

INTERNATIONAL COLLEGE FOR GIRLS JAIPUR

DEPTT. OF BUSINESS ADMINISTRATION

CAREER ORIENTED & SKILL DEVELOPMENT COURSE

IN

INTERNATIONAL BUSINESS

These are add-on courses, which a regular student in UG or PG programme can pursue simultaneously. The certificate holder shall be eligible for admission to the Diploma and the Diploma holder shall be eligible for admission to the Advance Diploma course. Candidates who have passed 10+2 examination from a recognized board shall be considered eligible for admission to the Certificate Course.

| Nomenclature of the Course | Duration | Eligibility Criteria |
|--|------------------|---------------------------------------|
| Certificate in International Business | 1 academic year. | 10+2 of any recognized Board. |
| Diploma in International Business | 1 academic year | Certificate in International Business |
| Advanced Diploma in International Business | 1 academic year | Diploma in International Business |

CERTIFICATE LEVEL COURSE

Objectives: *Objectives of the Course is to acquaint the students with the basic analytical techniques and methods of International Business. The course also provides students the exposures to certain sophisticated and analytical techniques that are used in Foreign Exchange Market. .*

Paper-I : INTERNATIONAL FINANCE
PAPER CODE: INB 131

Objective

This course enables students understand the macro environment in which financial transactions are carried out. and also acquaints them with the problems and techniques of financial management in multinational corporations.

Course Inputs

1. **International Monetary and Financial System:** Importance of international finance; Bretton woods conference and afterwards, IMF and the World Bank; European monetary system - meaning and scope.
2. **Balance of Payment and International Linkages:** Balance of payments and its components; International flow of goods, services and capital; Coping with current account deficit.
3. **International Financial Markets and Instruments:** International capital and money markets; Money and capital market instruments; Salient features of different international markets; Arbitrage opportunities
4. **Foreign Exchange Markets:** Determining exchange rates; Fixed and flexible exchange rate system; Exchange rate theories; Participants in the foreign exchange markets; Foreign exchange market -cash and spot markets; Exchange rate quotes; LERMS; Factors affecting exchange rates -spot rates, forward exchange rates, forward exchange contracts; Foreign exchange and currency futures; Exchange rate arrangement in India; Exchange dealings and currency possession
5. **Foreign Exchange Risk:** Transaction exposure, translation exposure and economic exposure
6. **Management of Risk in Foreign Exchange Markets:** Forex derivatives - swaps, future and option and forward contracts.
7. **International Capital and Money Market Instruments:** GDRs, ADRs, IDRs, Euro bonds, Euro loans, Repos, CPs, floating rate instruments, loan syndication and Euro deposits.

Books Recommended

Essential Reading

- Avadhani, V.A: International Finance, Theory and Practice; Himalaya Publishing Company, New Delhi.
- Buckley, Adrian: Multinational Finance, Prentice Hall of India, New Delhi.
- Eitman, O.K. and A.I Stenehill: Multinational Business Cash Finance, Addison Wesley, Massachusetts
- Henning, C.N., Piggot, W. and Scott, W.H: International Financial Management, McGraw Hill, Int. Ed. New York.
- Maurice, Levi: International Finance, McGraw Hill, Int. Ed. New York.
- Rodriquefe, R.M. and E.E Carter: International Financial Management, Prentice Hall of India, Delhi.

Reference Books:

- Shaprio, A.C: Multinational Financial Management, Prentice Hall of India, New Delhi.
- Sweeny, Allen: Handbook of International Financial Management; McGraw Hill, Int. Ed. New York..
- Walter, Ingo: Handbook of International Business, John Wiley and Sons; New York.
- Wood, D. and J Byrne: International Business Finance, Macmillan, New York.
- Zeneff, D. and J Zwick: International Financial Management, Prentice Hall, Int. Ed. New York.

