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GRAPHIC ERA DEEMED TO BE UNIVERSITY

DEHRADUN

Department of Management

MBA-Online

COURSE REGULATIONS & SYLLABUS

Programme Scheme for Master of Business Administration (MBA)

Th – Theory; P- Practical; Pro – Project, T- Total; Cr – Credit

Program	Course Code	Course Name	Credit	Sem	Th /P /Pro
M.B.A	MBA-201	Marketing Management	4	2	Theory
M.B.A	MBA-202	Financial Management	4	2	Theory
M.B.A	MBA-203	Research Methodology	4	2	Theory
M.B.A	MBA-204	International Business	4	2	Theory
M.B.A	MBA-205	Project - 1	2	2	Project
Sem-2 Total Credit			18		

SYLLABUS
Marketing Management

Program	Master of Business Administration
Semester	II
Course Title	Marketing Management
Course Code	MBA 201
Course Credit	4
Course Type	Core Theory Course

1. Course Summary

This course aims to acquaint students with the fundamentals of marketing and their application in business decisions. The course examines the role and importance of marketing in business organizations. The purpose of the course is to enable the students to apply marketing concepts and theories to realistic marketing situations.

2. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1.** Define and understand the key marketing concepts, and their application in business decisions. (L3).
- CO-2.** Develop an understanding of the marketing environment and the way they impact the organizations and challenges faced by the business organization. (L-2)
- CO-3.** Evaluate the impact of using different marketing strategies for a product. (L-5)
- CO-4.** Apply the knowledge of market research in gathering data and information from the primary source for decision-making. (L-3)
- CO-5.** Formulate a marketing plan that will meet the need and goals of the organization (L-6)

3. Course Contents

Sr. No	Units	Unit Outcomes
		After the successful completion of the unit, the learner should be able to:
1	Unit 1-Introduction to Marketing: <ul style="list-style-type: none">• Definition of Marketing• Nature and Scope of Marketing Management• Core marketing concepts• Importance of Marketing	1. Develop a sound understanding of marketing management concepts.

2	Unit2 – Process of Marketing and Marketing Environment: <ul style="list-style-type: none"> • Marketing Planning Process • Micro Environment • Macro Environment • Marketing Mix 	1. Discuss the Marketing planning process 2. Describe the Marketing environment and analyse its impact on the business
3	Unit 3- Strategies of Marketing <ul style="list-style-type: none"> • Developing Marketing Strategies and Plans. • Corporate and Divisional level Strategic Planning • Business Unit level Strategic Planning Challenges: <ul style="list-style-type: none"> • Marketing Challenges • Marketing in the 21st century • Marketing Competitiveness 	1. Develop marketing strategies. 2. Explain the marketing challenges faced by the organisations
4	Unit 4: Marketing Research <ul style="list-style-type: none"> • Meaning • Marketing Research Process • Significance. 	1. Apply the research technique in the business scenario to gather data.
5	Unit 5- Designing a Customer-driven strategy: <ul style="list-style-type: none"> • Consumer Buying Behaviour • Organizational Buying Behaviour 	1. Explain the buying behaviour of the consumer and organisation.
6	Unit 6- Study of market segments: <ul style="list-style-type: none"> • Identifying Market Segments • Market Targeting 	1. Demonstrate the bases for segmentation 2. Discusses the target marketing strategies
7	Unit 7- Creating a Brand: <ul style="list-style-type: none"> • Crafting the Brand Positioning • Creating a Brand Equity 	1. The student is expected to know the importance of brand equity
8	Unit 8 – Product Decision <ul style="list-style-type: none"> • Concepts of Product, Product Characteristics, and Classifications • Product Planning & Policy • New Product Development • Test Marketing • Product Life Cycle. • Product Mix Decisions • Packaging and Labelling Decisions. 	1. Explain the product strategies in relation to new product development, packaging, and product mix decisions.
9	Unit 9 – Pricing Decisions and Strategies <ul style="list-style-type: none"> • Objectives of Pricing • Pricing Policies • Pricing Methods • Pricing Procedures • Managing Price Changes. 	1. Examine the pricing strategy and methods

