical orientation.

Case/Class Assignment:

Every student is required to undertake a case study or an assignment. The student should choose a topic from the course contents on which he/she will prepare a report which will be evaluated by the teacher.

Class Participation:

Attendance will be taken in each class. Class participation is scored for each student for each class.

Text and Readings:

Students should focus on material presented in lectures. The mandatory text should be used to provide further explanation and examples of concepts and techniques discussed in the course.

Recommended Texts:

- Khan and Jain (2018) *Financial Management-Text, Problems and Cases*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 8th Edition.
- Richard A. Brealey and Stewart C. Meyers (6th Edition) *Principles of Corporate Finance*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
- Stephan A. Ross, Randolph W. Waterfield and Jeffery Jaffe (2017) *Corporate Finance*, McGraw-Hill Education, New Delhi, 11th Edition.

Scheme of Examination:

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- A minimum of 75% of classroom attendance is required in each subject.

As per RUSA Scheme the syllabus is divided into two parts Group-I & II.

The instructions for external examiners would be as follows:-

- “The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups i.e., I, II, III. The question paper will consist of four questions each in group I and II. Each question in these groups carries 7.5 marks. Candidates will be required to attempt four questions in all selecting not more than two questions from each of these groups. The IIIrd group shall comprise compulsory question, carrying 4 short answer questions (2 from each group) and will carry 20 marks (5 marks for each question).”

MBA (Dual Degree)/(International Business) Part-I Sem-II
1024/1124- Advanced Topics in International Business/MBIM1204T

Course Overview

The objective of this course is to acquaint the students of management with the knowledge of advance information in the field of International business. At the end of the course, the students should be able to (1) understand strategies adopted while doing international business (2) understand the role played by different organizations in international trade (3) find out the importance international trade.

Course Content

Group-I:

International Business: Introduction, Nature, Why International Trade, Theories of International Business, International Business Approaches, Competitive Advantage of Global Business, Problems of International Business, Modes of Entering International Business. Changing Environment of International Business. Strategy and Structure of International Business: Global Strategic Planning, Organization of International Business, Production Strategy, International Marketing, International Human Resource Management, Political Risk and Negotiation Strategies.

Group-II:

International Monetary System: International Monetary Fund (IMF), International Liquidity and SDRs, International Bank for Reconstruction and Development (IBRD), International Development Association (IDA), International Finance Corporation (IFC), The Multinational Investment Guarantee Agency (MIGA).

Note:

Students will receive an input of minimum 40 (class) contact hours in each paper. In addition students are also required to undertake a variety of practical assignments and group work under the supervision of faculty in every paper.

Pedagogy:

The instructor is expected to use leading pedagogical approaches in the class room situation. Research-based methodology, innovative instructional methods, extensive use of technology in the class room, online modules of MOOCs, and comprehensive assessment practices to strengthen teaching efforts and improve student learning outcomes.

The instructor of the class will engage in a combination of academic reading, analyzing case studies, preparing the weekly assigned readings, encouraging in the class discussions, and live project-based learning.

Case/Class Discussion Assignment:

Students will work in groups of up to four to prepare a brief write-up due before the start of each class covering the case study or class material to be discussed in the next session. Questions may include a quantitative analysis of the problem, facing the decision-maker in the case.

Class Participation:

Attendance will be taken in each class. Class participation is scored for each student for each class.

Text and Readings:

Students should focus on material presented in lectures. The mandatory text should be used to provide further explanation and examples of concepts and techniques discussed in the course.

Recommended Texts:

- International Business – environment and operations by John D. Daniels and Lee H. Radebaugh, Pearson Education, 12th edition 2010.
- International Business by Andrew Harrison, Ertugrul Dalkiran, Ena Else, Oxford Publication, Nov. 2000.
- International Business by Roger Bennett, Pearson Education, 2nd edition 2002.
- International Business by P. Subba Rao, Himalaya Publisher, 2nd edition, 2008.
- International Business by Charles W. H. L Hill, Himalaya Publisher, 7th edition, 2008
- International Business: A strategic Management Approach by Alan M. Rugman, Richard M. Hodgetts, Mc-Graw Hill Publisher, International edition.

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MBA (Dual Degree)/(International Business) Part-I Sem-II

1025/1125-International Human Resource Management

Course Overview

Human resource management is one of the world's fastest growing fields and presents unprecedented opportunity for global advancement. International Human Resource Management course prepares you to deal with all aspects of human resources in the worldwide context.

Course Outcomes

At the end of the course, students should be able to

CO1: identify trends in the globalized workforce and analyze policies, practices, and functions in global human resources,

CO2: distinguish national and global culture and impact they have on the globalized workforce in order to contribute to human resource practices across countries and cultures.

CO3: Use concepts and tools for explaining and developing theories and methods which can be integrated into practical applications and handling a broad range of issues and problems facing MNC's in their HR activities.

Course Content

Group-I:

Human Resource Management (HRM): Concept, Scope, Functions.

Global HRM: Human Resources Management in Global Organization (Global Staffing and Training)

Job Analysis: Meaning and Objectives, Analyzing Work and Designing Jobs.

