

UNIVERSITY OF RAJASTHAN,
JAIPUR

MASTER OF
INTERNATIONAL BUSINESS
(ANNUAL SCHEME)

2013-14-PART-I
2014-15- PART-II

Prepared by Pushp

Checked by DS
12/9

Syllabus : MHRM Part I and II (Faculty of Commerce) • 3
Master of International Business
~~MASTER OF HUMAN RESOURCE MANAGEMENT~~
✓ SCHEME OF EXAMINATIONS

1. A candidate possessing Bachelor's degree in any discipline with a minimum of 50% marks in aggregate will be eligible for admission in Part I.
2. The aggregate of marks for the whole course will be ~~1100~~ *2100* consisting of ~~eleven~~ *Twenty one* papers.
3. Each theory paper shall be of three hours duration and will carry 100 marks.
4. There will be 8 (eight) questions in all in each question paper (except in Project Report & Viva-voice). Students are required to attempt any five questions. All questions carry equal marks.
5. For a pass in Part I and Part II a candidate must obtain
 - a) 36% pass marks in each individual papers.
 - b) 48% marks in aggregate of passing papers.
 - c) 36% marks in Project Report
 - d) 36% marks in Viva-voice.
6. Two papers (not cleared) be carried forward as due paper to the next year examinations only for one time.
7. The maximum period for qualifying the course will be four years only from the year of admission.
8. At the end of Part I (First) examination each candidate shall be required to go for summer training of six weeks in an organization and submit a project report under the guidance of duly approved supervisor appointed by Head of the Dept./Principal.
9. Every student shall submit three copies of project report at least three weeks before the commencement of the Part II Examination to the Head/Principal.
10. Each project report will be evaluated by two external examiners appointed by the university.
11. The viva-voice consisting of 50 Marks will be conducted by an external examiner appointed by the university along with the internal examiner appointed by the Head/Principal.

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MASTER OF INTERNATIONAL BUSINESS

(Annual Scheme)

There will be 21 papers in all. A candidate will be required to offer Ten papers in the Part-I examination and the remaining Eleven papers in the Part-II Examination.

Note: There shall be 5 questions in each paper with internal choice of 20 marks. The limit of answer will be 5-7 pages.

PART-I

- I. Marketing Management
- II. Managerial Economics
- III. Marketing Research
- IV. Product & Brand Mgt.
- V. Service Marketing
- VI. Marketing Strategy
- VII. Advertising & Sales Promotion
- VIII. Consumer Behaviour
- IX. Retail Management in India
- X. Legal Aspects of Business

PART-II

- I. International Business
- II. Strategic Management
- III. India's Foreign Trade & Policy
- IV. International Retailing
- V. Industrial Marketing
- VI. Global Marketing
- VII. Product Mgt. & New Product Development
- VIII. International Marketing Research
- IX. Export-Import Procedure Documentation & Logistics
- X. Foreign Language/Business Communication Skills
- XI. Project Report and Viva-Voce

Note:-

1. MIB Part-I: Syllabus will remain same as applicable to MIB First Semester & Second Semester.
2. MIB Part-II: Syllabus will remain same as applicable MIB Third and Fourth Semester.

		Logistics							
5	MIB 405	Foreign Language/Business Communication Skills	ccc	7	4 5	2	0	3	0
6	MIB 421	Project Report and Viva-Voce	PRJ	8	-	-	12	-	1

