UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

FACULTY OF COMMERCE

MASTER OF INTERNATIONAL BUSINESS (M. I. B.)
(SEMESTER SCHEME)

I/II SEMESTER 2015-16
III/IV SEMESTER 2016-17

Prepared by

Checked by

Asstt. Registrar (Acad-I)
University of Rajasthan
MIB Examination 2015

I Semester

MIB 101: Theory and Practice of Management
MIB 102: Marketing Management
MIB 103: Managerial Economics
MIB 104: Marketing Research
MIB 105: Product and Brand Management

MIB II Semester

MIB 201: Services Marketing
MIB 202: Advertising and Sales Promotion
MIB 203: Consumer Behavior
MIB 204: Retail Management in India
MIB 205: Legal Aspects of Business.
MIB IIIrd Semester (2015-16)

MIB 301 - International Business
MIB 302 - Strategic Management
MIB 303 - Indian Foreign Trade Policy
MIB 304 - International Retailing
MIB 305 - Industrial Marketing

MIB IVth Semester

MIB 401 - Global Marketing
MIB 402 - Supply Chain Management
MIB 403 - International Marketing Research
MIB 404 - Export-Import Procedure, Documentation and Logistics

MIB 405 - Foreign Languages - German/ French

Or

Business Communication Skills

MIB 421 - Project Report and Viva - Voce
# Master of International Business

## First Semester

<table>
<thead>
<tr>
<th>Sub. Code</th>
<th>Course Title</th>
<th>Course Category</th>
<th>Credit</th>
<th>Contact Hours Per Week</th>
<th>EoSE Duration (Hrs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIB 101</td>
<td>Theory and Practice of Management</td>
<td>CCC</td>
<td>8</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
<tr>
<td>MIB 102</td>
<td>Marketing Management</td>
<td>CCC</td>
<td>7</td>
<td>5 2 0</td>
<td>3 0</td>
</tr>
<tr>
<td>MIB 103</td>
<td>Managerial Economics</td>
<td>CCC</td>
<td>7</td>
<td>5 2 0</td>
<td>3 0</td>
</tr>
<tr>
<td>MIB 104</td>
<td>Marketing Research</td>
<td>CCC</td>
<td>7</td>
<td>5 2 0</td>
<td>3 0</td>
</tr>
<tr>
<td>MIB 105</td>
<td>Product and Brand Management</td>
<td>CCC</td>
<td>7</td>
<td>5 2 0</td>
<td>3 0</td>
</tr>
</tbody>
</table>

## Second Semester

<table>
<thead>
<tr>
<th>Sub. Code</th>
<th>Course Title</th>
<th>Course Category</th>
<th>Credit</th>
<th>Contact Hours Per Week</th>
<th>EoSE Duration (Hrs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIB 201</td>
<td>Services Marketing</td>
<td>CCC</td>
<td>8</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
<tr>
<td>MIB 202</td>
<td>Advertising and Sales Promotion</td>
<td>CCC</td>
<td>7</td>
<td>5 2 0</td>
<td>3 0</td>
</tr>
<tr>
<td>MIB 203</td>
<td>Consumer Behavior</td>
<td>CCC</td>
<td>7</td>
<td>5 2 0</td>
<td>3 0</td>
</tr>
<tr>
<td>MIB 204</td>
<td>Retail Management in India</td>
<td>CCC</td>
<td>7</td>
<td>5 2 0</td>
<td>3 0</td>
</tr>
<tr>
<td>MIB 205</td>
<td>Legal Aspects of Business</td>
<td>CCC</td>
<td>7</td>
<td>5 2 0</td>
<td>3 0</td>
</tr>
</tbody>
</table>
### M.I.B. III\textsuperscript{rd} SEMESTER

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Subject code</th>
<th>Course Title</th>
<th>Course Category</th>
<th>Credit</th>
<th>Contact Hours per week</th>
<th>EoSE Duration (Hrs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MIB 301</td>
<td>International Business</td>
<td>CCC</td>
<td>9</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
<tr>
<td>2.</td>
<td>MIB 302</td>
<td>Strategic Management</td>
<td>CCC</td>
<td>9</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
<tr>
<td>3.</td>
<td>MIB 303</td>
<td>Indian Foreign Trade Policy</td>
<td>CCC</td>
<td>9</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
<tr>
<td>4.</td>
<td>MIB 304</td>
<td>International Retailing</td>
<td>CCC</td>
<td>9</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
<tr>
<td>5.</td>
<td>MIB 305</td>
<td>Industrial Marketing</td>
<td>CCC</td>
<td>9</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
</tbody>
</table>

