PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)

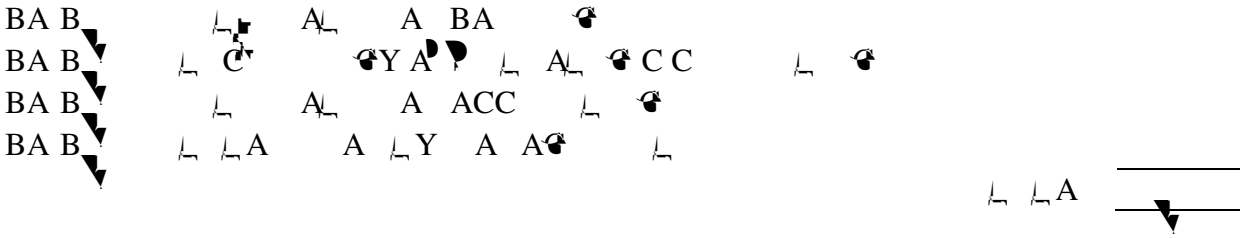
SYLLABI FOR MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS) (MBA-IB) FOR THE EXAMINATION OF 2012-2013

Note

Exa ination in each subject i be of hours duration except for G oba Strategic Manage ent MBAIB

The duration of G oba Strategic Manage ent MBAIB i be hours

Maxi u Mar s for externa ritten exa ination is ar s and interna assess ent is ar s except for se inar and or shop courses ALse A ou L s e A ou L St



FIRST SEMESTER

MBAIB6101: ORGANISATIONAL BEHAVIOUR AND INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Objective:

UNIT I

UNIT II

UNIT III

UNIT IV

References

A pp n n *Internationa Hu an Resource Manage ent* b n

B o n *Internationa Hu an Resource Manage ent Po icy and Practice for the G oba Enterprise* o n *Organizationa Behavior* n

o n *Organizationa Behavior Hu an Behavior at or* Co p n n

n n n C *Change Manage ent A tering Mindsets in a G oba Context* pon Boo

nderstanding Organizationa Behaviour o n

obb n n *Organizationa Behavior* on on

Organisationa Behaviour and Change .

MBAIB6102: MARKETING MANAGEMENT

Objective: o n p p n n on p p o op p o n n n op on o f f o b n n n pp o p o n f n on

UNIT I

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UNIT II

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UNIT IV

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7. *Mar eting Manage ent P anning Contro Ne*

8. *Mar eting*

MBAIB6103: BUSINESS STATISTICS

Objective:

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

[illegible]

[illegible]

References

[illegible] An on *Statistics for Business Econo ics* [illegible] o on n n Bo [illegible]

[illegible] An on *Quantitative Methods in Business* [illegible] o on n n Bo [illegible]

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UNIT – III

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UNIT – IV

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References

o n n C n n on *Introduction to Manage ent Accounting* n o n
n B n n *Financia and Manageria Accounting The Basis for Business Decisions*
n Y n n *Financia Manage ent Text and Prob e s*
o *Accounting Theory An Introduction*
n n n n *Financia Accounting for Manage ent*
Financia Accounting A anageria Perspective n o n

MBAIB6105: SEMINAR ON FOREIGN TRADE POLICY AND MANAGEMENT

Objective: ⌊ o♭ o ƒ o o n n n o ƒ n n n on ♭ ♭ ◗ ◗ ☙ ⌊ n o ƿo n ƿo o ƒ oo n n n ⌋

UNIT I

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UNIT II

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MBAIB6106: SEMINAR ON MICRO ECONOMICS

Objective:

UNIT I

UNIT II

References

MBAIB6107: WORKSHOP ON BUSINESS COMPUTING

Objective: ob o p p o op n n n o p n
o n n n

UNIT-1

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Unit-II

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MBAIB6108: WORKSHOP ON BUSINESS COMMUNICATION

Objective

UNIT – I

UNIT – II

p A n n o n *Effective Business Co unication* Co p n S o *Manage ent Co unication A Case Ana ysis Approach* on on o *Handboo for riters and Editors* A b n n A o on

SECOND SEMESTER

MBAIB6201: INTERNATIONAL BUSINESS ENVIRONMENT

Objective o n n o n n po n o ono o n oo ono o n n A S S o

UNIT IV

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References

- A pp *Lega Environ ent of Business* b on
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UNIT II

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UNIT III

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UNIT IV

MBAIB6203: WORKSHOP ON FOREIGN TRADE DOCUMENTATION AND TRADE FINANCE

Objective:

References

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n C *Export Procedures and Docu ents*

A *Export and I port Manage ent Exce Boo s*

Finance of Foreign Trade and Foreign Exchange poo

Manua on Export Docu entation b p b on

Export hat here and Ho An p b

n n B B *Internationa Mar eting Manage ent* C n

MBAIB6204: OPERATIONS RESEARCH

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

UNIT I

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UNIT II

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UNIT III

UNIT I

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UNIT III

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UNIT IV

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References

C o *Internationa Mar eting*

o n C C *G oba Mar eting Strategies*

n n *Internationa Mar eting* o

b C *Internationa Mar eting* C n n n n

MBAIB6206: WORKSHOP ON RESEARCH METHODOLOGY

Objective: o o n n n o f b n o o o f o p p n p p o f o o o b

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

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n *Business Research Methods* C n n n

THIRD SEMESTER

MBAIB7101: GLOBAL STRATEGIC MANAGEMENT

Objective: o n n n on o

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References

Internationa Manage ent Managing across borders and cu tures on

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C n on *Strategic Manage ent An Integrated Approach*