M9B Part I

I

~~M9B-101~~ - MARKETING MANAGEMENT

- ❖ **Introduction:** Nature and scope of Marketing Importance of marketing, in liberalized economy, marketing environment, Approach to marketing, Marketing concept, Logical sequence of marketing management problems.
- ❖ **Product Planning:** Process of product planning and development product differentiation, Style, design, Fashion, Brand and Trade Marks, Packaging, Labeling, Guarantee and warranty and product service, Product line policy (Simplification: standardization and diversification). Product life cycle.
- ❖ **Marketing Research:** Meaning of sales research, Market Research and Marketing Research. Nature and importance of Marketing Research, Area of Marketing Research. Techniques of Marketing Research, Planning the General Procedure Models of consumer Behaviour and Motivation Research.
- ❖ **Planning Outlets:** Various channels for Consumer and Business goods, Selection of the Channels of distribution, co-operation with distribution outlets.
- ❖ **Pricing Strategy:** Factors to be considered in pricing, Pricing objectives and strategies. Break even analysis. Price maintenance, Discount policy, special selling terms, credit term.
- ❖ **Planning Market and Sales:** Sales forecast period, Uses of sales forecast, Methods of sales forecast, Market segmentation. Planning sales territories, Establishing sales quotas. Assigning sales territories, Routing salesman.
- ❖ **Marketing Promotion-Mix:** Determining the sales promotion programme, personal selling, Selling process, qualities of a salesman. Advertising (Media choice, Good copy, timing, Budgeting Testing efficiency). Sales promotion (dealer aids, consumer stimulation), Public Relations (Methods).
- ❖ **Marketing Organization:** Purpose of Marketing, Basis of divisionalisation. Relation of the marketing department with other departments, Field organisation. Division of authority and responsibility between Head office and Field organisation.
- ❖ **Control of Marketing Operation:** Need of control, Phases of Control. Techniques of controlling (Budgeting, Sales analysis. Distribution cost accounting and analysis). Marketing audit. Marketing of services: Banking, Insurance and Transport.

~~MEMO~~ II - MANAGERIAL ECONOMICS

- ❖ **Managerial Economic:** Meaning, Nature and Scope, Economic theory and Managerial Economics, Role and responsibility of Managerial economist.
- ❖ **Demand Analysis and Forecasting:** Demand determinants, Demand distinctions, Demand Forecasting.
- ❖ **Cost and Production Analysis:** Cost concepts and classification, cost-output relationship production functions, Economic and diseconomies of scale, cost control and cost reduction.
- ❖ **Price and output decisions** under different marketing structures. Price and output decisions under perfect competition. Price and output decision under Monopoly. Monopolistic Competition, Oligopoly, Safeguarding competition and Anti-trust Laws.
- ❖ **Pricing Policies and Practices:** Pricing Policies, Methods, Statutory Price Fixation in Indian Price Discounts and differentials, Product-Line coverage and Pricing.
- ❖ **Profit Management:** Concept, Nature, Profit policies, profit Planning and Forecasting.
- ❖ **Capital Management:** Capital Budgeting, Cost of Capital, Appraisal of Project Profitability
- ❖ **Macro-Economics and Business Decisions:** Business Cycles and Business Policies. Demand Recession. Economic Forecasting for Business, Input, Output Analysis, use of Economic Forecasting for Business, Input, Output Analysis, use of Econometrics for management.
- ❖ **Linear Programming:** Graphical and simplex methods, cost minimization problems. Dual and shadow-Pricing.

~~MEMO~~ III - MARKETING RESEARCH

Marketing Research: An introduction, Research Design, Value of Information in Decision-making, marketing information system and marketing research, attitude measurement and scaling, primary methods of data collection, samples and sampling distribution, testing of hypothesis, secondary data, processing of Data and Tabulation, Univariate data analysis, non-parametric tests, multi-variety analysis, Application of Marketing Research, Product Research, Consumer Research, Advertising Research, Distribution Research, Motivation Research, Research Report and proposal writing.

~~MEMO~~ IV - PRODUCT AND BRAND MANAGEMENT

Product marketing and Economy. Marketing potential for Countries, Customer purchase Process, Marketing Research, Marketing Control, Introducing new Product and product

life cycle, Product plans, Brand Values, Brand Equities and Brand Extensions, Organization Structures for product sales, marketing mix factors and products, Product Brands and Advertising, Brand Name plans, Pricing systems, Product distribution systems, Advertising and Sales Promotions, Product sales management, Product and Public Relations, Service Product Marketing, Industrial Product Marketing's, Product Exports and International Marketing.

