

PANJAB UNIVERSITY, CHANDIGARH -160014 (INDIA)

(Estd. under the Panjab University Act VII of 1947 -enacted by the Govt. of India)

FACULTY OF BUSINESS MANAGEMENT AND
COMMERCE

SYLLABI FOR MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)(MBA-IB) FOR THE EXAMINATION OF 2019-2020

Note:

1. Examination in each subject will be of 3 hours duration except for Global Strategic Management (MBAIB7101).
2. The duration of Global Strategic Management (MBAIB7101) will be 4 hours.
3. Maximum Marks for external/written examination is 50 marks and internal assessment is 50 marks except for seminar and workshop courses.

FORTH SEMESTER		
MBAIB7201	CROSS CULTURAL ISSUES AND INTERNATIONAL BUSINESS NEGOTIATIONS	100
MBAIB7202	INTERNATIONAL BRAND MANAGEMENT	100
MBAIB7203	RESEARCH PROJECT ^{***}	100
MBAIB7204	COMPREHENSIVE VIVA VOCE ^{****}	100
MBAIB7205	FOREIGN LANGUAGE- FRENCH	50
MBAIB7206	SEMINAR ON WTO AND INTERNATIONAL TRADE POLICIES	50
	ANY TWO OF THE FOLLO WING:	
MBAIB7211	INTERNATIONAL BANKING	100
MBAIB7212	TECHNOLOGY AND STRATEGIC CONSULTING	100
MBAIB7213	INTERNATIONAL ACCOUNTING	100
MBAIB7214	TOTAL QUALITY MANAGE MENT	100
	TOTAL	<u>700</u>

*** The Research Project will start from^d 3rd Semester. Though marks of this project will be counted in the 4th Semester only.

**** Comprehensive Viva

THIRD SEM ESTER

MBAIB7101: GLOBAL STRATEGIC MANAGEMENT

Objective: The course will deal with strategic management issues in the context of the firms that

2. Hill, C. W. L. and Jones G. R., Strategic Management: An Integrated Approach, Biztantra
3. Hill, C. W. L. and Jain A. K. , International Business: Competing in the Global Market Place, The McGraw Hill company.
4. Hitt, M. A., Duane R. and Hoskisson R. E., Strategic Management: Competitiveness and Globalization, Thomson, South Western
5. Peng, M. W., Global Strategy, Thomson
6. Rugman, A. M., Richard, M. H., International Business: A strategic management approach, Pearson Education
7. Taggar, J. H. and McDermott, M. C., The Essence of International Business, Prentice Hall.
8. Thakur, M., Burton G. E. and Srivastava, B.N., International Management: Concept and Cases, Tata McGraw Hill Co.

MBAIB7102: GLOBAL SUPPLY CHAIN MANAGEMENT

Objective: The Course explores the main Issues in global supply chain management (SCM) to underline their strategic importance to firms. The course helps students develop understanding about the significance of SCM in international business; understand the key operational issues involved in global supply chain management; have the knowledge of managing SCM in international trade operations; and examine the levels of risk, efficiency, and sustainability of a supply chain

UNIT I

Introduction to global supply chain management: concept and role of SCM services; international purchasing & distribution; SCM networks; inventory management and its components as SCM system; logistics providers (3PLs); reverse logistics; international logistics centers.

UNIT II

Transportation and its services in SCM; transportation services in international market and different transport modes; optimization of transportation process; role of multimodal transport in global SCM.

UNIT III

8. Wood, D.F., Barone, A., Murphy, P., and Wardlow, D., International Logistics NY: Amcon.

MBAIB7103: INTERNATIONAL BUSINESS LAW

Objective: The objective of this course is to expose the participants to the basic legal principles and issues involved in international business and also the laws affecting Indian foreign trade.

UNIT I

Legal dimensions of India foreign trade; Foreign Trade (Development & Regulation) Act 1992 its provisions; Indian law of contract types of contracts, essential elements of valid contract, performance of contract, discharge of contracts; international contract negotiation & its formation; major legal systems of the world.

