



UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

Faculty of Commerce

Master of International Business


Semester Scheme

1st Semester Exam. December 2016

By Registrar (Acad.)
University of Rajasthan
JAIPUR

1. **Eligibility:** Bachelor degree in any discipline recognized by this University with at least 45% marks in the aggregate.
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.

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M. I B.

First Semester

S. No.	Subject Code	Course Title	Credit	Contact Hours per week	
Compulsory Papers				L	T
1	MIB 101	THEORY AND PRACTICE OF MANAGEMENT	6	4	2
2	MIB 102	MARKETING MANAGEMENT	6	4	2
3	MIB 103	MARKETING RESEARCH	6	4	2
Elective Papers (Any Three)				L	T
1	MIB 104	MANAGERIAL ECONOMICS	6	4	2
2	MIB 105	PRODUCT AND BRAND MANAGEMENT	6	4	2
3	MIB 106	MANAGEMENT THINKERS	6	4	2
4	MIB 107	MODERN BUSINESS COMMUNICATION	6	4	2

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MIB 101: THEORY AND PRACTICE OF MANAGEMENT

Unit- 1

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 Views of Motivation.

Unit -III

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

Unit -IV


Motivation Concepts, Management of Change, Conflict Management, Management of Stress, Time Management, Total Quality Management.

Unit -V

Global Environment of Management, Ethics in Management, Corporate Social Responsibility, Corporate Culture.

Books Recommended

1. Prasad , L. M. : Principles and Practice of Management, Sultan Chand & Sons.
2. Vashisth, Neeru : Principles of Management, Taxman Publications Pvt. Ltd.
3. Tripathi and Reddy : Principles of Management, Tata- McGraw Hill.
4. Sudha , G. S. : Principles of Management, Ramesh Book Depot.


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MIB 102: MARKETING MANAGEMENT

Unit- I

Marketing Management- Concept, Importance, Scope, Approaches to Marketing, Marketing process, Marketing Environment, Social, Legal and Ethical Issues in Marketing.

Unit- II

Product Planning: Product Policy Decision, Brands and Trade Marks, Packaging, Product Planning in India, Brand Equity.

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, Evaluating the Major Channel Alternatives, Channels of Distribution in India.

Unit- V

Advertising and Sales Promotion, Advertising Programmes, Sales Promotion-Tools and Techniques, Sales Forecasting, Direct Marketing. Event Management, Integrated Marketing Communication, Customer Relationship Management.

Books Recommended

1. Kotler and Keller : Marketing Management, Pearson Publication.
2. Stanton, Etuland : Fundamentals of Marketing, Tata Mc Graw Hill.
3. Saxena, Rajan : Marketing Management, Tata Mc Graw Hill.
4. Ramaswami and Namakumari : Marketing Management in India, M, Milan.
5. Kothari, Mehta, Sharma : Marketing Management, Ramesh Book Depot.

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MIB 103: MARKETING RESEARCH

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, Secondary Data sources, online data sources and research.

Unit- III

Preparation of questionnaire, Sample design-Sampling methods and Sample size determination, field work 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.

Books Recommended

1. Cooper, Donald, R. and Pamela, S. ScHindler : Marketing Research, Tata McGraw Hill.
2. Malhotra, Naresh K. : Marketing Research, Prentice Hall of India.
3. Harper W., Boyd, Ralph Westfall and Stanley F. : Marketing Research: Text and Cases.
4. Green, Paul F., et.al : Research for Marketing Decisions, Prentice Hall of India Pvt. Ltd.
5. Donald, S., Tull and Del, I., Hawkins ; Marketing Research: Measurement and Methods, Prentice Hall of India Pvt. Ltd.

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MIB 104: MANAGERIAL ECONOMICS

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

National Income: Concept, Measurement, Distribution, National Income and Welfare.