Recruitment and Selection: Methods of Manpower Search and Selection of Human Resources.

HR Training and Development: Executive Development and Training Manpower.

Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal and Potential Evaluation.

Global Business: Business-Growth and Evolution, Environmental Variables in Global Business. Human and Cultural Variables in Global Organisations.

Group-II:

Cross Cultural Issues: Concept, Distinguish National and Global Culture. Cross-Cultural Differences and Managerial Implications.

Cross Cultural Research Methodologies and Hofstede's Hermes Study, Structural Evolution of Global Organizations.

Cross -Cultural communication and Negotiation. Cross Cultural Leadership and Decision- Making.

Ethics in International Business, Western and Eastern Management Thoughts in the Indian Context.

Note:

Students will receive an input of minimum 40 (class) contact hours in each paper

Pedagogy:

The instructor is expected to use leading pedagogical approaches in the class room situation and comprehensive assessment practices to strengthen teaching efforts and improve student learning

outcomes. The instructor of the class will engage in various activities, analyzing case studies and encouraging student in the class discussions and class assignments.

Class Assignments and Attendance:

The teacher must include research-based assignments, role playing and case studies in the class. Continuous evaluation of students must be carried out using the above criteria. A minimum of 75% of classroom attendance is required in each subject.

Text and Readings:

Students should focus on material presented in lectures. The mandatory text should be used to provide further explanation and examples of concepts and techniques discussed in the course.

Recommended Texts

- Monir, H.T., (2008). *International Human Resource Management*.Oxford.
- Helen, D., (2013). *International Management: Managing Across Borders and Cultures, Prentice Hall of India*. 4thEdition.
- Gupta, S.C., (2006). *International HRM.*,Macmillan IndiaLtd.
- Peter, J.D. and Denice, E.W., (2006). *International Human Resource Management*. ThompsonLearning.

Scheme of Examination

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MBA (Dual Degree)/(International Business) Part-I Sem-II **1026/1126-Global Supply Chain Management /MBIM1206T**

Course Overview

The objective of this course is to acquaint the students with the concepts and tools for analyzing, designing and improving the supply chain in an organisation and also to understand the changing distribution scenario.

Course Syllabus

Group-I:

Introduction to Supply Chain and Its Role, Objectives and Functions.

Logistics Strategy and Planning. Logistics and Customer Service. Logistics Product - Nature of Product, Functional vs. Innovative Products,

Product Life Cycle- Product Characteristics.

Supply chain performance models - SCOR Model, BSE model. Supply Chain Dynamic Modelling; Managing Production Across the Supply Chain.

Retailing- Role of Information, Information Flow, and Information Sources, Internal Information, External Information.

Information Systems in Retail Logistics - Logistics, Distribution Centre, Outsourcing, Store vs. Distribution Centre Delivery, Pull vs. Push Logistics Strategies.

Group-II:

Strategic Advantages of Information Systems in Logistics - Improved Product Availability, Improved Assortment, Improved Return on Investment;

Supply Chain Integration, Supply Chain Coordination, Supply Chain Collaboration, Bullwhip Effect;

Transport Decisions - Modal Choice, Vehicle Routing and Scheduling;

Supplier relationship management; Supply Network design decisions; Inventory decisions - Pull and Push Types of Systems; Sourcing Strategies.

Pedagogy:

The instructor is expected to use leading teaching approaches by applying various techniques such as simulations, resource material from various quality international journals and magazines. Instructor should adopt periodic evaluation of students through objective tests, presentations, case studies etc. Emphasis should be on providing real time industry illustrations and combine them with appropriate theory.

Case/Class Discussions:

Assignments in the form of case studies could be provided to a group of students and discussed in class. Purpose should be to make students think and apply various techniques taught in the class to practical scenarios.

Class Participation:

Attendance will be taken by the instructor after every class. Class participation would be recorded for each student by the instructor.

Text and Readings:

Focus should be on class room teaching supported by material from various recommended books in addition to material provided by the instructor. Some of the recommended books for the course are:

- Robert B. Handfield, Ernest L. Nichols, *Introduction to Supply Chain Management*, Prentice Hall of India, New Delhi, 1998.
- James, A. O'Brien, *Introduction to Information Systems*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2005.
- Sunil Chopra and Peter Meindl, *Supply Chain Management*, Pearson Education, 3rd Edition, 2008.
- *Dynamic Modelling for Supply Chain Management*, Adolfo Crespo Marquez, Springer Publisher, 2010.
- *Introduction to Operations and supply chain management*, Cecil C. Bozarth and Robert B. Handfield, Pearson 3rd Edition.

Scheme of Examination:

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MBA (Dual Degree)/(International Business) Part-I Sem-II
1027/1127-Foreign Language - II (French/German/Chinese/ Spanish)/MBIM1207T

Course Overview

- The objective of this course is to acquaint students with fundamentals of a foreign language.

Course Syllabus

- Written expression, Grammar and Comprehension of French-II

Recommended Texts:

- Connexions-I

Instructions

Paper would be of 100 marks:
50 marks: MST and Assignment
50 marks: Internal Practical and Viva-Voce