10	Unit 10 – Integrated Marketing Communications (IMC): <ul style="list-style-type: none"> • Communication objectives • Steps in developing effective communication • Selecting the marketing communication mix 	1. Discuss the relevance of IMC. 2. Analyse the various marketing communication mix
11	Unit 11- Advertising: <ul style="list-style-type: none"> • Advertising Objectives • Advertising Budget • Advertising Copy • AIDA model Sales Promotion <ul style="list-style-type: none"> • Tools and Techniques of sales promotion • Push-pull strategies of promotion. Personal selling: <ul style="list-style-type: none"> ○ Steps or Process in Personnel Selling 	1. Analyse various promotional strategies
12	Unit 12: Digital Marketing <ul style="list-style-type: none"> • Components of Digital Marketing • Digital Marketing Communication • Pros and Cons of Digital Marketing • Social media marketing: <ul style="list-style-type: none"> • Overview of social media marketing • Online and Mobile Advertising 	1. Examine the various sales promotion techniques.
13	Unit 13: Marketing Channels <ul style="list-style-type: none"> • Channel Functions • Integrated Multichannel Marketing System • Channel Levels • Types of Intermediaries • Types of Retailers and Wholesaling 	1. Evaluate different marketing channels
14	Unit 14: Designing and Managing Services <ul style="list-style-type: none"> • Concept, Definition • Unique Characteristics of Services • Marketing Strategies for Service Firms – 7Ps. • GAP Analysis of Service Quality 	1. Understand the unique characteristics of services 2. Analyse the GAP Model of service quality
15	Unit 15: Rural Marketing <ul style="list-style-type: none"> • Scope and Importance of rural marketing • Urban vs rural market • Rural Marketing Environment • Challenges in rural marketing 	1. Understand the importance of rural market. 2. Analyse the rural marketing environment 3. Identify the challenges in rural marketing
16	Unit 16: International Marketing	3. Evaluate various global market entry strategies

	<ul style="list-style-type: none"> Growing Importance of International Marketing Scope and Challenges 	4. Identify the challenges in global marketing
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4.Course Articulation Matrix (CO-PO-PSO Map)

	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	-	1	1	-	2				
CO-2	2	2	-	3	-	-				
CO-3	1	3	-	2	-	2				
CO-4	3	2	2	2	-	3				
CO-5	3	3	3	2	2	2				
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

5. Course Resources

a. Essential Reading

- Course Self-Learning Material
- Kotler, P. & Keller, K. L.(2016) – *Marketing Management*, Pearson Education.
- Ramaswamy, V. S. & Namakumari, S. – *Marketing Management: Global Perspective-Indian Context*, Macmillan Publishers India Limited.

b. Recommended Reading

- Kotler& Armstrong (2012). *Principles of Marketing* Pearson/PHI.
- Saxena, R. (2009). *Marketing Management*. TMH.

c. Magazines and Journals

- The IUP Journal of Marketing Management

d. Websites

- <https://egyankosh.ac.in/handle/123456789/2274>
- <https://nptel.ac.in/courses/110104068>
- <https://oercommons.org/>

e. Other Electronic Resources

- Course Video Lectures on Bright Space

Financial Management

Program	Master of Business Administration
Semester	II
Course Title	Financial Management
Course Code	MBA202
Number of Credits	4
Course Type	Core Practical Course

1. Course Summary

The core objective of this course is to build a strong foundation of concepts of financial management among learners. This course will help the learners to understand the significance of investment decision, financial decision and dividend decision taken up by the organisations. The measures put in place to manage inventory, cash and receivables are also learned in this course. The working of the organisation in terms of working capital policies, capital budgeting plans, capital structuring and risk-return trade off lays a foundation to understand the effective business operations which in turn help future managers to gain knowledge on seeking right decisions in this regard.

2. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Enumerate the financial environment within which organizations operate [L-1]
- CO-2. Describe the financial objectives of various types of organizations and the respective requirements of stakeholders [L-2]
- CO-3. Determine the alternative sources of finance and investment opportunities and their suitability in particular circumstances [L-3]
- CO-4. Analyse the factors affecting investment decisions and opportunities presented to an organization [L-4]
- CO-5. Assess the techniques in managing working capital L-5]

3. Course Contents

Sr. No	Units	Unit Outcomes
		After the successful completion of the unit, the learner should be able to:
1	Unit 1- Introduction to Finance: <ul style="list-style-type: none"> • Introduction • Meaning and Definition • Scope • Functions • Objectives • Role and responsibilities of Financial Manager 	<ul style="list-style-type: none"> • Trace the evolution of financial management • Understand the functioning of Modern Financial Management • Outline the role of Financial Manager
2	Unit 2- Indian Financial System: <ul style="list-style-type: none"> • Introduction • Components: Financial Market, Financial Instruments and Financial Intermediaries 	<ul style="list-style-type: none"> • Understand the Indian financial system & its functioning

3	Unit 3- Sources of Finance & Time Value of Money: <ul style="list-style-type: none"> • Introduction to Sources of Finance • Sources of Finance: Equity capital, Debenture, Preference capital, and term loans. • Introduction to Time Value of Money, Meaning, Definition, Significance • Techniques of Time Value of Money: Compounding and Discounting. 	<ul style="list-style-type: none"> ▪ Understand the various sources of financing ▪ Assess the role of Time value of money both present value and future value of money ▪ To develop practical aspects of compounding and discounting techniques useful for determining deposit accumulation, loan amortization and interest on growth rates
4	Unit 4 - Cost of Capital: <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Components of Cost of Capital • Computation of Specific cost of long- term sources of capital • Weighted Average Cost of Capital (WACC) 	<ul style="list-style-type: none"> ▪ Understand the way in which specific cost of various sources of finance is computed ▪ Compute the weighted average cost of capital
5	Unit 5- Capital Budgeting <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Importance • Process of capital budgeting • Project Appraisal techniques: Discounted and Non-Discounted Cashflow Techniques 	<ul style="list-style-type: none"> ▪ Discuss the relevance of Capital Budgeting decision in financial management ▪ Apply various appraisal techniques and recommend the decision for choice of the project.
6	Unit 6 – Capital Rationing: <ul style="list-style-type: none"> • Introduction • Meaning • Significance • Conflicts in NPV and IRR Capital budgeting under risk and uncertainty 	<ul style="list-style-type: none"> ▪ Examine the importance of risk analysis in capital budgeting ▪ Ration limited investment capital among competing capital projects to maximize returns.
7	Unit 7- Leverages and EBIT-EPS Analysis: <ul style="list-style-type: none"> • Introduction to Leverage • Meaning of Leverage • Definition of Leverage • Types of Leverage: Operating, Financial, and Combined Leverage • EBIT-EPS analysis for various financing plans, BEP analysis 	<ul style="list-style-type: none"> ▪ Illustrate the interrelationship of business risk and financial risk in determining a firm's optimal capital structure. ▪ Discuss the EBIT-EPS approach to compare alternative capital structure using mathematical and graphical interpretation
8	Unit 8- Capital Structure Decision: <ul style="list-style-type: none"> • Introduction • Meaning • Definition • Objectives • Forms of Capital Structure • Financial Structure vs. Capital Structure • Optimum Capital structure • Determinants of capital structure 	<ul style="list-style-type: none"> ▪ Define an optimum capital structure and discuss the impact of capital structure on the market value of shares ▪ Explain the various factors that influence capital structure decisions

