

UNIVERSITY OF RAJASTHAN,
JAIPUR


M.A./M.SC./M.COM

Master of International Business

2013-2014 (PREVIOUS)-I/II SEMESTER

2014-2015 (FINAL)- III/IV SEMESTER

Prepared by Pushk

Checked by 
1219

Corrected
23/9/2011

Bus-Admin.

SYLLABUS

MASTER OF INTERNATIONAL BUSINESS

2. Eligibility:

A candidate who has secured more than 50% or CGPA of 3.0 in the UGC Seven Point scale [45% or (CGPA 2.5 in the UGC Seven Point Scale for SC/ST/Non-creamy layer OBC] or equivalent in the Bachelor degree in Science or Engineering or Technology or Medicine or Pharmaceutical Science shall be eligible for admission to First Semester of a Master of Science course.

As
per
prospectus

3. Scheme of Examination:

- (1) Each theory paper EoSE shall carry 100 marks The EoSE will be of 3 hours duration. Part 'A' of theory paper shall contain 10 Short Answer Questions of 20 marks, based on knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry ^{T.O} one mark for correct answer.
- (2) Part "B" of paper will consist of Four questions with internal choice (except in cases where a different scheme is specifically specified in the syllabus) of 20 mark each. The limit of answer will be five pages.
- (3) Each Laboratory EoSE will be of four/six hour durations and involve laboratory experiments/exercises, and viva-voce examination with weightage in ratio of 75:25.

4. Course Structure:

The details of the courses with code, title and the credits assign are as given below.

Abbreviations Used

Course Category

CCC: Compulsory Core Course

ECC: Elective Core Course

OEC: Open Elective Course

SC: Supportive Course

SSC: Self Study Core Course

SEM: Seminar

PRJ: Project Work

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RP: Research Publication

Contact Hours

L: Lecture

T: Tutorial

P: Practical or Other

S: Self Study

Relative Weights

IA: Internal Assessment (Attendance/Classroom Participation/Quiz/Home Assignment etc.)

ST: Sessional Test

EoSE: End of Semester Examination

FIRST SEMESTER

S. No.	Sub. Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					E	T	P	Thy.	P.
1.	MIB 101	Marketing Management	CCC	8	6	3	0	3	0
2.	MIB 102	Managerial Economics	CCC	7	4 5	2	0	3	0
3.	MIB 103	Marketing Research	CCC	7	4 5	2	0	3	0
4.	MIB 104	Product & Brand Mgt.	CCC	7	4 5	2	0	3	0
5.	MIB 105	Service Marketing	CCC	7	4 5	2	0	3	0

SECOND SEMESTER

S. No.	Sub. Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					E	T	P	Thy.	P.
1	MIB 201	Marketing Strategy	CCC	8	6	3	0	3	0
2	MIB 202	Advertising & Sales Promotion	CCC	7	4 5	2	0	3	0

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2	MIB 203	Consumer Behaviour	CCC	7	4 5	2	0	3	0
4	MIB 204	Retail Management in India	CCC	7	4 5	2	0	3	0
5	MIB 205	Legal Aspects of Business	CCC	7	4 5	2	0	3	0

THIRD SEMESTER

S. No.	Sub. Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					E	T	P	Thy.	P.
1	MIB 301	International Business	CCC	8	6	3	0	3	0
2	MIB 302	Strategic Management	CCC	7	4 5	2	0	3	0
2	MIB 303	India's Foreign Trade & Policy	CCC	7	4 5	2	0	3	0
4	MIB 304	International Retailing	CCC	7	4 5	2	0	3	0
5	MIB 305	Industrial Marketing	CCC	7	4 5	2	0	3	0

FOURTH SEMESTER

S. No.	Sub. Code	Course Title	Course Category	Credit	Contact Hours Per week			EoSE Duration (Hrs.)	
					E	T	P	Thy.	P.
1	MIB 401	Global Marketing	CCC	8	6	3	0	3	0
2	MIB 402	Product Mgt. & New Product Development	CCC	7	4 5	2	0	3	0
3	MIB 403	International Marketing Research	CCC	7	4 5	2	0	3	0
4	MIB 404	Export-Import Procedure Documentation &	CCC	7	4 5	2	0	3	0