Paper-II : INTERNATIONAL MARKETING
Paper Code: INB 132

Course Contents

- International Marketing: Nature, definition, and scope of international marketing; Domestic marketing vs. International marketing Vs Multinational Marketing, Introduction to International Business
- International marketing environment-external and internal.
- Identifying and Selecting Foreign Market; Foreign entry mode decisions; Methods of Entry in Foreign Markets: Licensing, Franchising Joint Ventures, Subsidiaries, Acquisitions, Strategic alliances, Contract Manufacturing, Various forms of International Business.
- Product planning for International Market: Product designing: Standardization vs. adaptation; Branding and packaging; labeling and quality issues, IPLC Approaches
- International pricing: Factors influencing international price: Pricing process and methods.
- Promotion of Product/Services Abroad: Methods of International promotion, International Marketing Promotion Mix
- International Distribution: Distributional channels and logistics decisions, Tramps, Liners

Books Recommended:

Essential Reading:

- Francis Cherunilam : International Business, Text and Cases, 3rd edition, Prentice Hall of India, New Delhi.
- Charles W.L. Hill : International Business 4th Edition, Tata McGraw Hill Publishing Company Limited, New Delhi.
- John D Daniel. Lee H Radebaug : International Business Environment & Operations, 9th edition, Pearson Education, New Delhi.
- Anant K Sundaram: The International Business Environment; Text and Cases. Prentice Hall of India, New Delhi.
- Warren J. Keegan: Global Marketing Management, Prentice Hall of India New Delhi.
- Bhattacharya R. L and Varshney B: International Marketing Management; Sultan Chand, New Delhi.
- Kriplani V; International Marketing; Prentice Hall; New Delhi.
- Bhattacharya B Export Marketing Strategies for Success; Global press, New Delhi
- Kotler Philip : Principles of Marketing, Prentice Hall, New Delhi

Reference Books:

- Fayer Weather John: International Marketing; Prentice Hall NJ.
- Caterora P.M. and Keavanaya S.M. marketing in International Perspective;
- Stanley J; Essence of International Marketing, Prentice Hall, New Delhi.
- Philip Kotler : Marketing Management (Analysis Planning and Control), Prentice Hall of Indian Pvt.Ltd., New Delhi.
- William J Stanton.: Fundamentals of Marketing, McGraw Hill Ltd., New Delhi
- Chudiff Still and Govoni : Fundamentals of Modern Marketing, Prentice Hall of India Pvt.Ltd., Delhi.
- Kaushal : Case Study Solutions-Marketing, McGraw Hill Ltd., New Delhi.
- George D. Downing : Basic Marketing Charles E. Meril Publishing Company, Columbus, Ohino, USA.
- Subhash C. Mehta: Marketing Environment, Concepts and Cases, Tata McGraw Hill, New Delhi.
- Dholakia : Marketing Management-Cases and Concepts-MacMillan New Delhi.

Paper-III: BUSINESS ENVIRONMENT
Paper Code: INB 133

Objective:

This course develops ability to understand and scan business environment analyse opportunities and take decisions under uncertainty.

Course Contents:

- 1. Theoretical Framework of Business Environment:** Concept, significance and nature of business environment; Elements of environment -internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.
- 2. Economic Environment of Business:** Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies -industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and relevance to Indian business; Economic reforms, liberalisation and structural adjustment programmes.
- 3. Political and Legal Environment of Business:** Critical elements of political environment; Government and business; Changing dimensions of legal environment in India; FEMA
- 4. International and Technological Environment:** Multinational corporations; Foreign collaborations and Indian business; Non-resident Indians and corporate sector; Foreign trade policies; Impact of Rupee devaluation; Technological environment in India; Policy on research and development; Patent laws; Technology transfer.
- 5. Socio-Cultural Environment:** Critical elements of socio-cultural environment; Social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business; Consumerism in India.

Books Recommended:

Essential Reading:

- Adhikary, M: Economic Environment of Business, Sultan Chand & Sons, New Delhi.
- Ahluwalia, I.J: Industrial Growth in India, Oxford University Press, Delhi.
- Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Pub, N. Delhi
- Aswathappa, K: Legal Environment of Business, Himalaya Publication, Delhi.

Reference Books:

- Chakravarty, S: Development Planning, Oxford University Press, Delhi.
- Ghosh, Biswanath: Economic Environment of Business, Vikas Pub, New Delhi. Govt. of India: Economic Survey, various issues.
- Raj Agrawal and Parag Diwan, Business Environment; Excel Books, New Delhi.