Books Recommended

1. Dean, Joel : Managerial Economics
2. Gopalkrishan : A Study of Managerial Economics, Himalaya Publication.
3. Dwivedi, D. N. : Managerial Economics, Vikas Publishing House.
4. Agarwal, M.D. and Somdev : Managerial Economics
5. Seth, M.L. : Principles of Economics (Hindi & English).
6. Jhingam, M.L. : Principles of Economics (Hindi & English), Vikas Publishing House.

MIB 105: PRODUCT AND BRAND MANAGEMENT

Unit- I

Product Planning: Product concept, meaning, levels, classification, product mix and product line concepts, product mix decisions, Introducing new product, New product development process, factors causing new product failures.

Unit- II

Product Life Cycle: Concepts, stages, management of product life cycle, Product differentiation: Concept, differentiation strategies (Product, Services, Personnel, Channel, Image, Differentiation), Packaging and labeling.

Unit- III

Branding: Meaning and concepts, significant benefits of brand awareness, building process, Brand Identity.

Unit- IV

Brand Management: Stage of Brand Management (Introduction, Elaboration and Fortification), Types of brand (Functional, Symbolic and Experiential), Branding strategy (Meaning & types), Brand equity, Brand valuation.

Unit- V

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 & types), Brand repositioning decision, Brand revitalization.

Books Recommended

1. Dutta, Kirti : Brand Management, Oxford University Press.
2. Gupta, Nitish Rai : Brand Management, Tata Mc Graw Hill.
3. Gupta, Chitali, Product Policy and Brand Management, Prentice Hall of India.
4. Anowdar, C. : Product Management, Tata Mc Graw Hill.
5. Jacob, Isaac: Strategic Brand Management, Pearson Education.

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MIB 106: MANAGEMENT THINKERS

Unit- I

Spirituality and Management- Concept of Spirituality, Indian Ethos and Values, Role of Values in Management, Western Values vis a vis Indian Values, Applications of Yoga in Management- Personality Development, Meditation and Management of stress.

Unit- II

Indian Epics and Management- Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Kautilaya's Arthshastra.

Unit- III

Indian Thinkers- Swami Vivekanand, Mahatama Gandhi, S.K. Chakraborty, C.K. Prahlad.

Unit- IV

Western Thinkers I- F.W. Taylor, Henri Fayol, Elton Mayo, Herbert Simon.

Unit- V

Western Thinkers II- Peter F. Drucker, William G. Ouchi, Tom Peters, Gary Hamel.

Books Recommended

1. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Limited Publishers.
2. Saneev, Rinku and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd.
3. Khanna, S. : Vedic Management, Taxman Publications (P) Ltd.
4. Bhawad Gita as Viewed by Swami Vivekananda: Vedanta Press & Bookshop.
5. Rajgopalachari, C. : Ramayan, Bhartiya Vidya Bhawan.

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MIB 107: MODERN BUSINESS COMMUNICATION

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, Communication and Technology, video Conferencing, Fax, E-mail, Multi-media presentations, Web 2.0 and Communication, Skype, Linked in, Facebook and Whatsapp.

Unit III

Public Speaking, Seminar Presentation, Interview, Group Discussion, Effective Listening.

Unit IV

Report Writing, Agenda, Minutes of Meeting, 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

1. Rai , Urmila and Rai ,S.M.: Business Communication, Himalaya Publishing House.
2. Thomas, Jane, Murphy, Herta and Hilderbrandt, Herbert: Effective Business Communication, Tata Mc Graw-Hill.
3. Madhukar , R.K.: Business Communication, Vikas Publishing.
4. Kaul , Asha: Effective Business Communication, PHI Learning Pvt. Ltd.
5. Chatterjee , Abha, Bovee , Courtland L. and Thill , John V.: Business Communication Today, Pearson Education.
6. Rao , Nageshwar and Das , Rajendra P.: Communication Skills, Himalaya Publishing House.
7. Bhatia,R.C. Business Communication, Anita Books Pvt. Ltd.