### M.I.B. IV\textsuperscript{th} SEMESTER

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Subject code</th>
<th>Course Title</th>
<th>Course Category</th>
<th>Credit</th>
<th>Contact Hours per week</th>
<th>EoSE Duration (Hrs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MIB 401</td>
<td>Global Marketing</td>
<td>CCC</td>
<td>9</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
<tr>
<td>2.</td>
<td>MIB 402</td>
<td>Supply Chain Management</td>
<td>CCC</td>
<td>9</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
<tr>
<td>3.</td>
<td>MIB 403</td>
<td>International Marketing Research</td>
<td>CCC</td>
<td>9</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
<tr>
<td>4.</td>
<td>MIB 404</td>
<td>Export-Import Procedure, Documentation and Logistics</td>
<td>CCC</td>
<td>9</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
<tr>
<td>5.</td>
<td>MIB 405</td>
<td>Foreign Languages – German / French Business Communication Skills</td>
<td>CCC</td>
<td>9</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
<tr>
<td>6.</td>
<td>MIB 421</td>
<td>Project Report and Viva-Voce</td>
<td>CCC</td>
<td>9</td>
<td>6 3 0</td>
<td>3 0</td>
</tr>
</tbody>
</table>

\[Signature\]

Asstt. Registrar (Acad-I)
University of Rajasthan
JAIPUR
MIB 101

THEORY AND PRACTICE OF MANAGEMENT

UNIT-I

Nature and Importance of Management, Process of Management, Managerial Roles, Functions of Management, Skills of an Effective Manager, Schools of Management Thought.

UNIT-II

Planning, Managerial Decision Making, MBO, Departmentalization, Leadership Styles, Power and Distribution of Authority, Contemporary View of Motivation.

UNIT-III

Leadership styles, Group Behavior and Team Building, Effective Communication System, Designing Control Systems, MIS.

UNIT-IV


UNIT-V

Global Environment of Management, Ethics in Management, Corporate Social Responsibility, Corporate Culture.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Author(s)</th>
<th>Book Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Robbins and Calter</td>
<td>Management Practice Hall of India</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>L.M. Prasad</td>
<td>Principles and Practice of Management</td>
<td>Sultan Chand &amp; Sons</td>
</tr>
<tr>
<td>3</td>
<td>Neeru Varist</td>
<td>Principles of Management</td>
<td>Taxmanan Publication, Pvt. Ltd.</td>
</tr>
<tr>
<td>4</td>
<td>Tripathi and Reddy</td>
<td>Principles of Management</td>
<td>Tata-Mchneru</td>
</tr>
<tr>
<td>5</td>
<td>G.S. Sudha Depot</td>
<td>Principles of Management</td>
<td>Ramesh Book</td>
</tr>
</tbody>
</table>
UNIT I
Marketing Management- Concept, Importance, Scope, Approaches to Marketing, Marketing Process, Marketing Environment- Social, Legal and Ethical issues in Marketing,

UNIT II

UNIT III
Pricing- Factors to be considered in Pricing, Pricing Objectives and Strategy. Breakeven Analysis, Price Maintenance, Discount Policy, Special Selling Terms, Credit Terms.

UNIT IV
Channels of Distribution, Types of Channels and Evaluating the major Channel Alternatives, Changing Channels of Distribution in India,

UNIT V

Recommended Book
4. Rameshwari and Nama Kumari : Marketing Management in India Environment, Mcmilar
5. Rohit Mehta Sharma : Marketing Management
   Ramesh Book, Depot
UNIT – I
Nature and Scope of Managerial Economics, Role of Managerial Economist, Demand Elasticity, Demand Forecasting.

UNIT – II
Cost Concepts, Classification of Cost, Cost and Output Relationship.

UNIT – III
Price Decision under Perfect Competition, Pure Competition and Monopolistic Competition, Discriminating Monopoly, Oligopoly.

UNIT – IV
Theories of Income, Profit, Wages and Rent.

UNIT – V

Recommended Book
1. Joel Dean : Managerial Economics
2. Gopalkrishan : A Study of Managerial Economics, Himalya Publication, Hansi
4. M.D. Agarwal & Somdev : Managerial Economics
5. M.L. Seth : Principal of Economic (Hindi & English)
   Laxmi Narayan Agra
6. M.L. Jhingam : Principal of Economics(Hindi & English)
   Vikas New Delhi
UNIT-I

Marketing research: An Introduction, research design, marketing information system and marketing research, problems in conducting marketing research.

