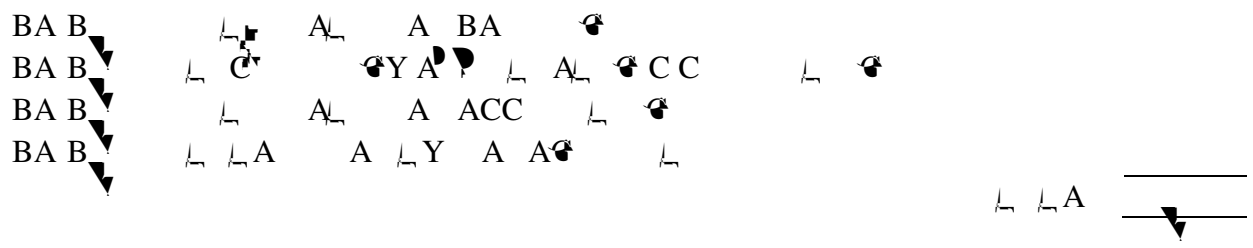


PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)

SYLLABI FOR MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS) (MBA-IB) FOR THE EXAMINATION OF 2012-2013

Note

- 1. Examination in each subject will be of 3 hours duration except for Global Strategic Management MBAIB will be 4 hours
- 2. The duration of Global Strategic Management MBAIB will be 4 hours
- 3. Maximum Marks for external written examination is 70 marks and internal assessment is 30 marks except for seminar and workshop courses. Also see AOU L7 and AOU L8 St



UNIT II

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n n o p ' p n p o p o n !

UNIT III

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f n on o f n on n n n o f n !

UNIT IV

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on o n n' n n n n n on ,

7. *Marketing Management Planning Control*
8. *Marketing Control*

MBAIB6103: BUSINESS STATISTICS

Objective: To understand the concepts and applications of business statistics.

UNIT-I

Concepts of business statistics, types of statistics, scope and limitations of business statistics, collection of data, primary and secondary data, classification of data, tabulation of data, statistical diagrams, measures of central tendency, measures of dispersion, correlation and regression.

UNIT-II

Concepts of probability, types of probability, addition and multiplication theorems of probability, binomial and normal distributions, sampling methods, sampling errors, confidence intervals, hypothesis testing, parametric and non-parametric tests.

UNIT-III

Concepts of quality control, types of quality control, statistical quality control, control charts, acceptance sampling, process control, statistical process control.

UNIT-IV

Concepts of forecasting, types of forecasting, qualitative and quantitative forecasting methods.

The following table shows the results of a survey of 1000 people. The first column shows the age group, the second column shows the gender, and the third column shows the response to the question "Do you own a car?". The numbers in the table represent the number of people in each category.

Age Group	Gender	Own a Car?	Count
18-24	Male	Yes	120
	Female	Yes	100
25-34	Male	Yes	150
	Female	Yes	130
35-44	Male	Yes	180
	Female	Yes	160
45-54	Male	Yes	200
	Female	Yes	180
55-64	Male	Yes	160
	Female	Yes	140
65+	Male	Yes	100
	Female	Yes	80
		No	880
Total			1000

References

- 1. An Introduction to *Statistics for Business Economics*, 10th Edition, by Douglas C. Boes, et al.
- 2. An Introduction to *Quantitative Methods in Business*, 10th Edition, by Douglas C. Boes, et al.
- 3. B...

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o n n n o p n n o n n o n
n on n o n n

UNIT – III

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n o n n n n

UNIT – IV

Con po n n n o n n n n b o n
n b b n n o n o n

References

Introduction to Management Accounting
Financial and Managerial Accounting The Basis for Business Decisions
Financial Management Text and Problems
Accounting Theory An Introduction
Financial Accounting for Management
Financial Accounting A Managerial Perspective

MBAIB6105: SEMINAR ON FOREIGN TRADE POLICY AND MANAGEMENT

Objective: The objective of this seminar is to provide a comprehensive overview of the current foreign trade policy and management practices in India. It aims to equip students with the necessary knowledge and skills to analyze and evaluate the impact of trade policies on the Indian economy and to develop effective strategies for managing international trade.

