UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

Faculty of Commerce

Master of International Business

Semester Scheme

1st Semester Exam. December  2016
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.
### First 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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<tr>
<td></td>
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<td><strong>Compulsory Papers</strong></td>
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<tr>
<td>1</td>
<td>MIB 101</td>
<td>THEORY AND PRACTICE OF MANAGEMENT</td>
<td>6</td>
<td>4 2</td>
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<td>2</td>
<td>MIB 102</td>
<td>MARKETING MANAGEMENT</td>
<td>6</td>
<td>4 2</td>
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<tr>
<td>3</td>
<td>MIB 103</td>
<td>MARKETING RESEARCH</td>
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<td>4 2</td>
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<td><strong>Elective Papers (Any Three)</strong></td>
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<tr>
<td>1</td>
<td>MIB 104</td>
<td>MANAGERIAL ECONOMICS</td>
<td>6</td>
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<td>2</td>
<td>MIB 105</td>
<td>PRODUCT AND BRAND MANAGEMENT</td>
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<td>3</td>
<td>MIB 106</td>
<td>MANAGEMENT THINKERS</td>
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<td>4</td>
<td>MIB 107</td>
<td>MODERN BUSINESS COMMUNICATION</td>
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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 Views of Motivation.

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

Unit - IV

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

Books Recommended
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

Books Recommended
4. Ramaswami and Namakumari: Marketing Management in India, M. Milan.
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
5. Donald, S., Tull and Del, I., Hawkins ; Marketing Research: Measurement and Methods, Prentice Hall of India Pvt. Ltd.
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

Books Recommended
1. Dean, Joel: Managerial Economics
4. Agarwal, M.D. and Somdev: Managerial Economics
MIB 105: PRODUCT AND BRAND MANAGEMENT

Unit-I

Unit-II

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
5. Jacob, Isaac: Strategic Brand Management, Pearson Education.
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

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

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
2. Thomas, Jane, Murphy, Herta and Hilderbrandt, Herbert: Effective Business Communication, Tata McGraw-Hill.