9	Unit 9- Capital Structure Theories: <ul style="list-style-type: none"> • Introduction • Theories of Capital structure: Traditional Approach and Modern Approach (Net Income Approach, Net Operating Income Approach, Modigliani-Miller Approach) 	<ul style="list-style-type: none"> ▪ Review the assumptions definitions and symbols relating to capital structure theories ▪ Discuss about the theories that are in favor of capital structure and those that consider capital structure decisions to be irrelevant
10	Unit 10- Dividend Decisions and Corporate Actions: <ul style="list-style-type: none"> • Introduction • Meaning and Forms of dividend • Types of Dividend Policy • Determinants of Dividend Policy. • Different Corporate Actions: Implication of bonus issue, rights issue, share split and buy back of shares 	<ul style="list-style-type: none"> ▪ Describe the types of dividends and how they are distributed. ▪ Demonstrate the factors that influence dividend decisions and why dividend policy is relevant to investors. ▪ Explain the difference between share splits, reverse splits and bonus shares
11	Unit 11- Theories of Dividend Policy: <ul style="list-style-type: none"> • Introduction • Relevance of Dividend Theory: Walter's model and Gordon's model • Irrelevance of Dividend Theory: Modigliani and Miller's Approach 	<ul style="list-style-type: none"> • Compare the different theories that explain corporate dividend policies.
12	Unit 12- Working Capital: <ul style="list-style-type: none"> • Introduction • Meaning • Classification • Needs • Determinants • Sources of Working Capital • Significance of Adequate Working Capital • Liquidity vs. Profitability 	<ul style="list-style-type: none"> ▪ Describe various components of Working Capital ▪ Examine the relationship between liquidity and profitability in Working Capital.
13	Unit 13- Operating cycle: <ul style="list-style-type: none"> • Introduction • Operating cycle • Estimation • Risk- return Trade off • Estimation of gross operating cycle & net operating cycle 	<ul style="list-style-type: none"> • Demonstrate the working of an Operating cycle and its practical applications.
14	Unit 14 – Inventory Management: <ul style="list-style-type: none"> • Introduction • Meaning • Types of Inventories • Objectives • Techniques of Inventory Management: Stock level, Minimum Level, Re-order Level, Maximum Level, danger Level, EOQ, ABC Analysis, VED Analysis, HML Analysis 	<ul style="list-style-type: none"> • Understand various inventory control techniques used in the organization.
15	Unit 15- Cash Management: <ul style="list-style-type: none"> • Introduction • Significance 	<ul style="list-style-type: none"> • Identify the needs and significance of managing optimum level of cash level in the organization.

	<ul style="list-style-type: none"> • Motives • Objectives • Determinants of Cash Management 	
16	Unit 16- Receivables Management: <ul style="list-style-type: none"> • Introduction • Needs • Determinants of credit policy • Optimum Credit Policy 	<ul style="list-style-type: none"> • Assess the requirement of proper credit policies and managing techniques of receivables by business entity.

4. Course Articulation Matrix (CO-PO-PSO Map)

	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	3	3	3	3	2	2	3	2		1
CO-2	2	3	2	2	3	2	3	3	2	
CO-3	2	3		3			3	2	3	1
CO-4	2	3		3	2		3	3	3	
CO-5	3	3		3	3		3	3	3	

5. Course Resources

a. Essential Reading

- Course Self-Learning Material
- Khan & Jain (2008). Financial Management, 15th Edition, TMH.

b. Recommended Reading

- Pandey, I. M. (2006). Financial Management, 9th Edition, Vikas Publishing.
- Kothari, R. (2005). Contemporary Financial Management, Macmillan.

c. Websites

- <https://www.merlot.org/>
- <https://swayam.gov.in>

d. Other Electronic Resources

- YouTube videos

RESEARCH METHODOLOGY

Programme	Master of Business Administration
Semester	II
Course Title	RESEARCH METHODOLOGY
Course Code	MBA 203
Course Credits	4
Course Type	Core Theory Course

1.Course Summary

Research is an intellectual and curiosity-based process that examines phenomena, issues or topics based on a person's personal, academic, and/or corporate interests. This course aims to provide management students with an understanding of the foundations of research methodology as well as an orientation towards research. Each unit of the course provides students with a thorough understanding of the research process. The course begins with a discussion of the formulation of research questions, which serve as the basis for the development of research objectives. The ensuing units are set to identify and discuss concepts and procedures associated with sampling, data gathering, analysis, and reporting. The research skills gained are an application a range of quantitative and/or qualitative research techniques to business and management problems/issues and report them.

2. Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- **CO 1:** Understand the basic components of research design (L-1)
- **CO 2:** Formulate research questions and develop a sufficiently coherent research design by using Exploratory and Descriptive Research methods. (L-2,3)
- **Co 3:** Explain the sampling designs, measurement and scaling techniques, and different methods of data collection (L-3)
- **Co 4:** Demonstrate understanding and proficiency with the techniques of data analysis and data interpretation, (L-5)
- **Co 5 :** Assess the components of academic report writing and develop a research proposal /final report for research endeavor in management (L-7)

6. Course Contents

Sr. No	Units	Unit Outcomes After the successful completion of the unit, the learner should be able to:
1	Unit 1: Introduction to Research <ul style="list-style-type: none"> • Need for research orientation • Definition of Research • Characteristics of good research • Research Method and Research Methodology • Research approaches • Objectives of the research • Types of Research • Research and scientific method • Scope of research in functional areas 	<ol style="list-style-type: none"> 1. Understand why research skills are crucial for managerial decision making. 2. Explain the meaning of research. 3. Differentiate between research methods and research methodology. 4. Understand various types of research. 5. Why research follows the scientific method.
2	Unit 2: Research process and understanding variable types <ul style="list-style-type: none"> • Steps in the research process • Important aspects of problem definition • Variables • Types of variables • Discrete and categorical variables • Nominal and Ordinal variables • Qualitative and quantitative variables • Types of variables in the Decision model • Examples to explain the concept of variables in the decision model 	<ol style="list-style-type: none"> 1. Explain clearly various steps in the research process. 2. Develop the skills for following a systematic approach in defining the research problem. 3. Apply the concepts of the relationship between variables in framing a decision-making model.
3	Unit 3: Formulation of a research problem and framing hypothesis <ul style="list-style-type: none"> • Formulation of Research Question from decision maker's problem • Management decision problem to framing the research question • Rephrasing the research question • Understanding the problem in the context of Environmental Factors • Research Proposal • Internal versus External Research Consultants • Case studies 	<ol style="list-style-type: none"> 1. Understand and develop the components of a Research problem. 2. Formulate a research question with objectives. 3. Frame hypothesis to test causality between variables. 4. Evaluate the Pros and cons of outsourcing external consultants visa-vis Internal company research experts
4	Unit 4: Research design: Exploratory research	<ol style="list-style-type: none"> 1. Understand the meaning and

	<ul style="list-style-type: none"> • Meaning of Research design • Components of Research design • Classification of Research design • Difference between Exploratory and conclusive research design • Basic differences between Qualitative and Quantitative Research • Exploratory research design: Goals, Characteristics, and methods 	<p>significance of a Research design.</p> <ol style="list-style-type: none"> 2. Classify research designs and explain the difference among them. 3. Describe the exploratory and conclusive research designs
5	Unit 5 Conclusive research design <ul style="list-style-type: none"> • Conclusive research • Descriptive research- Goals, examples, Research design • Cross-sectional and Longitudinal studies • Causal research • Approaches adopted in Qualitative research 	<ol style="list-style-type: none"> 1. Explain the 2 types of conclusive research design. 2. Describe the components of descriptive research design. 3. Differentiate between Cross-sectional and Longitudinal studies.
6	Unit 6: Experimental research <ul style="list-style-type: none"> • Experimental research • Principles of Experimental Research • Commonly used experimental designs • Decision on experimental designs 	<ol style="list-style-type: none"> a. Understand the terms and concepts applicable to Experimental studies. b. Describe the commonly used experimental research designs. c. Select the appropriate research designs for conducting research
7	Unit 7: Methods of data collection <ul style="list-style-type: none"> • Distinguish between primary data and secondary data • Identify the sources of secondary data • Examine the criteria for evaluating secondary data • Different methods of collecting primary data 	<ol style="list-style-type: none"> 1. Distinguish between primary data and secondary data 2. Describe different methods of collecting primary data and choose the appropriate method
8	Unit 8: Sampling and sampling design Introduction to the leadership concept <ul style="list-style-type: none"> • Concept of sampling • Census versus sample • Advantages of sampling over complete enumeration • Steps in sample design • Characteristics of a good sample design • Sampling error • Sample size determination 	<ol style="list-style-type: none"> 1. Understand the Need and Concept of Sampling 2. Identify the population, sample, sampling unit and sampling frame. 3. Understand the characteristics of Sample Design .