~~MARKETING~~ - SERVICES MARKETING

Introduction-Goods and Services: A comparative analysis, concept of services marketing, Significance of service marketing, Emerging key services, Need of Services in International Market.

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, TOM Dimensions, Effect of TOM, Quality Circles.

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. The people, tourism marketing in Indian perspective.

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 services.

~~MARKETING~~ - MARKETING STRATEGY

Marketing and Strategy: A modern prospects, Researching market and the consumer base, Product Strategies, pricing strategies, promotion-mix, Place-mix strategies, Assessing the capabilities of competitors, Understanding the requirements of consumers,

Mapping the competency profile of the company, Identifying the market structure and trends, Marketing Environment.

~~MBB 202~~ ^{VII} - ADVERTISING AND SALES PROMOTION

Meaning, Needs and Types of Advertising, Social and Economic effects of Advertising decision. Advertising in the marketing process, Personal Selling, Vis-à-vis advertising.

Various advertise media, Copy writing, Creativity in advertising, Measurement of advertising effectiveness.

Advertising agencies: Role and organization, principles of agencies-client and media relationship, social advertising, industry advertising, recent trends in advertising in India.

Nature and importance of sales promotions. Its role in marketing. Forms of sales promotion-consumer oriented sales promotions, trade oriented sales promotions and sales force oriented sales promotion.

Developing and sales promotion programme, pre-testing implementing evaluating the results and making necessary modifications.

~~MBB 203~~ ^{VIII} - CONSUMER BEHAVIOUR

Consumer behaviour and its applications, Consumer research, Market Segmentation and positioning concept, consumer motivation, consumer perception, consumer learning, Memory and Involvement, Consumer Attitudes, Attitudes change strategy, Marketing communication process, consumer and cultural influence, social class influence and consumer behaviour, Group influence and consumer behaviour. Household decision Making, Communication within group and opinion leadership, Innovations and diffusion process, consumer diffusion process, Consumer Decision Process- Situational influence, Consumer decision process, Problem reorganization, Consumer Decision Process, Information search, Consumer Decision Process-Evaluation of alternatives and selection, Consumer Decision Process-outlet selection and purchase, Consumer Decision Process-post purchase action, Organizational buyer behaviour.

~~MBB 204~~ ^{IX} - RETAIL MANAGEMENT IN INDIA

Retailing : Role, Relevance and trends. Retail organisation. Retail in India. Retail customer. Retail market segmentation. Retail location strategy. Product and merchandise

management. Atmospheres and retail space management. Retailing pricing. Retail promotion strategy. Relationship marketing in retailing.

~~MIS 205~~ ^X - LEGAL ASPECTS OF BUSINESS

Law of Contract, Nature of Contract, Classification, Offer and acceptance, Capacity to contract, Free consent, Consideration, Legality of Objects, Agreement declared void, Performance of contract, Discharge of Contract, remedies of breach of contract, Special contract- Indemnity, Guarantee, Agency.

Sales of Goods Act, 1930, Consumer Protection Act, 1986.

M9B Part II

~~MIS 201~~ ^I - INTERNATIONAL BUSIESS

**Introduction: Introduction to I B. Domestic Business Vs International Business-
Meaning**

Scope of International Business

Major Participants in International Business

Why to Study I.B.?

Importance of I.B.

Understanding the International Business Environment

❖ **Cultural Environment**

A definition of Culture, Language, Religion, Education family, values & attitudes, work and leisure, Reference groups adapting to cultural differences. An analysis of Oriental Cultural environment and western cultural environment

❖ **Economic & Political Environment**

Political System & Systems & Economic policies Globalization & economic reforms, Host country Political Forces, Host-Government Actions. Home Country Political Forces.

Macro Economic Environment

Micro Economic Environment

Regional economic environment

Regional economic cooperation like NAFTA, Eu SAARC etc.

❖ **Legal Environment**

Legal System, Laws Relative to Bribery & Corrupt Practices, Competition, Product liability, Bankruptcy, Intellectual Property rights, Regulatory Trends affecting I.B. World Trade organisation (a detail study).