Paper-IV : Practical
Paper Code: INB 134

Objective:

To create awareness regarding current trends, issues and researches related to various aspects of international business.

Each student will be required to do case studies related to the syllabus. They will be required to prepare and submit a report file on the same for internal evaluation

DIPLLOMA

COURSE

Objectives: *The course aims at acquainting the student with a coherent set of logical principles and a general frame of reference for evaluation and development of sound foreign exchange practices. The purpose of the course is to equip the students with fundamental aspects of Financial Services, International Marketing Research and Managerial Economics and their application .*

Papers- I : MANAGEMENT OF FINANCIAL SERVICES
Paper Code: INB – 231

Objective

To acquaint students with the process of managing the financial services.

Course Inputs

Introduction: Indian Financial System, Working of Reserve Bank of India

Financial Services: Meaning and importance; Scope of financial services.

Financial Instruments: Money and capital market instruments.

Financial Markets: Money market, capital market, stock exchanges, call money market, debt markets; Recent trends.

Financial Services: Mutual funds, hiring funds, venture capital, leasing, factoring, forfeiting, securitisation, under-writing, merchant banking.

Books Recommended:

Essential Reading

- Avadhani, V.A.: Investment Management, Himalaya Publishing House, Delhi.
- Auerbach, Robert D.: Money, Banking and Financial Markets; Macmillan Publishing Co., New York.
- Khan, M.Y.: Indian Financial System -Theory and Practice, Vikas Publishing House, New Delhi.
- Singh, H.K. and Singh, Meera: Mutual Funds and Indian Capital Market, Kanishka Publishers' Distributors, New Delhi.

Reference Books:

- Agrawal, Krishna Kumar: New Issue Market Operations in India, Kanishka Publishers' Distributors, New Delhi.
- Srivastava, R.M.: Management of Indian Financial Institutions, Himalaya Publishing House, Delhi.
- Gordon and Natarajan: Financial Markets and Services, Himalaya Publilshing House, Delhi.

Paper-II : INTERNATIONAL MARKETING RESEARCH
Paper Code: INB 232

OBJECTIVE:

The course aim at providing an insight in to problem and usage of research in management decision making in the area of International Marketing Research.

Chapter-1: Fundamentals

- Meaning of Research, Definition of Marketing Research, Scope of Marketing Research, Distinction between Market and Marketing Research, The Need for Marketing Research
- Meaning and Scope of International Marketing Research Need for International Marketing Research, Overseas Market Research.
- Applications of International Marketing Research, Limitations of International Marketing Research

Chapter-2: Planning the Research Project

- Research Process and Design- Research Design, Features of Good Research Design
- Data Collection- Primary and Secondary Data, Sources of Data, Basic Methods of Primary and Secondary Data, Advantages and Disadvantages of Primary and Secondary Data.

Chapter-3: Performing-The Data Collection (10 Lectures)

- Scaling- Types of Scales, Forms of Scales, Selection of Scale
- Questionnaire- Functions and classification of a Questionnaire, Questionnaire Design, Types of Questions, Advantages and Disadvantages of Questionnaire.
- Sampling- Definition of Sampling, Objective of Sampling, Factors Determining Sample Size, Problems with Sampling

Chapter-4: Processing and Analysing Data

- Data preparation and processing- Approach of Data processing
- Data Analysis and Interpretation

Chapter-5: Presentation and Follow Through

- Presentation of Research Findings- Types of Reports, Report content, Principles of Report Writing, Various Graphic Representation.
- Managing Market Research- Client/ Researcher Interface, Resources of Marketing Research
- Research in the Internet Era
- Ethical Issues in Marketing Research
- Case Study

Books Recommended:

Essential Reading:

- Research for Marketing Decisions: Green and Tull
- International Marketing Research: V. Kumar
- International Marketing: Kothari, Jain, Mittal

Reference Books:

- Marketing Research: Measurement and Method: Tull and Hawkins
- International Marketing Research: Punnett and Shenker

Paper-III : Managerial Economics
Paper Code: INB 233

Objectives:

The Objectives of this course is to acquaint the participants with concepts and techniques used in Micro-Economic Theory and to enable them to apply this knowledge in business decision-making. Emphasis is given to changes in the nature of business firms in the context of globalization.