9	Unit 9: Sampling types <ul style="list-style-type: none"> Types of Sampling–Probability and Non-Probability Sampling. Probability sampling methods Non-Probability sampling methods Probability Sampling V/S Non-Probability Sampling 	<ol style="list-style-type: none"> Define the terms Probability sampling and non-probability sampling. Appreciate the choice of different types of sampling to study and estimate the characteristics of the entire population.
10	Unit 10: Measurement and scaling <ul style="list-style-type: none"> Attitudes, attributes, and beliefs Issues in attribute measurement Scaling of attitudes Goodness of measurement scale Techniques of measurement Comparative and non-comparative scaling techniques 	<ol style="list-style-type: none"> Explain the concepts of measuring and scaling. Discuss and classify different scaling techniques.
11	Unit 11: Designing a suitable questionnaire. <ul style="list-style-type: none"> Questionnaire Designing a questionnaire Reliability and validity Steps in questionnaire design 	<ol style="list-style-type: none"> Explain the guiding considerations in the construction of the questionnaire
12	Unit 12: Data Preparation <ul style="list-style-type: none"> Steps in the data processing Data Editing Data coding Data tabulation Missing values and outliers 	<ol style="list-style-type: none"> Display skill in coding, editing and tabulation of data Be aware of the problems in processing the data
13	Unit 13: Data Analysis <ul style="list-style-type: none"> Descriptive statistics Hypothesis testing procedure Parametric and non-parametric tests Chi-square test Correlation test Regression analysis Case study 	<ol style="list-style-type: none"> Understand the concept of hypothesis testing Describe and apply various techniques of data analysis Demonstrate the application of the chi-square test, correlation test and regression analysis for application in Academic project work
14	Unit 14: Report Writing <ul style="list-style-type: none"> Purpose of Research Report Types of Research Report The structure of the research report Report writing 	<ol style="list-style-type: none"> Understand the importance of the Research Report Develop and organize the contents of a research report specific to the research problem
15.	Unit 15 Academic Project Report preparation <ul style="list-style-type: none"> Problem identification Framing Objectives and Hypothesis Research methodology 	<ol style="list-style-type: none"> To develop a research proposal by and independently carry a research project from proposal preparation to generation of

	<ul style="list-style-type: none"> • Preparation of the questionnaire • Data coding • Data analysis • Report format 	the final report for a research project in management.
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4. Course Articulation Matrix (CO-PO-PSO Map)

	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	1	2			1	2				
CO-2	1	3	1		1	1				
CO-3	2	2				1				
CO-4	2	2				1				
CO-5	1	1				2				

5. Course Resources

a. Essential Reading

1. Course Self-Learning Material
2. Kothari, C.R. (2004), *Research Methodology: Methods and Techniques*. 4th Edition, New Age International Publishers, New Delhi.

b. Recommended Reading

3. Deepak Chawla & Neena Sondhi(2011), *Research Methodology – Concepts and cases*-Vikas Publication, New Delhi
4. Cooper D.R & Schindler P.S (2007), *Business Research Methods*, MH/2007

c. Magazines and Journals

1. <https://www.aima.in/knowledge-resources>
2. Cecile M. Schultz (2021), The Future of HR accessed through [The Future of HR | IntechOpen](#)
3. Qualitative Method Versus Quantitative Method in Marketing Research: An Application Example at Oba Restaurant
<https://www.intechopen.com/chapters/54613>
4. Business World

d. Websites

1. <https://egyankosh.ac.in/handle/123456789/90719>
2. <https://www.coursera.org/> Understanding Research Methods
3. <http://nptel.ac.in/> Research methodology

e. Other Electronic Resources

1. Course Video Lectures on Bright space
2. Introductory Business Statistics
<https://openstax.org/details/books/introductory-business-statistics>
licensed under Creative Commons Attribution License v4.0
3. Social Science Research: Principles, Methods, and Practices, 2nd edition By Anol Bhattacharjee http://scholarcommons.usf.edu/oa_textbooks/3
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INTERNATIONAL BUSINESS

