UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

Faculty of Commerce

Master of International Business

Semester Scheme

II\textsuperscript{nd} Semester Exam. June 2017

(1)
UNIVERSITY OF RAJASTHAN JAIPUR

SYLLABUS OF

MASTER OF INTERNATIONAL BUSINESS (MIB)

(SEMESTER SCHEME)

(SECOND SEMESTER 2016-17)

1. Eligibility: It is given in the Prospectus of the University of Rajasthan.

2. Scheme of Examination: There will be five questions in all. The candidate will be required to attempt all the questions selecting one question from each unit with an internal choice (either/or).

3. Semester Structure: The details of the courses with code, title and the credits assigned are given below.

[Signature]
# Syllabus of MIB (Business Administration)

## Second Semester

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Subject Code</th>
<th>Course Title</th>
<th>Credit</th>
<th>Contact Hours Per Week</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>COMPULSORY PAPERS</td>
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<tr>
<td>1</td>
<td>MIB 201</td>
<td>STRATEGIC MANAGEMENT</td>
<td>6</td>
<td>4</td>
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<tr>
<td>2</td>
<td>MIB 202</td>
<td>BUSINESS RESEARCH METHODS</td>
<td>6</td>
<td>4</td>
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<tr>
<td>3</td>
<td>MIB 203</td>
<td>PRESENTATION IN SEMINAR AND VIVA VOCE</td>
<td>6</td>
<td>4</td>
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<tr>
<td>4</td>
<td>MIB 204</td>
<td>ELECTIVE PAPERS (Any Three)</td>
<td></td>
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<tr>
<td>5</td>
<td>MIB 205</td>
<td>SERVICES MARKETING</td>
<td>6</td>
<td>4</td>
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<td>6</td>
<td>MIB 206</td>
<td>ADVERTISING AND SALES PROMOTION</td>
<td>6</td>
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<td>7</td>
<td>MIB 207</td>
<td>CONSUMER BEHAVIOUR</td>
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<td>RETAIL MANAGEMENT</td>
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<td>4</td>
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3.
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. Rao : Strategic Management
3. L.M. Prasad : Strategic Management
4. Ravi Kumar : Strategic Management
MIB 202 - Business Research Methods

Unit I
Meaning and Objectives of Research, Need and Importance of Research in Business, Types of Research, Problems in Social Science Research, Identification of Research Problem.

Unit II

Unit III
Questionnaire and Schedule, Interviews, Observation. Scaling: Importance and Techniques, Editing, Coding, Classification and Tabulation.

Unit IV

Unit V

Books Recommended:

1. Donald R. Cooper, Pamela S. Schindler: Business Research Methods, 8/e, Tata M.Graw-Hill.
5. C.R. Kothari: Research Methodology, Wiley Eastern Ltd.
MIB 203 - Presentation in Seminar and Viva Voce

1. Presentation in Seminar: 50 Marks
2. Viva-Voce based on presentation: 50 Marks

The Department/College shall organise Seminar in Second Semester and announce topics (at least ten). Students can make presentations on topic of his/her choice. The presentation shall be evaluated by internal examiner appointed by Head of the Deptt. and external examiner appointed by the university.

The Viva-voce examination will be based on the presentation made by the student. The Department shall maintain record of the presentation made with a photograph pasted on the copy of the presentation made with signature, date of presentation etc.
MIB 204 - SERVICES MARKETING

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, 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 Issues in Services marketing.
Books Recommended:

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 205 - 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 organisation, principles of agencies-client and media relationship, social advertising, Industry advertising, recent trends in advertising in India.

UNIT-IV
Nature and importance of sales promotion, Its role in marketing, Forms of sales promotion-consumer oriented sales promotions, trade oriented sales promotions, sales force oriented sales promotion and quality of good salesman.

UNIT-V
Developing sales promotion programme: pretesting, implementing and evaluating the results and making necessary modifications.

Book Recommended
3. Dr. S.H. Gupta & Dr. V.V. Ratna: Advertising and Sales Promotion, Sultan Chand and Sons, New Delhi.
MIB 206 - 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 Involvent, 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
MIB 207 - RETAIL MANAGEMENT

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.