UNIT-II

Marketing research process, problem identification; developing research proposal; primary data collection methods: secondary data- sources, online data sources and research.

UNIT-III

Preparation of questionnaire; sample design- sampling methods and sample size determination; fieldwork and data collection; sampling and non sampling errors.

UNIT-IV

Data analysis and report preparation: Data editing, tabulation, editing, report preparation and presentation.

UNIT-V

Marketing research applications: consumer research; Product research; Advertising research; attitude measurement and scaling techniques, distribution research, ethical issues in marketing research.
SUGGESTED READINGS

1. Cooper, Donald R and Pamela S. Sc hindler, marketing research tata mc graw hill, 2005
4. Paul E. Green, et. al, research for marketing decisions, Prentice hall of India pvt ltd, New Delhi.
5. Donald S Tull, and Del I Hawkins, marketing research: measurement and methods Prentice Hall of India ltd, New Delhi, 1998
# MIB-105

**Product and Brand Management**

<table>
<thead>
<tr>
<th>Unit</th>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Product planning: Product-concepts, meaning, levels, classification, product mix and product line concepts, product mix decisions, Introducing new product, New product development process, factors causing new product failures</td>
</tr>
<tr>
<td>III</td>
<td>Branding: Meaning and concepts, significant benefits of brand awareness, building process, Brand Identity.</td>
</tr>
<tr>
<td>IV</td>
<td>Brand management: Stage of Brand Management (Introduction, Elaboration and Fortification), Types of brand (Functional, Symbolic and Experiential) Branding strategy (Meaning &amp; types), Brand equity, Brand valuation.</td>
</tr>
<tr>
<td>V</td>
<td>Brand decisions: Branding decision, Brand-sponsor decision, Brand-name decision, Brand strategy decision. Brand positioning: Concepts, Designing brand positioning (Points of parity and Points of differentiation), Brand extensions (meaning &amp; types), Brand-repositioning decision, Brand revitalization.</td>
</tr>
</tbody>
</table>

**Recommended Book**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Kirti Dutta</td>
<td>Brand Management</td>
<td>Oxford University, Press</td>
</tr>
<tr>
<td>3.</td>
<td>Chitall Gupta</td>
<td>Product Policy and Brand Management</td>
<td>Prentice Holl India</td>
</tr>
<tr>
<td>4.</td>
<td>C. Anowdar</td>
<td>Product Management</td>
<td>Tata Mcgraw- Hill Education</td>
</tr>
<tr>
<td>5.</td>
<td>Isaac Jocob</td>
<td>Strategic Brand Management</td>
<td>Peason Education</td>
</tr>
</tbody>
</table>
UNIT I

Introduction-Goods and Services: A comparative analysis, concept of services marketing, Significance of service marketing, Emerging key services, Need of Services in International Market.

UNIT II

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, TQM Dimensions, EffectS of TQM, Quality Circles.

UNIT III

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.

UNIT IV

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 service.
UNIT V

Marketing of education service, marketing mix, Market segment challenges of service marketing, Future of Services marketing in India global, Service Marketing, Recent Issue in service marketing.

Books

1. Mehta Khivasara-Marketing of Service (RBD Jaipur)
2. Ravi Shankar- Services Marketing : The Indian Perspective (Excel Book)
3. K.Rana Mohana Rao-Services Marketing (Pearson)
5. Harsh V. Verma - Service Marketing : Text and Cases (Person)
7. Mohana Rao, Maisto, Misra- Services Marketing : Pearson Education
MIB 202

ADVERTISING AND SALES PROMOTION

Unit-I


Unit-II

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

Unit-III

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

Unit-IV

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 and quality of good salesman.

Unit-V

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

1. Advertising and sales Management by G.S. Sudh, Ramesh Book Depot, Jaipur
3. Advertising and sales Promotion by Dr. S.H. Gupta & Dr. V.V. Ratna Sultan Chand and sans Daryagang New Delhi
MIB-203
Consumer Behavior

Unit I
Consumer behavior and its applications, consumer research, Market segmentation and positioning concepts consumer motivation consumer Perception, consumer learning

Unit II
Memory and Involvement, consumer attitudes, attitudes change strategy, marketing communication process, consumer and Cultural influence social class influence and consumer behavior group influence and consumer behavior.

Unit III
Household decision making, communication within group and opinion leadership innovation and diffusion process. Consumer diffusion process.

Unit IV
Situational influence, problem recognition, consumer decision process. information search, consumer decision process evaluation of alternatives and selection, consumer decision process outlet, selection and purchase.