UNIT I

The objective of this unit is to provide a comprehensive overview of the current foreign trade policy and management practices in India. It aims to equip students with the necessary knowledge and skills to analyze and evaluate the impact of trade policies on the Indian economy and to develop effective strategies for managing international trade.

UNIT II

The objective of this unit is to provide a comprehensive overview of the current foreign trade policy and management practices in India. It aims to equip students with the necessary knowledge and skills to analyze and evaluate the impact of trade policies on the Indian economy and to develop effective strategies for managing international trade.

MBAIB6106: SEMINAR ON MICRO ECONOMICS

Objective: To understand the basic concepts of micro economics and to analyze the behavior of individuals and firms in a market economy.

UNIT I

Introduction to Micro Economics, Demand and Supply, Equilibrium, Elasticity and Consumer's Equilibrium.

UNIT II

Production, Cost of Production, Profit Maximization, Perfect Competition, Monopoly, Oligopoly and Duopoly.

References

- 1. Park, N. C. *Economics* 10th Edition
- 2.

MBAIB6107: WORKSHOP ON BUSINESS COMPUTING

Objective: To provide an opportunity for students to learn the basic concepts and applications of business computing.

UNIT-1

The objective of this unit is to provide an overview of the business computing environment. It covers the basic concepts of business computing, the role of business computing in an organization, and the various types of business computing systems. It also discusses the importance of business computing in the modern business environment.

Unit-II

The objective of this unit is to provide an overview of the business computing environment. It covers the basic concepts of business computing, the role of business computing in an organization, and the various types of business computing systems. It also discusses the importance of business computing in the modern business environment.

MBAIB6108: WORKSHOP ON BUSINESS COMMUNICATION

Objective: To provide an opportunity for students to develop their communication skills in a practical manner. The workshop is designed to help students understand the importance of effective communication in the business world and to provide them with the necessary skills to succeed in their careers.

UNIT – I

An introduction to business communication. This unit covers the basic concepts of communication, the communication process, and the importance of communication in business. It also discusses the different types of communication, such as verbal, written, and non-verbal communication, and the role of communication in the organization.

UNIT – II

Business communication in the workplace. This unit focuses on the practical aspects of communication in the workplace, including the use of communication tools and techniques, the role of communication in team work, and the importance of effective communication in the workplace.

Effective Business
 Communication
 Management Communication: A Case Analysis Approach
 Handbook for Writers and Editors

SECOND SEMESTER

MBAIB6201: INTERNATIONAL BUSINESS ENVIRONMENT

Objective: To provide a comprehensive understanding of the international business environment.

The course aims to equip students with the knowledge and skills necessary to analyze and understand the complexities of international business. It covers key areas such as international trade, foreign investment, and the role of multinational corporations in the global economy.

UNIT IV

Constitution of India and its provisions
Provisions of Fundamental Rights
Provisions of Fundamental Duties
Provisions of Directive Principles of State Policy

References

- 1. A.P.J. Abdul Kalam, *Legislation of Business*, New Delhi: Oxford University Press, 2002.
- 2. C. N. S.

UNIT II

n n on f n n n n on · n n on b n n n on ,
n n on bon ' n n on ' f n oꝛ on on f o n n '
n n n p ' n n on p o f o o n n |

UNIT III

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p o p o ' n n oꝛ n p o ' n n f o n n
p o ' n o n n o n ' o n n |

UNIT IV

**MBAIB6203: WORKSHOP ON FOREIGN TRADE DOCUMENTATION
AND TRADE FINANCE**

Objective: To provide participants with a comprehensive understanding of the documentation and financing aspects of international trade. The workshop aims to equip participants with the knowledge and skills necessary to effectively manage trade transactions, including the preparation and review of trade documents, and the utilization of various trade financing instruments.