B n

C n n A *Internationa Business Co peting in the G oba Mar et P ace* o n

A n n o on *Strategic Manage ent Co petitveness and G oba ization* o on o n

n *G oba Strategy* o on

n A *Internationa Business A strategic anage ent approach* on on

n o C *The Essence of Internationa Business* n

B on n B *Internationa Manage ent Concept and Cases* Co

UNIT I

UNIT II

UNIT III

UNIT IV

References

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

n n n C n B *G oba Logistics and Supp y Chain Manage ent* o n on

o n n *Supp y Chain Manage ent Theory and Practice*

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Internationa Logistics B n

n on n n C *Princip es of Supp y Chain Manage ent*

C n n n

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MBAIB7103: INTERNATIONAL BUSINESS LAW

Objective ob o o o po p p n o b p n p

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UNIT I

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UNIT IV

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References

A pp *Lega Environ ent of Business* b on

B *Drafting of Co ercia agree ents* n n n

C n n *Statutes conventions in Internationa Trade La* C n p b n

n n b n n *Internationa Business Environ ent and operations* n

o C *Internationa Business La*

Lega Aspects of Business C n n n

o C *Export trade The La and practice of internationa trade* n

n A *Internationa Business La - Environ ents and Transaction* n n on on

MBAIB7104: WORKSHOP ON SECTORAL STRATEGIES FOR EXPORTS

Objective ob o o o op n n n

UNIT I

UNIT II

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MBAIB7105: SEMINAR ON INTERNATIONAL MARKETING RESEARCH

Objective o on on n n o n n on n o n ƿƿ on o n ƿ n o n n

UNIT – I

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UNIT – II

References

Mar eting Research An App ied Approach

Internationa Mar eting Research on on

Mar eting Research An App ied Orientation on

4. C C n o n *Internationa Mar eting Research*

Mar eting Research An Internationa Approach

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MBAIB7106: FOREIGN LANGUAGE- FRENCH

Objective:

50 marks

References

Ca pus I Methode de francais C n n on

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MBAIB7111: SEMINAR ON PROJECT PLANNING AND ANALYSIS

Objective: ob o o o o n n n o o n
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UNIT I

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UNIT II

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Unit II

References

a uation for Mergers Buyouts and Restructuring

Mergers Acquisitions and Corporate Restructurings

Mergers et a Issues I p ications and Case La s in Corporate Restructuring

Harvard Business Revie on Mergers and Acquisitions

Ta eovers Restructuring and Corporate Governance

MBAIB7113: SEMINAR ON ENTREPRENEURSHIP MANAGEMENT

UNIT I

UNIT II

References

B n *Entrepreneurship Deve op ent* b n o Bo b

B b n n o *Entrepreneurship and enture Manage ent*

Coo *The Start up Entrepreneur* n o Yo

Innovation and Entrepreneurship A

n *The Change Masters - Corporate Entrepreneurs at or* n

n o *Intrapreneuring* o b on

A n *The Entrepreneur s Master P anning Guide*

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n *Entrepreneurship - A Co parative and Historica Study* Ab b n

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MBAIB7114: SEMINAR ON REGIONAL ECONOMIC GROUPINGS

Objective: ⌊ n ʔ o ʃ on oʃ ⌊ A ⌊A n C o n on n o n o oʃ n n ono n oʃ ʃ n ⌊ n A n ⌊A ⌊ ʔ ʔ ʔ o n oʃ o on ono o ʔ n n o n o on n

UNIT I

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References

- B n n A *Trading b ocs - A ternative approaches to ana yzing preferentia trade agree ents* n o no o
- n A n *Regiona trading b ocs in the or d econo ic syste* n o n n on ono
- n n A *Regiona Integration and deve op ent* o B n b on
- C A p b on

FOURTH SEMESTER

MBAIB7201: CROSS CULTURAL ISSUES AND INTERNATIONAL BUSINESS NEGOTIATIONS

Objective: ob o o o n n o

UNIT I

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UNIT II

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UNIT III

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Strategic Brand Manage ent

5. *Bui ding Brand Identity*

MBAIB7205:FOREIGN LANGUAGE- FRENCH

Objective

Theory Paper

50 Marks

References

Ca pus I Methode de francais

MBAIB7206: SEMINAR ON o3206:rinfra-20.88 Td ßo3206:rfr

MBAIB7211: INTERNATIONAL BANKING

Objective: ⊥ o♭ o o n ƿo n n n ƒo ƒƒ oƿ on n o n o n on ♭ n ı

UNIT-I

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UNIT-II

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UNIT-IV

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UNIT II

[illegible]

UNIT III

[illegible]

UNIT IV

[illegible]

References

[illegible] *Managing Techno ogy* [illegible]

[illegible] *Techno ogy Strategy and the Fir* [illegible]

[illegible] *Manage ent of Techno ogy Transfer and Techno ogy* [illegible]

[illegible] *Techno ogy for Deve op ent* [illegible]

MBAIB7213: INTERNATIONAL ACCOUNTING

Objective: [illegible]

UNIT I

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UNIT II

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UNIT III

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UNIT IV

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References

Internationa Accounting

Internationa Financia Reporting Standards o I II

Internationa Financia Reporting Standards o

Co parative Internationa Accounting

Internationa Accounting

Internationa Accounting A ser Perspective

MBAIB7214: TOTAL QUALITY MANAGEMENT

Objective:

UNIT I

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