Programme	Master of Business Administration
Semester	II
Course Title	International Business
Course Code	MBA 204
Course Credits	4
Course Type	Core Theory Course

1.Course Summary

The aim of this course is to create a strong understanding of the International Business Environment. The students are taught the basic concepts of international trade and business, as well as the prevailing issues and trends in global trade. The students are also taught about trade policy and how it impacts businesses, global institutional structures, trade agreements, and regional trade blocs; as well as understand the functionalities of the World Trade Organization. This course also emphasizes on understanding India's international trade strategies. Students get an understanding of export procedures and export processing zones, tariff structures, depreciation and convertibility of currency, and the impact of trade in general as well as on various development indicators.

2.Course Outcomes (COs)

After the successful completion of this course, the student will be able to:

- CO-1. Understand the concepts and basis for international trade and business [L-2]
- CO-2. Understand and apply specific trade theories such as comparative cost advantage, factor endowment and new models [L-3]
- CO-3. Evaluate the modes of entry into international business and approaches [L-5]
- CO-4. Identify trade laws & agreements and understand the national and international institutions central to trade [L-2]
- CO-5. Evaluate varied economic integrations for promoting trade and investments [L-5]

3.Course Contents

Sr. No	Units	Unit Outcomes
		After the successful completion of the unit, the learner should be able to:
1	Unit 1: Introduction to International Business <ul style="list-style-type: none">• Overview of International Business• International Business vs. Domestic Business• Drivers of Globalization• Influence & Scope of International Business	<ul style="list-style-type: none">2. Define International Business and explain the differences between domestic and international business.3. Discuss the drivers of Globalization.4. Identify the advantages of international trade.

	<ul style="list-style-type: none"> • Advantages of International Trade 	5. Understand the scope and influence of international business.
2	Unit 2: Review of Economic Theories of International Trade <ul style="list-style-type: none"> • Mercantilism • Absolute Cost Advantage • Comparative Cost Advantage Theory • Relative Factor Endowment Theory • Country Similarity Theory • Product Life Cycle Theory 	3. Examine theories that explain why it is advantageous for a country to engage in international trade. 4. Analyze the economic theories of international trade.
3	Unit 3: Approaches of International Business and Modes of entry into International Business <ul style="list-style-type: none"> • Approaches of international business • Export and Import • Contract Manufacturing • Management Contracts • Turnkey Projects • Licensing and Franchising • Joint Ventures • Mergers & Acquisitions • Wholly Owned Subsidiaries • Foreign Direct Investment 	1. Discuss the approaches of international trade. 2. Examine the various modes of entry into international business. 3. Identify in brief the advantages and limitations of these modes of entry.
4	Unit 4: International Business Environment <ul style="list-style-type: none"> • Economic Environment • Social and Cultural Environment • Political Environment • Technological Environment 	1. Explain the various aspects of the international business environment. 2. Understand how environmental factors impact international business.
5	Unit 5: Domestic Policies and International Trade <ul style="list-style-type: none"> • Trade Policies vs. Domestic Policies • Different types of Domestic Policies 	1. Distinguish trade policies from domestic policies. 2. Identify different types of domestic policies.
6	Unit 6: Trends in Global Trade and Balance of Payments with special reference to India <ul style="list-style-type: none"> • Trends in Global Trade • Balance of Payments in India 	1. Identify the trends in global trade. 2. Understand India's Balance of Payments.
7	Unit 7: The Global Institutional Structure: World Trade Organization (WTO) and General Agreement on Trade & Tariff (GATT) <ul style="list-style-type: none"> • WTO & its Establishment • GATT 	2. Identify the roles and responsibilities of WTO. 3. Understand the trade provisions put forth under GATT.
8	Unit 8: Regional Trade Blocs (RTB): Types, Advantages and Disadvantages <ul style="list-style-type: none"> • Types of Regional Trade Blocs 	3. Identify the types of regional trade blocs. 4. Understand the significance of