UNIT III

UNIT I

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UNIT II

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UNIT III

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n n on n

UNIT IV

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on o n n ob n n p p o o n n on n

References

- | C o | | *International Marketing* |
- | P o | | n C | *Global Marketing Strategies* |
- | n | | *International Marketing* |
- | b C | *International Marketing* |

MBAIB6206: WORKSHOP ON RESEARCH METHODOLOGY

Objective: L o op n n n o f b n o o o f o
p p n p p L p p o f o o o b

Research Methods for Business A S i Bui ding Approach o n n
on | n |

Business Research Methods C n n n |

THIRD SEMESTER

MBAIB7101: GLOBAL STRATEGIC MANAGEMENT

Objective: n o n n n on o f f
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End se ester paper n p p b o f four o n s | **Section A** b
o f on n o f f a on | a on b f o n | n
a o n o a on n on f o n | **Section B** b o f

References

- Davidson, P. R. (2008). *International Management: Managing across borders and cultures*. London: Sage.
- Davidson, P. R. (2010). *Strategic Management: An Integrated Approach*. London: Sage.
- Davidson, P. R. (2011). *International Business: Competing in the Global Market*. London: Sage.
- Davidson, P. R. (2012). *Strategic Management: Competitiveness and Globalization*. London: Sage.
- Davidson, P. R. (2013). *Global Strategy*. London: Sage.
- Davidson, P. R. (2014). *International Business: A strategic management approach*. London: Sage.
- Davidson, P. R. (2015). *The Essence of International Business*. London: Sage.
- Davidson, P. R. (2016). *International Management: Concept and Cases*. London: Sage.

UNIT I

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o n !

UNIT II

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ob C !

UNIT III

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n n' n' n no n n n on on of
n n n n !

UNIT IV

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on fo o n n o n on of f
n no ' C n o n o o n b n n on o po on
p n o p n p n o on on n n n of C n o '
n C n n n ob C !

References

- 1. Co... | | *A ogistic Approach to Supp y Chain Manage ent* C n n n !
- 1. Co... | | B... | | n n C | *The Manage ent of Business Logistics*
- 1. o on o n
- 1. b | | o | | *Funda enta of Logistics Manage ent*

Global Logistics and Supply Chain Management
 Supply Chain Management Theory and Practice
 International Logistics
 Principles of Supply Chain Management
 International Logistics
 International Business Law

MBAIB7103: INTERNATIONAL BUSINESS LAW

Objective: To understand the basic concepts of international business law and its application in the global market.

UNIT I

Introduction to International Business Law

UNIT IV

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n n on b on' n n C o A ' 4 |

References

- 1 A pp | *Legal Environment of Business* b on
- 2 B | | *Drafting of Commercial agreements* n n n
- 3 C | n n | *Statutes conventions in International Trade Law* C n
p b n |
- 4 n | b | n n | *International Business Environment and operations* n
- 5 | o C *International Business Law* |
- 6 | | *Legal Aspects of Business* C n n n |
- 7 o ff C *Export trade: The Law and practice of international trade* n
|
- 8 | n | A | *International Business Law - Environment and Transaction* | n n on on

MBAIB7104: WORKSHOP ON SECTORAL STRATEGIES FOR EXPORTS

Objective: 4 ob o o o p n n n

UNIT I

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f o n b n f o on n n oo n
n po n o of n n o po o of p po
po o on o n n po o n po n po n n b o
po po ob o n po

UNIT II

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on n b b mn | p | p s | n n | n n

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 o n n b on
 S o n b on
 |||
 o p o n !
 b n o n n n p o n p o !
 o n p o !
 o n n n o n p o b b o n C n
 b !

MBAIB7105: SEMINAR ON INTERNATIONAL MARKETING RESEARCH

Objective: n o on on n n o n n on
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 p n o n n !

UNIT - I

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UNIT – II

The main objective of this unit is to provide a comprehensive overview of the international marketing environment. It covers the various factors that influence international trade, such as political, economic, and cultural differences. The unit also discusses the challenges and opportunities of international marketing and provides a framework for developing an international marketing strategy.