❖ **Financial Environment**

International Monetary System in perspective foreign Exchange Market-Working & Practical Problems. Transfer Pricing.

❖ **International Business-Organization, Organizing:**

The key to strategy Implementation. Types of International organisations, New Trends in Global organisations. The Development Cycle and International organisations. Conflict between Headquarters & Subsidiaries.

~~MBE 302~~ **II - STRATEGIC MANAGEMENT**

Introduction: Meaning of Strategic Management, Role of Strategic Management, Process of S.M. Limitations of SM, Organizational Mission, Vision, Goals and ethics.

Environmental Scanning: Appraisal of external environment, Dynamics of internal environment, organizational capabilities and appraisal.

Strategy Formulation: Business level strategy, Corporate Level Strategy, Functional Strategies.

Strategy Implementation: Aspects of Strategy implementation, Project Implementation, Procedural Implementation, Resources Allocation, Organizational design and change, corporate Culture.

Strategic Evaluation and Control: Meaning of Strategic Evaluation and Control Criteria and Techniques of Strategic Evaluation and control, Role of Organizational systems in valuation.

~~MBE 303~~ **III - INDIAN FOREIGN TRADE POLICY**

Indian's Foreign Trade: Trends and developments; Commodity composition and direction, India's foreign trade in global context.

Foreign Trade Policy and Control in India; Policy making body and institutions; Exchange control in India- objectives and definition.

Import Substitution and Export Promotion Policies. Export Incentives –duty exemption schemes, EPCG, duty draw backs; Role of commercial banks in foreign trade; deferred payment system; EXIM Banks; Export credit insurance and ECGC.

Infrastructure Support for Export Promotion: Export Promotion councils; commodity board/Products export development authorities; Specific service institutions; State trading organization; Export and Trading Houses; Export Processing Zones/Special Economic Zone (EPZ/SEZ); Export Oriented units (EOUs)

Foreign Investment Policy : Indians Joint ventures abroad, Multilateralism and Bilateralism in India's foreign trade.

IV ~~MIB-304~~ - INTERNATIONAL RETAILING

Introduction to International Marketing, International trade and business, International marketing environment, International marketing research, International Marketing segmentation and product decision, Introduction to International Retailing. Trends in International Retailing, Motives for International Retailing, Market Selection in International Retailing, Entry forms in International Retailing, Comparing in Foreign Markets, Multi-Country and global competition, Competition advantage in foreign market. Competing in Emerging foreign markets, Export and other entry methods, domestic market and retail operations, retail positioning and brand image, market research, Segmentation, Targeting and positioning, Market-mix, Pricing and Distribution, Promotional-mix and advertising, Publicity, PR and Sales Promotion, Personnel Selling and sales management. Financial Decision in International retailing, A study on the impact of frequent commission of competitive pricing on consumer perception while purchasing form a retail store, Retailer's commission to customer, A qualitative approach to analyze a retail commission methods and customer categories.

V ~~MIB-305~~ - INDUSTRIAL MARKETING

Introduction to Industrial Marketing, The Industrial markets, Industrial marketing environment, Industrial buying and buying behaviour, managing customer relationship, Strategic planning process, Industrial marketing research and demand forecasting, Segmenting, Targeting and positioning, Industrial products, New Product Development and services, Marketing Channels, Marketing Logistics and Supply chain Management, Industrial sales force, Developing and Managing them, Industrial sales force, planning, organizing and controlling, E-commerce, Industrial Marketing communication-

Advertising, Sales Promotion and Publicity, Industrial pricing, Industrial marketing for Global markets, Business Ethics and corporate social responsibility.

~~MIB-01~~ ^{VI} - GLOBAL MARKETING

Global Marketing: Nature, definition and scope of global marketing; Domestic Marketing Vs. International Marketing; International Marketing Environment, external and Internal.

Identifying and Selecting Foreign Market: Foreign market entry mode decisions.

Product Planning for International Market: Product designing; Standardization vs. adaption; Branding and packaging; Labeling and quality issues; after sales service.

International Pricing: Factors influencing international price, Pricing process and methods; International price quotation and payment items.