	<ul style="list-style-type: none"> • Advantages and Disadvantages of RTBs 	<p>regional trade blocs.</p> <p>5. Discuss the benefits & limitations of regional trade blocs.</p>
9	Unit 9: International Trade Agreements <ul style="list-style-type: none"> • General Agreement on Trade & Tariff (GATT) • General Agreement on Trade in Services (GATS) • Trade-related intellectual property rights (TRIPS) • Trade-related investment (TRIMS) 	<p>5. Understand the concept and policies of International Trade Agreements.</p>
10	Unit 10: India's Industrialization Strategy and International Trade <ul style="list-style-type: none"> • Review of economic planning strategies and issues • Challenges and Opportunities 	<p>1. Explain how the Indian Industry has evolved internationally post the 1970s.</p> <p>2. Understand India's international trade strategies.</p>
11	Unit 11: Export-Import Procedures and Documentation <ul style="list-style-type: none"> • Export-Import Procedures in Brief • Major documents required for export and import transactions 	<p>2. Discuss the export and import procedures in brief.</p> <p>3. Identify the documentation requirements for export and import transactions.</p>
12	Unit 12: International Financial Institutions <ul style="list-style-type: none"> • IMF • World Bank • International Development Association 	<p>1. Discuss the financial environment.</p> <p>2. Explain the roles of international financial institutions.</p> <p>3. Describe IDA and its role.</p>
13	Unit 13: Foreign Trade Promotion in the Indian Context: Incentives & Organizational Support <ul style="list-style-type: none"> • Foreign Trade Promotion Measures & Schemes • Organizational Support • Export Processing Zones 	<p>1. Explain the various trade promotion measures and schemes available to business firms.</p> <p>2. Understand the institutional support provided by the GOI to facilitate foreign trade in the country.</p>
14	Unit 14: Impact of Global Trade <ul style="list-style-type: none"> • Impact of Trade on Growth • Impact on Agriculture • Impact on Poverty & Inequality • Impact on other Developmental Indicators 	<p>1. Examine the impact of global trade on various developmental indicators.</p>
15	Unit 15: International Economic Integration <ul style="list-style-type: none"> • The Changing World Context • Economic Integration 	<p>2. Understand economic integration.</p> <p>3. Distinguish between different forms of economic integration.</p> <p>4. Understand economic integration in different parts of the world.</p>

4. Course Articulation Matrix (CO-PO-PSO Map)

	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)			
	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PSO-1	PSO-2	PSO-3	PSO-4
CO-1	2		2	3		1	3	2		1
CO-2	3	2	2	3		1	3	2		1
CO-3	2	3		3		1	3	2		1
CO-4	3	1	1	3		1	3	2		2
CO-5	3	3	2	3		1	3	2	1	2
3: Very Strong Contribution, 2: Strong Contribution, 1: Moderate Contribution										

5. Course Resources

a. Essential Reading

1. Course Self-Learning Material
2. Cherunilam Francis (2020). *International Business Text and Case*, 6th Ed., Prentice-Hall of India.

b. Recommended Reading

1. Jain, R. K. (2012). *Foreign Trade Policy and Handbook of Procedures*, 17th Ed.
2. Aswathappa, K. (2020). *International Business*, 7th Ed., McGraw Hill.
3. Cherunilam Francis (2019). *International Trade and Export Management*, 21st Revised Ed. Prentice Himalaya Publishing House.
4. Katsioloudes Marios & Hadjidakis Spyros (2007). *International Business: A Global Perspective*, 1st Ed. A Butterworth-Heinemann Title.

c. Magazines and Journals

1. Journal of International Business and Economics
2. International Business Review

d. Websites

1. <https://www.coursera.org/>
2. <http://nptel.ac.in/>

e. Other Electronic Resources

1. <https://ocw.mit.edu/index.htm>
2. Course Video Lectures on I-Learn