References

1. Armstrong, G. C. & Kotler, P. (2006). *Marketing Research: An Applied Approach*. Boston: Allyn and Bacon.
2. Armstrong, G. C. & Kotler, P. (2006). *International Marketing Research*. Boston: Allyn and Bacon.
3. Armstrong, G. C. & Kotler, P. (2006). *Marketing Research: An Applied Orientation*. Boston: Allyn and Bacon.
4. C. Armstrong & P. Kotler (2006) *International Marketing Research*. Boston: Allyn and Bacon.
5. Armstrong, G. C. & Kotler, P. (2006). *Marketing Research: An International Approach*. Boston: Allyn and Bacon.

MBAIB7106: FOREIGN LANGUAGE- FRENCH

Objective: The objective of this course is to provide students with a solid foundation in the French language. The course covers the basic grammar, vocabulary, and pronunciation of French, as well as the cultural context of the language.

1. Understand the basic grammar and vocabulary of French.
2. Develop the ability to communicate in French in various contexts.
3. Gain a basic understanding of French culture and customs.
4. Develop the ability to read and understand French texts.
5. Develop the ability to write in French.

50 marks

References

Ca pus I Methode de francais C n n on
n o

MBAIB7111: SEMINAR ON PROJECT PLANNING AND ANALYSIS

Objective: o o o p o o o n n n n o o n
p o p o n n o p f n o n o p p o
p n p p o b n n on p n n p o p o n n
n o f ' p n p o p n n on n on o o ' n o
n o p o n n o f n p p on

UNIT I

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n n n f n n n

UNIT II

p n o f ' p on o f ' n n ' n o n '
on C o on' on n ' on o f p o ' n n p '
p on on o b n p o o f n n f ' o p
n on' n on o f ono f ' n on p b n n n n
f n n n p ' p o p n n n p o on o' n p o f p o n n '
p n o f p o p n on' n o n n f o p o n n '
o p n o f p o n o ' on' n on o f p ' n n
o ' n C o ' n o o

Unit II

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o_f on n on n o o_f n o n p
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p → on p → on_f n n o n → on b n p
o n n n n o_f o p n , n o on
n B n p on n o o_f on n n
n n on o_f n n
o o_f B n p o_f p

References

- 1. *A → a uation for Mergers Buyouts and Restructuring*
- 2. *o n | A| Mergers Acquisitions and Corporate Restructurings*
- 3. *n | Mergers et a Issues I p ications and Case La s in Corporate Restructuring*
- 4. *n | Harvard Business Revie on Mergers and Acquisitions* B n
- 5. *on | n n | Ta eovers Restructuring and Corporate Governance*

MBAIB7113: SEMINAR ON ENTREPRENEURSHIP MANAGEMENT

Objective: ob o o o p o n n o on o n p n p n
o p n p o | o o n p p n o n p n p n p








UNIT I

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UNIT II

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n n n b of b n n o n n' on p of po n
f on po n f on po of on po po po n
po pp p of b pp po p mn n o o b n f n |

References

- 1. B n |  *Entrepreneurship Development* b n  o Bo b |
- 2. B b | n n o | | *Entrepreneurship and Venture Management*
L po |
- 3. Coo | | *The Start up Entrepreneur* p n o Yo |
- 4.  | *Innovation and Entrepreneurship* Aff |
- 5. S | n | | *The Change Masters - Corporate Entrepreneurs at Work* n
- 6. | n o  *Intrapreneuring* p o b on |
- 7.  n  | n | *The Entrepreneur's Master Planning Guide*
- 8. | n  | | *Entrepreneurship - A Comparative and Historical Study* Ab b n
Co | |

MBAIB7114: SEMINAR ON REGIONAL ECONOMIC GROUPINGS

Objective: The seminar aims to provide a comprehensive overview of the current trends and challenges in regional economic groupings. It will explore the role of these groupings in promoting economic growth, social development, and environmental sustainability. The seminar will also discuss the impact of globalization and digitalization on regional economic groupings and the need for policy interventions to address these challenges.

UNIT I

The first unit of the seminar will focus on the concept of regional economic groupings and their evolution over time. It will discuss the different types of regional economic groupings, such as trade blocs, economic unions, and regional development banks. The unit will also explore the role of regional economic groupings in promoting economic growth and social development. The seminar will discuss the impact of globalization and digitalization on regional economic groupings and the need for policy interventions to address these challenges.