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		Logistics							
5	MIB 405	Foreign Language/Business Communication Skills	CCC	7	4 5	2	0	3	0
6	MIB 421	Project Report and Viva-Voce	PRJ	8	-	-	12	-	1

MIB 101 - MARKETING MANAGEMENT

- ❖ **Introduction:** Nature and scope of Marketing Importance of marketing, in liberalized economy, marketing environment, Approach to marketing. Marketing concept, Logical sequence of marketing management problems.
- ❖ **Product Planning:** Process of product planning and development product differentiation, Style, design, Fashion, Brand and Trade Marks, Packaging, Labeling, Guarantee and warranty and product service, Product line policy (Simplification: standardization and diversification). Product life cycle.
- ❖ **Marketing Research:** Meaning of sales research, Market Research and Marketing Research, Nature and importance of Marketing Research, Area of Marketing Research. Techniques of Marketing Research, Planning the General Procedure Models of consumer Behaviour and Motivation Research.
- ❖ **Planning Outlets:** Various channels for Consumer and Business goods, Selection of the Channels of distribution, co-operation with distribution outlets.
- ❖ **Pricing Strategy:** Factors to be considered in pricing, Pricing objectives and strategies. Break even analysis. Price maintenance, Discount policy, special selling terms, credit term.
- ❖ **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.
- ❖ **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, Field organisation. Division of authority and responsibility between Head office and Field organisation.
- ❖ **Control of Marketing Operation:** 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.

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MIB 102 - MANAGERIAL ECONOMICS

- ❖ **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.
- ❖ **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 marketing structures. Price and output decisions under perfect competition. Price and output decision under Monopoly. Monopolistic Competition, Oligopoly, Safeguarding competition and Anti-trust Laws.
- ❖ **Pricing Policies and Practices:** Pricing Policies, Methods, Statutory Price Fixation in Indian Price Discounts and differentials, Product-Line coverage and Pricing.
- ❖ **Profit Management:** Concept, Nature, Profit policies, profit Planning and Forecasting.
- ❖ **Capital Management:** Capital Budgeting, Cost of Capital, Appraisal of Project Profitability
- ❖ **Macro-Economics and Business Decisions:** Business Cycles and Business Policies, Demand Recession, Economic Forecasting for Business, Input, Output Analysis, use of 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.

MIB 103- MARKETING RESEARCH

Marketing Research: An introduction, Research Design, Value of Information in Decision-making, marketing information system and marketing research, attitude measurement and scaling, primary methods of data collection, samples and sampling distribution, testing of hypothesis, secondary data, processing of Data and Tabulation, Univariate data analysis, non-parametric tests, multi-variety analysis, Application of Marketing Research, Product Research, Consumer Research, Advertising Research, Distribution Research, Motivation Research, Research Report and proposal writing.

MIB 104 - PRODUCT AND BRAND MANAGEMENT

Product marketing and Economy. Marketing potential for Countries, Customer purchase Process, Marketing Research, Marketing Control, Introducing new Product and product

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life cycle, Product plans, Brand Values, Brand Equities and Brand Extensions, Organization Structures for product sales, marketing mix factors and products, Product Brands and Advertising, Brand Name plans, Pricing systems, Product distribution systems, Advertising and Sales Promotions, Product sales management, Product and Public Relations, Service Product Marketing, Industrial Product Marketing's, Product Exports and International Marketing.

MIB 105 - SERVICES MARKETING

Introduction-Goods and Services: A comparative analysis, concept of services marketing, Significance of service 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.

Total quality Management: Service quality, measurement of service quality, TOM Dimensions, Effect of TOM, 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.

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

Insurance Marketing: Concept of Insurance service marketing, use of Insurance services, Marketing Information system in International Marketing, Market Segmentation, Marketing Mix for Insurance Organizations, Marketing by foreign insurance companies in India.

Courier services marketing: Rationale behind courier marketing-International courier services, Types, benefits, Marketing mix for courier organizations, Courier marketing in Indian perspective, Foreign couriers in India, Future of courier services.

MIB 201- MARKETING STRATEGY

Marketing and Strategy: A modern prospects, Researching market and the consumer base, Product Strategies, pricing strategies, promotion-mix, Place-mix strategies, Assessing the capabilities of competitors, Understanding the requirements of consumers,

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Mapping the competency profile of the company, Identifying the market structure and trends, Marketing Environment.