UNIT II

Sale of goods Indian sales of goods Act 1930, uniform laws on international sale of goods; law of carriage of goods by land, sea and air; marine insurance

UNIT III

Trade related intellectual property rights (TRIPS); trade related investment measures (TRIMS); letter of credit; contracts between agents and principals.

UNIT IV

Issues related to international taxation; double taxation agreements. International arbitration; India Customs Act 1962; GST

References

1. Ashwathappa, K. Legal Environment of Business, Himalaya Publications, Delhi

2. Bakshi, P.M., Drafting of Commercial agreements, Indian Law Institute

3. Carr, I.

a.

References

1. Kinnear, T.C., Taylor, J.R., Marketing Research: An Applied Approach, McGraw Hill Inc.
2. Kumar, V., International Marketing Research, Pearson Education
3. Malhotra, N. and Dash, S., Marketing Research: An Applied Orientation, Pearson
4. Craig,

3. Gatti, S, Project Finance in Theory and Practice: Designing, Structuring, and Financing Private and Public Projects, Academic Press.
4. Little, I.M.D. and Mirrlees J.A., Project Appraisal and Planning for Developing Countries, Oxford and IBH Publishing Co.
5. Nevitt, P.K. and F.J. Fabozzi, Project Financing Euromoney Books.
6. Raghuram, G., Jain R., Sinha, S., Pangotra P., and Morris S. Infrastructure Development and Financing: Towards a Public-Private Partnership, Macmillan.
7. UNIDO, Guidelines for Project Evaluation, Oxford and IBH Publications.

MBAIB7112: SEMINAR ON CORPORATE RESTRUCTURING AND RE-ENGINEERING

Objective: This course is an overview of corporate restructuring transactions. It will expose students to transactions significantly affecting the corporate assets, liabilities and/or equity claims and will stress the economic motives for undertaking them.

UNIT I

Introduction: Forms of corporate restructuring: organic and non-organic, historic and recent trends, theoretical interpretation of restructuring and its analysis in the framework of corporate finance; The Framework and Process for Deal Structuring; Assessing legal, accounting and tax implications; applying valuation and pricing techniques; engaging in negotiation for restructuring, designing the payment methods, funding and assessing the implications on share prices and shareholders' wealth.

Unit II

Reorganization of Assets and Ownership: Concept, financial and legal effects as well as rationale of mergers, acquisitions, and divestitures; Rationale and choice of restructuring ownership

development programs;institutions for entrepreneurship development,entrepreneurship development in other countries

UNIT II

Role of consultancy organizations, role of financial institutions, bank finance to entrepreneurs incentives and subsidies offered by the central and state government, concept of projects and their classification, project identification project formulation, project report, project design, project appraisal, profitability appraisal, project planning, social benefit analysis.

References

1. Bhanushali,S.G.,Entrepreneurship Development,Himalaya Publishing House, Bombay.
2. Baumbach M. and Manuso,J.R.,Entrepreneurship and Venture Management Taraporevala.
3. Cook, J.R.,The Startup EntrepreneurHarper and Row, New York.
4. Drucker, Peter F,Innovation and Entrepreneurship,Affiliated East West Press.
5. Kanter,R. M., The Change MastersCorporate Entrepreneurs at Workwin
6. Pinchot III,G., Intrapreneuring Harper & Row Publications,.
7. Welsh J. A., Jerry,H., andWhite, F., The Entrepreneur

MBAIB7114: SEMINAR ON REGIONAL ECONOMIC GROUPINGS

Objective: The recent proliferation of Free Trade Areas (FTAs) and Customs Union in the world trading system has led to revival of interest in the economic analysis of such Preferential Trading Agreements (PTAs). This paper attempts to make students aware of major regional economic groupings in the world and also their trade relations with India.

UNIT I

Regional economic groupings objectives & rationale, forms of regional economic groupings free trade area, customs union, common market, economic union, regional economic groupings & its impact on world trade.