Unit V
Post purchase action, organization buyer behavior.
Books Recommended

1. Keon Schiffman, Leslie, Sheth Mittal
2. Conceptual issues in consumer behavior Indian Whotel - S. Ramesh Kumar, Pearson
3. Consumer market demographics - S.L. Rao
MIB-204

Retail Management In India

Unit I

Introduction to Retail: Role, Relevance and Trends, Benefits, Enablers and Challenges, Types of Retail outlets- organized and unorganized.

Unit II

Product and Merchandise Management, Merchandise procurement, Merchandise forecasting, budgeting.

Unit III

Store layout, location atmosphere and space Management, Retail Market segmentation, Retail store operation,

Unit IV

Retail Pricing, Retail promotion strategy, Retail selling, Communication and consumer handling, stock and inventory Management.

Unit V

Recent trend, retail strategy and FDI, impact and execution of FDI in retail, problems and Prospects of retailing in India.

Recommended Books

1. Gibson G. Vedamani, Retail Management (Jaico Publishing House)
2. Chetan Bajaj, Rajnish Tuli, Nidhi V. Shrivastava, Retail Management.
3. Gourav Ghosal, Retail Management
4. S.C. Bhatia, Retail Management
5. Prof. S. Sudershans, Prof. S.R. Prakash and Prof. M.S. Sharma Retail Management
UNIT I

The Indian Contract Act, Sec. 1872, Section 1 to 75

UNIT II

The Sale of Goods Act, 1930
- Sale and Agreement to Sell
- Conditions and warranty
- Unpaid Seller

UNIT III

The Consumer Protection Act, 1986
- Negotiable Instrument-types, Crossing negotiation, Dishonor.

UNIT IV

FEMA
- Main Provisions

UNIT V

The Competition Act, 2002

Recommended Books

1. N.D. Kapoor, Mercantile laws, S. chand & Sons
2. Majumdar Kapoor, Marchtile lens
3. N.M. Sharma, Marchantile Lens, Shivam Book House
4. R.L. Nolakh, Business Laws RBD, Jaipur
MIB IIIrd Semester

MIB 301 - International Business

Unit I

Unit II

Unit III
International Business organisations, Forms of International organisations, World Trade Organisation (WTO).

Unit IV

Unit V

Books Recommended
MIB 302 - Strategic Management

UNIT I

UNIT II
Environmental Scanning: Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal, Core Competence.

UNIT III

UNIT IV

UNIT V

Books Recommended:
1. Azhar Kazmi : Strategic Management
2. P. Subba Rao : Business Policy and Strategic Management
3. L.M. Prasad : Strategic Management
4. Ravi M. Kishore : Strategic Management
MIB 303-Indian Foreign Trade Policy

Unit I

India's Foreign Trade: Trends and Developments, Commodity Composition and direction, India's foreign trade in global context. Conventions and Agreements.

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 drawbacks; Role of Commercial banks in foreign trade, deferred payment systems; Export Credit insurance and ECGC.

Unit-IV

Infrastructure support for Export Promotion, Export Promotion Councils, Commodity boards, Specific service institutions. Export Processing Zones/Special Economic Zones (EPZ/SEZ).

Unit-V


Books Recommended:

MIB 304-International Retailing

Unit I

Unit II
International marketing segmentation and product design. Targeting & Positioning. Trends, motives and challenges of International Retailing.

Unit III
Market selection in international retailing. Export and market entry methods, comparing foreign Markets, Global competition.

Unit IV
International supply chain management, Market mix, Pricing and Distribution.

Unit V
Promotional mix and advertising, Publicity, PR and Sales Promotion, Personal Selling and Sales Management.

Books Recommended:

1. Nicholas Alexander and Anne Marie Doherty: International Retailing, Oxford University Press.
2. Brenda Strengquist: International Retailing, Fairchild Publication.
3. M. Bruce, C. Moore and G. Birtwistle: International Retail Marketing, Elsevier Ltd.
4. Ramakrishna,Y.: International Retail Marketing Strategies.
MIB 305—Industrial Marketing

Unit I
Introduction to Industrial Marketing, The Industrial markets, Industrial marketing environment, Industrial buying and buying behaviour, managing customer relationship.

Unit II
Strategic planning process, Industrial marketing research and demand forecasting, Segmenting, Targeting and Positioning, Industrial products and services, New Product Development.

Unit III
Marketing Channels, Marketing Logistics and Supply Chain Management, Industrial sales force: Developing and Managing them, Industrial sales force: planning, organizing and controlling.

Unit IV
E-commerce, Industrial Marketing communication—Advertising, Sales Promotion and Publicity, Industrial pricing.