References

- 1. B. A. Greenfield, *Trading blocs - Alternative approaches to analyzing preferential trade agreements*, London: Routledge, 1990.
- 2. J. A. H. Hanemann, *Regional trading blocs in the world economic system*, London: Routledge, 1990.
- 3. J. A. H. Hanemann, *Regional Integration and development of Britain*, London: Routledge, 1990.
- 4. J. A. H. Hanemann, *Regional Integration and development of Britain*, London: Routledge, 1990.

FOURTH SEMESTER

MBAIB7201: CROSS CULTURAL ISSUES AND INTERNATIONAL BUSINESS NEGOTIATIONS

Objective: To provide a comprehensive understanding of cross-cultural issues and international business negotiations.

UNIT I

B n n on p · n o on o b n p o n n o_f b n
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n o op b n n o p o n b n n b n o on b n
b n o ' n on ' p on o_f f n n on
b n b n n n p o p o n o_f b n p nn n n_f n n
b n p o n op n b n n o ob !

UNIT II

B n on o_f on · b n n on b n p o b n
p on n n o_f b n n b n o n on' b n n
n b n n · b n n

UNIT III

B n p o on n o p on n o_f p o on n · b n p o on n on

- Brands in the balance meeting the challenges to commercial identity
- The Essential Brand Book
- Strategic Brand Management
- Building Brand Identity

MBAIB7205:FOREIGN LANGUAGE- FRENCH

Objective: The objective of this course is to provide students with a solid foundation in French language and culture.

Theory Paper

- Composition 1: Write a short story in French.
- Composition 2: Write an essay on a given topic in French.
- Composition 3: Write a report on a given topic in French.
- Composition 4: Write a letter in French.

50 Marks

References

- Capus I Methode de francais C

MBAIB7206: SEMINAR ON 3206:rinfra-20.88 Td 3206:rfr

MBAIB7211: INTERNATIONAL BANKING

Objective: To understand the role of international banking in the global economy and to analyze the impact of international banking on the world economy.

UNIT-I

The unit covers the following topics: Introduction to International Banking, International Money Market, International Trade Finance, and International Banking Operations. The unit also discusses the role of international banking in the global economy and the impact of international banking on the world economy.

UNIT-II

The unit covers the following topics: International Money Market, International Trade Finance, and International Banking Operations.

UNIT-IV

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UNIT II

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UNIT III

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UNIT IV

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op n o u on o o f n o on a n
f b |

References

- | B | *Managing Technology* n |
- | P | on | *Technology Strategy and the Fir* on n b on |
- | | | *Management of Technology Transfer and Technology A C L B n o |*
- | CA *Technology for Deve op ent* CA |

MBAIB7213: INTERNATIONAL ACCOUNTING

Objective: L o b o n n n no n n n on o n n n
ob f n n po n p o op p f o f n o n ob |

UNIT I

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p p on !

o f o p on n n on o f n n n · n on o f
f n n n o n n p o n n o n n n o !

UNIT II

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p o b n f b p n n o f n n n n !

UNIT III

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on o n o f o p n n o n n n o n n on
n f f o f n n f o n n !

UNIT IV

o n An · n n p n o f f o o p n n non
n f o n on n o p on n f p o n p o
p o n f n n p o n !

References

1. *International Accounting* by *International Accounting*
2. *International Financial Reporting Standards* by *International Accounting*
3. *International Financial Reporting Standards* by *International Accounting*
4. *Comparative International Accounting* by *International Accounting*
5. *International Accounting: An Australian Perspective* by *International Accounting*

MBAIB7214: TOTAL QUALITY MANAGEMENT

Objective: To provide a comprehensive understanding of the principles and practices of Total Quality Management (TQM) and its application in various organizations. The course aims to equip students with the knowledge and skills to identify and implement TQM in their respective organizations, thereby enhancing organizational performance and customer satisfaction.

UNIT I

Introduction to TQM: History, Evolution, and Importance

on o n p o n p o n n f o a · oppo n f o p o n n
p o n n n on p n n n n n f o b f n on
a n b b f n f b o n p o p f o n
o f o · o f o a p o f n n o o f
f n n f b o o