References

1. Bhagwati, J., Krishna, P., Panagariya, A., Trading blocs Alternative approaches to analyzing preferential trade agreements, Massachusetts Institute of Technology.
2. Frankel, J. A., Stein, E., Wei, S. J, Regional trading blocs in the world economic system Institute of International Economics.
3. Schiff, M. W., and Winters, L. A., Regional Integration and development, World Bank Publications.
4. UNCTAD, WTO, IMF publications.

FOURTH SEMESTER

MBAIB7201: CROSS CULTURAL ISSUES AND INTERNATIONAL BUSINESS NEGOTIATIONS

Objective: The objective of the course is to acquaint students how cultural factors influence behavior in the workplace and to examine the skills needed to manage across national borders. Also, to address the ethical challenges of International Business for corporate decision making.

UNIT I

Introduction: international management culture, meaning and its dimensions; managing cultural diversity; organizational culture; inter cultural communication, various frameworks for examining cultural differences.

UNIT II

Strategy for managing across cultures, culture and structure, motivation across cultures, leadership across cultures, culture and dispute resolution, culture and ethics, international staffing policy.

UNIT III

International business negotiations meaning, features, managing the negotiation process, negotiating within groups, negotiating between groups.

UNIT IV

Cross cultural dimensions in negotiations, ethics in negotiations, human rights charter and corporate social responsibility.

References

1. Cohen, S. Negotiating skills for Managers, Tata McGraw Hill
2. Hodgetts, R. M. and Luthans, F. International Management Culture, Strategy and Behavior, Tata McGraw Hill.
3. Hiltrop, J.M., and Udall, S. The Essence of Negotiation, Prentice Hall of India Pvt. Ltd.
4. Mathur, U.C., Corporate Governance and Business Ethics, Macmillan India Limited.
5. Rao, S.L., Negotiation Made Simple: Everyone Must Win, Excel Books.
6. Raiffa, H., Richardson, J., Metcalfe, D., Negotiating Analysis: The Science and Art of Collaborative Decision Making, PHI Learning Pvt. Ltd.
7. Richard, A.M., International Management Cross Cultural Dimensions, Blackwell Business.
8. Rugman, A. M. and Hodgetts R. M., International Business A Strategic Management Approach, McGraw-Hill, International Edition.

MBAIB7202: INTERNATIONAL BRAND MANAGEMENT

Objective: To facilitate an understanding of the importance of branding in consumer choice and how the value of brands may be developed, protected or lost. Participants are expected to develop ability to measure brand equity in the context of International Markets and identify main challenges facing international brands.

UNIT I

Branding concepts: introduction to brand importance and characteristics of the brand, international terminology of brand: brand symbols; brand character, brand logo, brand extension, shared and cooperative branding corporate name as brand name, brand association, brand image, brand loyalty standardization vs. adaptation; characteristics of successful international brand, strategic brand management process, importance of brand planning influencing brand potential developing brand identity across the globe.

UNIT II

Brand selection criteria of consumers: brands and the consumer buying process, brand personality, meaning of brand share and brand communication vice brands and retailer issues in branding: retail branding

UNIT III

Brand positioning components of positioning: brand positioning strategies, consumer segmentation, brand architecture and portfolio, perceptual mapping, competitive differential advantage, brand equity: measuring and interpreting brand performance: brand value chain, qualitative, quantitative and comparative methods of measuring brand strengths, managing brands over time through reinforcements, revitalization and adjustment in portfolio

UNIT IV

Challenges in international branding protecting brands through trademark registration, brand falsification and protection online branding categories, branding. global brand strategy managing international brands.