Promotion of product/services abroad; Methods of international promotion; Direct Mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.

International Distribution: Distribution channels and logistics decisions; Selection and appointment of foreign sales agents

~~MIB-02~~ ^{VII} - PRODUCT MANAGEMENT AND NEW PRODUCT DEVELOPMENT

How to be an effective product manager, Changing job function of product managers, How to select the right product managers, How to improve the efficiency of resource managers, Effective marketing plans, New Product development and selection procedure, Factors that can influence the success of a brand measuring, brand equity and evaluating brands, Brand architecture, Concept of UCP, New Product introduction.

~~MIB-03~~ ^{VIII} - INTERNATIONAL MARKET RESEARCH

Introduction: Meaning of Research, Basic and applied research Scope of Marketing Research, Distinction Between Market and Marketing Research, Application of Marketing research.

Meaning and Scope of International Marketing Research, Need for International Marketing Research.

Source of International Marketing research-Primary and Secondary sources.

Application International Marketing Research Screening Potential market, Assessing targeted markets, Drawing conclusions.

Role of International Trade Agencies-WTO Unctad, Generalised System of Preferences. Role of Regional Institutions and Sectoral Organisations for International Marketing. Role of Director General of Foreign Trade. Planning and Conducting, Market Survey- Product oriented Survey, Market oriented Survey, Survey conducting, Survey techniques, Sampling, Processing and Analysing of Data. Presentation and Follow-up.

Recent Developments in International Marketing Research. Ethical Issues in Marketing Research.

~~MB-404~~ **IX**
EXPORT-IMPORT PROCEDURE DOCUMENTATION AND LOGISTICS

Introduction: Role of Exports and Imports in Indian Economy, Export-Import policy of India, Foreign exchange regulations, ISO 9000 Series and other internationally accepted quality certificates, Quality control and pre-shipment inspection, marine insurance.

Export Procedure: Export Documentation, General exercise clearance, custom clearance, role of clearing and forwarding agents, Shipment of export cargo, Export credit guarantee and policies, forward exchange cover, finance for export on deferred payment terms. Duty drawbacks, Logistics for exports and imports.

Imports Procedure: Import Licensing policy; Actual User licensing, Replenishment Licensing, Import-Export pass book, Capital goods licensing. exports houses and trading houses.

Import Management in Development Economy; foreign exchange budgeting, Import procurement methods, imports financing, purchase contract, import under counter trade, monitoring and follow-up of import contracts.

~~MB-705~~ **X**
FOREIGN LANGUAGES- GERMAN/FRENCH

OR BUSINESS COMMUNICATION SKILLS

FRENCH

	Marks
I. Translation from French into English	25
II. Translation from French into English	25
III. Dictation (For Half and Hour)	30
IV. Grammar – Elementary knowledge of Verbs and Tenses	20

GERMAN

I. Translation from German into English	25
II. Translation from German into English	25
III. Dictation (For Half and Hour)	30
IV. Grammar – Elementary Knowledge of Verbs and Tenses	20

BUSINESS COMMUNICATION SKILLS

Business Communication: Definition, Methods, Types, Principles of effective Communications, Barriers and remedies to Communication.

Business Letter: Layout, Kind of Business letters, Interview, Appointment, Acknowledgement, Promotion, Enquiries, Replies, Orders, Sales, Circular, Complaints.

Public Speaking, Seminar Presentation, Interview, Group Discussion, Effective Listening, Report Writing, Agenda, Minutes of meetings, Memorandum, Office Order, Circular, Notes.

Business Etiquettes and manners, Shake hand, Dressing Sense, Dining etiquettes, introducing a guest, e-mail etiquettes, work place etiquettes, telephone etiquettes.

~~MB-421~~ - PROJECT REPORT AND VIVA-VOCE

PROJECT REPORT: 50 MARKS

VIVA-VOCE: 50 MARKS

Every student shall submit a project report after summer vacation of Semester-III on an appropriate topic under the supervision of faculty member and face a viva-voce at the end of the theory papers.