Course Contents

| Unit | Contents |
|-------------|---|
| I | Managerial Economics: Meaning, Nature and Scope Role of Micro and Macro Economic Analysis in Formulation of Business Policies Demand Analysis: Utility Approach and Indifference Curve Approach Law of Demand, Elasticity of Demand, Demand Forecasting |
| II | Cost and Output Analysis: Cost Concepts and Cost Output Relationship Production Function: Short Run and Long Run Law of Supply and Elasticity of Supply Concepts of Revenue, General Theory of Price Determination Role of Time Element in Price Determination |
| III | Main Forms of Market: Equilibrium of Firm and Industry Under Perfect Competition, Price and Output Relationship Under Monopoly, Price and Output Determination Under Monopolistic Competition |
| IV | Factor Pricing: Marginal Productivity Theory and Modern Theory Determination of Rent, Determination of Wages, Determination of Wages, Determination of Interest |
| V | National Income Analysis: National Income and Economic Welfare Social Accounting Techniques |

Books Recommended:

Essential Reading:

- Adhikary, M. *Business Economics*, New Delhi, Excel Books, 2000.
- Baumol, W J. *Economic Theory and Operations Analysis*. 3rd ed., New Delhi, Prentice Hall Inc., 1996.
- Keat, Paul G & Philips K. Y. Young, *Managerial Economics*, Prentice Hall, New Jersey, 1996.

Reference Books:

- Koutsoyiannis, A. *Modern Micro Economics*. New York, Macmillan, 1991.
- Milgrom, P and Roberts J. *Economics, Organization and Management*. Englewood Cliffs, New Jersey,
- Prentice Hall Inc., 1992.

Paper-IV : Practical
Paper Code: INB 234

Objective:

To create awareness regarding current trends, issues and researches related to various aspects of international business.

Each student will be required to do case studies related to the syllabus. They will be required to prepare and submit a report file on the same for internal evaluation

ADVANCED DIPLOMA

COURSE

Objectives: *This course is intended to provide conceptual study of Export – Import Procedure and Documentation. The course encapsulates contemporary issues of Strategic Management with special emphasis on fundamentals and mechanics of Corporate Finance.*

Paper-I : Export-Import Procedures and Documentation
Paper code: INB 331

Objective - To give exposure to the procedures and documents involved in export-import Activities.

Course Inputs:

| Unit | Contents |
|------------|--|
| I | Basic Decision Steps in Entering Export Market Business: Study of Legal Provisions, Factors and Decisions Regarding Export Market, Selection of Export Market, Product Planning for Export Market, Selection of Trade (Export) Method, Decisions Discussion and Distribution of Terminology Pertaining To The Subject |
| II | Export – Import Procedure: Simple Theory for Export-Import Procedure, Cost Factors of Export-Import Goods, Export and Import Procedures Export – Import Documentation: Commercial Invoice, GR Form, Letter of Credit, Bill of Exchange, Shipping Bill, Marine Insurance Policy, Bill of Lading, Mate’s Receipt, Certificate of Origin, Packing List and Note, Other Documents |
| III | Export Assistance and Incentives: Incentive for Export Promotion, Role of Special Economic Zones, Duty Drawback, Marketing Development Assistance, Duty Entitlement Pass Book, Income Tax and Exports, Institutional Assistance, India Trade Promotion Organisation, Export Inspection Council, Export Promotion |
| IV | Export Credit and Finance: Importance, Methods and Sources of Export Credit and Finance, Short Term Credit – Sources, Medium and Long Term Credit and Finance, Methods and Terms of Payment |

Books Recommended:

Essential Reading

- Cherian and Parab: Export Marketing, Himalaya Publishing House, Delhi.
- Government of India: Handbook of Procedures, Import and Export Promotion, New Delhi.
- Rathod, Rathor and Jani: International Marketing, Himalaya Publishing House, Delhi.
- Export-Import Manual, Nabhi Publications, New Delhi.
- Varshney, R.L. and Bhashyam, S.: International Financial Management -An Indian Perspective, Sultan Chand & Co., New Delhi.