Unit V
Industrial marketing for Global markets, Business Ethics and corporate social responsibility.

Books Recommended:
MIB IVth Semester
MIB 401 - Global Marketing

Unit I

Unit II
Identifying and Selection of Foreign Market: Foreign market entry mode decisions, Product Planning for International Market; Product Designing; Standardization vs. Adaptation; Branding and Packaging; Labelling and quality issues; After sales service.

Unit III
International Pricing: Factors influencing international price, Pricing process and methods; International price quotation and payment terms.

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:
UNIT I

UNIT II
Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management.

UNIT III
Purchasing & Vendor Management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies, use of mathematical model for vendor rating/valuation, single vendor concept, management of stores, accounting for materials.

UNIT IV
Inventory Management: Concept, various costs associated with inventory, various EOQ models, buffer stock (trade off between stock out/working capital Cost), lead time reduction, re-order point/re-order level fixation.

UNIT V
Recent Issues in SCM: Role of computer/IT in supply chain management, CRM vs. SCM, Benchmarking concept, features and implementation, outsourcing—basic concepts, value addition in SCM—concept of demand chain management.
Books Recommended:
2. B.S. Sahay and Macmillan- Supply Chain Management, Pearson Education.
3. Burt, Dobbler, Starling- World Class Supply Management, TMGH.

I

B.T.V.

Dept. of Man.
Univ. of Rajasthan, Jaipur

29
UNIT I
Meaning and scope of marketing research; Need for international marketing research; Marketing research in international context: Importance, complexities and some issues.

UNIT II
Marketing research process; problem identification; preparing research proposal; sources of international marketing research; primary and secondary sources and complexities of data collection in international marketing research; applications of international marketing research; screening potential market; assessing targeted markets; drawing conclusions; online data sources and research.

UNIT III
Preparation of questionnaire; sample design- Sampling methods and sample size determination; Fieldwork and data collection; Sampling and non sampling errors.

UNIT IV

UNIT V
Consumer research; Product research; Advertising research; International market opportunity analysis; ethical issues in international marketing research, recent developments in international marketing research.
Books Recommended:

1. Kumar, V.: International Marketing Research, Prentice Hall of India.

Alum.
Dept. of Adm.
Univ. of Rajasthan, Jaipur
Unit-I

Introduction: Role of Exports and Imports in Indian Economy, Foreign exchange regulations, ISO Series and other internationally accepted quality certificates, Pre-shipment inspection, Marine Insurance.

Unit-II

Export Procedure: Export documentation, General excise clearance, Role of Clearing and forwarding agents, shipment of export cargo.

Unit-III

Import Procedure: Import Licensing policy, Actual user licensing, Replenishment licensing, Capital goods licensing, Export houses and Trading Houses.

Unit-IV

Export credit Guarantee and policies, Forward Exchange cover, Finance for Export on deferred payment terms, Duty drawbacks, Logistics for export and imports.

Unit-V

Import Management in Developing Economy, Foreign exchange budgeting, Import procurement methods, import financing, Purchase Contract, monitoring and follow-up of import contracts.

Books Recommended:

MIB 405 – FOREIGN LANGUAGES- FRENCH/ GERMAN

Or

BUSINESS COMMUNICATION SKILLS

FOREIGN LANGUAGES- FRENCH/ GERMAN

3 Hrs duration Max. Marks 100

FRENCH

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 four topics) 20

Ma ville, Mon ami(e), Un diner au restaurant, Ma maison

Books Recommended:

-----------------------------------------------

3 Hrs duration Marks 100

GERMAN

I. Translation from German into English 25

II. Translation from English into German 25

III. Dictation (For-Half an Hour) 30

IV. Grammar-Elementary Knowledge of Verbs and Tenses 20

Books:

Deutsche Sprach for Ausalnder Von Schulz and Grieback lessons upto 15 only

Reference Books:

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

HEAD
Department of Business Administration
University of Rajasthan, Jaipur-302055

Asstt. Registrar (Acad-I)

University of Rajasthan
BUSINESS COMMUNICATION SKILLS

Unit I

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

Unit II

Business Letter: Layout, Kinds of Business letters- Interview, Appointment, Acknowledgement, Promotion, Enquires, 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.

Books Recommended

5. Abha Chatterjee, Courtland L. Bovee and John V. Thill: Business Communication Today, Pearson Education.
MIB 421-

Project Report and Viva-Voce

Report Writing : 50 Marks

Viva -Voce : 50 Marks

Asstt. Registrar (Acad.-P)
University of Rajasthan
Jalpur