MIB 202 - ADVERTISING AND SALES PROMOTION

Meaning, Needs and Types of Advertising, Social and Economic effects of Advertising decision. Advertising in the marketing process, Personal Selling, Vis-à-vis advertising.

Various advertise media, Copy writing, Creativity in advertising, Measurement of advertising effectiveness.

Advertising agencies: Role and organization, principles of agencies-client and media relationship, social advertising, industry advertising, recent trends in advertising in India.

Nature and importance of sales promotions. Its role in marketing. Forms of sales promotion-consumer oriented sales promotions, trade oriented sales promotions and sales force oriented sales promotion.

Developing and sales promotion programme, pre-testing implementing evaluating the results and making necessary modifications.

MIB 203 - CONSUMER BEHAVIOUR

Consumer behaviour and its applications, Consumer research, Market Segmentation and positioning concept, consumer motivation, consumer perception, consumer learning, Memory and Involvement, Consumer Attitudes, Attitudes change strategy, Marketing communication process, consumer and cultural influence, social class influence and consumer behaviour, Group influence and consumer behaviour, Household decision Making, Communication within group and opinion leadership, Innovations and diffusion process, consumer diffusion process, Consumer Decision Process- Situational influence, Consumer decision process, Problem reorganization, Consumer Decision Process, Information search, Consumer Decision Process-Evaluation of alternatives and selection, Consumer Decision Process-outlet selection and purchase, Consumer Decision Process-post purchase action, Organizational buyer behaviour.

MIB 204 - RETAIL MANAGEMENT IN INDIA

Retailing : Role, Relevance and trends. Retail organisation. Retail in India. Retail customer. Retail market segmentation. Retail location strategy. Product and merchandise



management. Atmospheres and retail space management. Retailing pricing. Retail promotion strategy. Relationship marketing in retailing.

MIB 205 - LEGAL ASPECTS OF BUSINESS

Law of Contract, Nature of Contract, Classification, Offer and acceptance, Capacity to contract, Free consent, Consideration, Legality of Objects, Agreement declared void; Performance of contract, Discharge of Contract, remedies of breach of contract, Special contract- Indemnity, Guarantee, Agency.

Sales of Goods Act, 1930, Consumer Protection Act, 1986.

MIB 301 - INTERNATIONAL BUSIESS

Introduction: Introduction to I.B. Domestic Business Vs International Business-Meaning

Scope of International Business

Major Participants in International Business

Why to Study I.B.?

Importance of I.B.

Understanding the International Business Environment

❖ **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

❖ **Economic & Political Environment**

Political System & 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 environment

Regional economic cooperation like NAFTA, Eu SAARC etc.

❖ **Legal Environment**

Legal System, Law Relative to Bribery & Corrupt Practices, Competition, Product liability, Bankruptcy, Intellectual Property rights, Regulatory Trends affecting I.B. World Trade organisation (a detail study).

❖ **Financial Environment**

International Monetary System in perspective foreign Exchange Market-Working & Practical Problems. Transfer Pricing.

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

The key to strategy Implementation. Types of International organisations, New Trends in Global organisations. The Development Cycle and International organisations. Conflict between Headquarters & Subsidiaries.

MIB 302 - STRATEGIC MANAGEMENT

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

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

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

Strategy Implementation: Aspects of Strategy implementation, Project Implementation, Procedural Implementation, Resources Allocation, Organizational design and change, corporate Culture.

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

MIB 303- INDIAN FOREIGN TRADE POLICY

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

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

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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 Banks; Export credit insurance and ECGC.

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)

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

MIB 304 - INTERNATIONAL RETAILING

Introduction to International Marketing, International trade and business, International marketing environment, International marketing research, International Marketing segmentation and product decision, Introduction to International Retailing. Trends in International Retailing, Motives for International Retailing, Market Selection in International Retailing, Entry forms in International Retailing, Comparing in Foreign Markets, Multi-Country and global competition, Competition advantage in foreign market. Competing in Emerging foreign markets, Export and other entry methods, domestic market and retail operations, retail positioning and brand image, market research, Segmentation, Targeting and positioning, Market-mix, Pricing and Distribution, Promotional-mix and advertising, Publicity, PR and Sales Promotion, Personnel Selling and sales management. Financial Decision in International retailing, A study on the impact of frequent commission of competitive pricing on consumer perception while purchasing form a retail store, Retailer's commission to customer, A qualitative approach to analyze a retail commission methods and customer categories.