Reference Books

- Pande, Manas; New Issue Market Management in India, Kanishka Publishers' Distributors, New Delhi.
- Srivastava, R.M.: Management of Indian Financial Institutions, Himalaya Publishing House, Delhi.
- Gordon and Natarajan: Financial Markets and Services, Himalaya Publilshing House, Delhi.
- Bhatia, B.S. and Batra, G.S.: Management of Capital Markets, Financial Services and Institutions, Deep and Deep Publications, New Delhi.

Paper-II : STRATEGIC MANAGEMENT
Paper Code: INB –332

Course contents

- Nature and Scope of Strategic management; The Strategic Management Process; Introduction to Corporate Strategy, Strategic Intent and Vision, Mission and Objectives.
- Environmental Analysis: Internal and External appraisal of the firm; Tools and Techniques of for Strategic Analysis: SWOT Analysis, BCG Matrix.
- Strategists and their role in Strategic Management: Board of Directors and Chief Executive.
- Concept of Value Chain. Competitive Advantage of a Firm; core competence.
- Corporate Level Strategies, Expansion through Diversification, Mergers, Acquisitions, Takeovers, Joint Ventures, Strategic Alliances,.
- Strategy Implementation: Aspects of Strategy Implementation, Issues in Strategy Implementation.
- Emerging Issues in Strategic Management.
- Social Responsibility and Corporate Governance.
- Case Analysis.

Books Recommended:

Essential Reading:

- Hunger J.D. and Wheelen T.L.: Strategy Management; 6th Ed., Low priced edition Addison Wesley Longman.
- John. A. Pearce & R .B. Robinson: Strategic Management-Strategy Formulation and Implementation: 3rd Ed. 2001. AIBT Publishers & Distributors (Regd.) New Delhi.
- Ramaswamy and Namakumari: Strategic Planning -Formulation of Corporate Strategy: MacMillan India Ltd. New Delhi,1991.
- Thompson & Strickland: Strategic Management-Concepts and Cases; tata McGraw Hill Publishing Co. Ltd. New Delhi; 12th Ed. 2001.
- Azhar Kazmi : Business Policy & Strategic Management.

Reference Books:

- Gary Johnson, Inon Scholes: Exploring Corporate Strategy
- Prased L,M. (1995), Business policy & Strategy, New Delhi : Sultan Chand & Sons
- Jauch, L.R. & Glueck, W.F Business policy and Strategic Management, McGraw- Hill.
- David, F.R. (1997): Cases in Strategic management, New Jersey : Prentice Hall

Paper-III : CORPORATE FINANCE
Paper Code: INB 333

Objectives:

The purpose of this course is to acquaint the students with the broad framework of financial decision making in a business unit.

Course Contents

1. Aims and Objectives of Financial Management; Ratio Analysis
2. Cost-Volume-Profit Analysis; Time Value of Money
3. Instruments of Long Term Finance
4. Cost of Different Sources of Raising Capital; Optimum Capital Structure
5. Internal Financing and Dividend Policy

Books Recommended

Essential Reading:

- Archer, Stephen H. etc. *Financial Management*. New York, John Wiley, 1990.
- Bhalla, V K. *Financial Management and Policy*. 2¹" ed., New Delhi, Anmol, 1998.
- Brealey, Richard A. and Myers Stewart C. *Principles of Corporate Finance*. 5th ed., New Delhi, McGraw Hill, 1996.
- Hampton, John. *Financial Decision Making*. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1997.

Reference Books:

- Van Home, James C. *Financial Management and Policy*. 10th ed., New Delhi, Prentice Hall of India, 1997.
- Winger, Bernard and Mohan, Nancy. *Principles of Financial Management*. New York, Macmillan Publishing, Company, 1991.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

Paper-IV : Practical
Paper Code: INB 334

Objective:

To create awareness regarding current trends, issues and researches related to various aspects of international business.

Each student will be required to do case studies related to the syllabus. They will be required to prepare and submit a report file on the same for internal evaluation