UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

M.Com. (International Business)

Semester Scheme

I & II Semester  2018-19
III & IV Semester  2019-20
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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Dy. Registrar (Academic)
University of Rajasthan
JAIPUR
# First Semester

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<td>PRODUCT AND BRAND MANAGEMENT</td>
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<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, Break-even 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, Milan.

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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
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 Arthashastra.

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, Web2.0 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.
UNIVERSITY OF RAJASTHAN JAIPUR

SYLLABUS OF

MASTER OF INTERNATIONAL BUSINESS (MIB)

(SEMESTER SCHEME)

(SECOND SEMESTER 2018-19)

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.

Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR
## Syllabus of MIB (Business Administration)

### Second Semester

<table>
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<td>BUSINESS RESEARCH METHODS</td>
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<td>RETAIL MANAGEMENT</td>
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MIB 201 - 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. Rao : Strategic Management
3. L.M. Prasad : Strategic Management
4. Ravi Kumar : Strategic Management
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
Hypothesis Testing: Parametric and Non-parametric Methods, Interpretation and Report Writing.

Unit V

Books Recommended:
1. Donald R. Cooper, Pamela S. Schindler: Business Research Methods, 8/e, Tata McGraw-Hill.
5. C.R. Kothari: Research Methodology, Wiley Eastern Ltd.

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MIT 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 Dept. 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.

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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. Ratus: Advertising and Sales Promotion, Sultan Chand and Sons, New Delhi.
UNIT- I
Consumer behavior and its applications, consumer research, Market segmentation and positioning concepts, consumer motivation, consumer perception, consumer learning.

UNIT- II
Memory and Involunt, 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 groups 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.

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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
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:

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.
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 - 305
Capital Market

Unit-I

Unit-II

Unit-III
Primary market: meaning, methods of new issue, intermediaries in new market, SEBI guidelines on primary market, Listing of securities, Consequences of non-Listing, Underwriting: definition, types, mechaniks and benefits.

Unit-IV

Unit-V

List of Recommended Books:
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.
MIB-307 Legal Environment of Business

Unit I-
Business and its Environment, Salient Features of Companies Act 2013 - Meaning, Features, Types of Companies, Prospectus, Memorandum of Associate Articles of Association, Powers of Board, Meetings.

Unit II-
Negotiable Instrument Act 1881- Types of Negotiable Instruments, Difference between Promissory Note and Bill, Bill of Exchange and Cheque, Endorsement, Crossing, Dishonour of a Cheque.

Unit III-
Competition Act 2002, Consumer Protection Act 1986

Unit IV-
FEMA 1999, Information Technology Act 2000

Unit V-
Pollution Control Laws-Air Pollution, Water Pollution, Environment Protection.

Books
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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, reorder 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.
MIB - 403

Project Report and Viva-Voce
Report Writing : 50 Marks
Viva-Voce : 50 Marks

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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

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

UNIT I
Introduction of international human resource management, overview of organizational structure in MNCs, international dimensions of HRM, Approaches of IHRM.

UNIT II
International Staffing, Compensation and Benefits, Training and development.

UNIT III
Performance Management in International Organisations, Expatriations & Repatriation.

UNIT IV
Sustaining International Business operations, Managing People in International Context.

UNIT V
Indian Multinational companies, Issues, Challenges and theoretical development, Cultural dimensions, Changing scenario of IHRM.

Books Recommended:
MIB- 406
MULTINATIONAL FINANCIAL MANAGEMENT

Unit-I

Unit-II
International Monetary System, International Financial Institutions, Balance of Payments, Marketing and Economic Cooperation, WTO.

Unit-III

Unit-IV

Unit-V


Books Recommended:
UNIT- I

UNIT -II

UNIT - III

UNIT - IV

UNIT - V
Corporate Ethics and Governance, Contemporary issues in CSR and Governance, Work Ethics, Sustainable Development.

Books Recommended

2. Saleem Shaikh : Environment, Pearson Education of India
3. David : The Environment of Business, SAGE Publication