MIB 305 - INDUSTRIAL MARKETING

Introduction to Industrial Marketing, The Industrial markets, Industrial marketing environment, Industrial buying and buying behaviour, managing customer relationship, Strategic planning process, Industrial marketing research and demand forecasting, Segmenting, Targeting and positioning, Industrial products, New Product Development and services, Marketing Channels, Marketing Logistics and Supply chain Management, Industrial sales force, Developing and Managing them, Industrial sales force, planning, organizing and controlling, E-commerce, Industrial Marketing communication-

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Advertising, Sales Promotion and Publicity, Industrial pricing, Industrial marketing for Global markets, Business Ethics and corporate social responsibility.

MIB 401 - GLOBAL MARKETING

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.

Product Planning for International Market: Product designing; Standardization vs. adaption; Branding and packaging; Labeling and quality issues; after sales service.

International Pricing: Factors influencing international price. Pricing process and methods; International price quotation and payment items.

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

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

MIB 402- PRODUCT MANAGEMET AND NEW PRODUCT DEVELOPMENT

How to be an effective product manager, Changing job function of product managers, How to select the right product mangers, How to improve the efficiency of resource managers, Effective marketing plans, New Product development and selection procedure, Factors that can influence the success of a brand measuring, brand equity and evaluating brands, Brand architecture, Concept of UCP, New Product introduction.

MIB 403 - INTERNATIONAL MARKET RESEARCH

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 Internaional Markeitng Research.

Source of International Marketing research-Primary and Secondary sources.

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

Role of International Trade Agencies-WTO Unctad, Generalised System of Preferences. Role of Regional Institutions and Sectoral Organisations for International Marketing. Role of Director General of Foreign Trade. Planning and Conducting, Market Survey- Product oriented Survey, Market oriented Survey, Survey conducting, Survey techniques, Sampling, Processing and Analysing of Data. Presentation and Follow-up.

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

MIB 404- EXPORT-IMPORT PROCEDURE DOCUMENTATION AND LOGISTICS

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.

Export Procedure: Export Documentation, General exercise clearance, custom clearance, role of clearing and forwarding agents, Shipment of export cargo, Export credit guarantee and policies, forward exchange cover, finance for export on deferred payment terms. Duty drawbacks, Logistics for exports and imports.

Imports Procedure: Import Licensing policy; Actual User licensing, Replenishment Licensing, Import-Export pass book, Capital goods licensing, exports houses and trading houses.

Import Management in Development Economy; foreign exchange budgeting, Import procurement methods, imports financing, purchase contract, import under counter trade, monitoring and follow-up of import contracts.

MIB 405- FOREIGN LANGUAGES- GERMAN/FRENCH

OR BUSINESS COMMUNICATION SKILLS

FRENCH

	Marks
I. Translation from French into English	25
II. Translation from French into English	25
III. Dictation (For Half and Hour)	30
IV. Grammar – Elementary knowledge of Verbs and Tenses	20

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GERMAN

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

BUSINESS COMMUNICATION SKILLS

Business Communication: Definition, Methods, Types, Principles of effective Communications, Barriers and remedies to Communication.

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

Public Speaking, Seminar Presentation, Interview, Group Discussion, Effective Listening, Report Writing, Agenda, Minutes of meetings, Memorandum, Office Order, Circular, Notes.

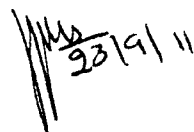
Business Etiquettes and manners, Shake hand, Dressing Sense, Dining etiquettes, introducing a guest, e-mail etiquettes, work place etiquettes, telephone etiquettes.

MIB 421 – PROJECT REPORT AND VIVA-VOCE

PROJECT REPORT: 50 MARKS

VIVA-VOCE: 50 MARKS

Every student shall submit a project report after summer vacation of Semester-III on an appropriate topic under the supervision of faculty member and face a viva-voce at the end of the theory papers.



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