References

1. Aaker, D.A., Brand Portfolio Strategy Free Press New York.

2. Drawbaugh, K., Brands in the balance: meeting the challenges to commercial identity, Pearson Education, New Delhi
3. Ellenwood, I., The Essential Brand Book Kogan Page Limited, London
4. Keller, K.L., Strategic Brand Management Pearson Education, New Delhi
5. Upshaw, L.B., Building Brand Identity, John Wiley, New York

MBAIB7205: FOREIGN LANGUAGE - FRENCH

Objective: The objective of the course is to introduce the students to the basics of French Language.

Theory Paper

- | | |
|--|----------|
| 1. Comprehension of an easy unseen passage. | 10 marks |
| 2. General Questions based on the topics covered in the textbook including questions on civilization (objective type or very short type questions) | 10 marks |
| 3. Composition of a dialogue/letter | 10 marks |
| 4. Grammar from prescribed textbook | 20 marks |
| | 50 Marks |

References

1. Giradet, Jacky and Pecheur, Jacques, Campus I: Methode de français SLE International, Paris (Unit 7 to 12).

MBAIB7206: SEMINAR ON WTO AND INTERNATIONAL TRADE POLICIES

Objective: Participants are expected to comprehend economic effects of international trade policies under WTO laws, its various constituent agreements, and prospects or its further

evolution. It seeks to provide knowledge and understanding of the interrelationship between the various elements of the WTO agreements and practices.

UNIT I

WTO agreement at WTO - its objectives and principles ministerial conferences and declarations;
Singapore, Geneva

MBAIB7211: INTERNATIONAL BANKING

Objective: The objective of this course is to familiarize students with the importance and techniques used by international banks and financial institutions. (17.50666(po)-21.935)

UNIT-I

Introduction to international banking; organizational features of international banking; intermediation and resource allocation, policy implications of international banking, correspondent banking; bank accounts NOSTRO and VOSTRO accounts SWIFT, CHIPS, CHAPS, FEDWIRE; resident representatives; bank agencies, foreign branches, foreign subsidiaries and affiliates, consortium banks.

UNIT-II

Role and function of overseas banking, foreign lending, international lending policies and practices, the payment mechanism; settlement system followed in US, UK, Germany, Switzerland and Japan; global trends and developments in international banking, international financial centres offshore banking units, SEZs (17.50e28c3)

UNIT-IV

Various facilities to exporters and importers including forfaiting and factoring, NRI accounts, Indian rupee and foreign currency accounts, risk and credit analysis, management of foreign exchange risk, current banking practice in the analysis and control of foreign portfolio risk; a modern portfolio theory oriented approach to assessment of the riskiness of foreign claims, loans to government and sovereign risk.

References

1. Baye M.R., and Jansen D.W., Money banking and financial markets, ITBS (Indian Edition)
2. Bose, R. N., Fundamentals of International Banking, Macmillan India Pvt Ltd.
3. Compendium on Policies, Incentives and Investment opportunities for Overseas-Indians, Govt. of India.
4. Less, F. A., International banking and finance, Wiley.
5. Rajwade A.V., Foreign exchange, International Finance, Risk management, Academy of Business Studies Edtn
6. Roussakis E. N., International banking principles and practice

UNIT II

Technology forecasting, technology development, technology acquisition and transfer, technology absorption and diffusion, evaluation/assessment of competing technologies, foreign diffusion, collaboration and strategic technological alliances.

UNIT III

Law regarding protection of trade intellectual property rights, patents, trademarks, TRIPS and WTO - its impact on Indian economy.

UNIT IV

Technological environment in India technology policy, role of various government organizations such as DST, CSIR in development and dissemination of technology development at organization level, role of information system, quality systems and market feedback.

References

1. Betz F., Managing Technology, Prentice Hall.
2. Dudgson, M., Technology Strategy and the Firm, Longman Pub. 1994.

UNIT I

Introduction to International Accounting: Worldwide accounting diversity, international convergence, international financial reporting standards (IFRS), international sources of authority and the standard setting process, progress towards international harmonization, national standard setting authority and timetable for convergence with IFRS, accounting standards, interpretations and guidance notes on various accounting aspects issued by IASB and their applications.

Framework for the Preparation and Presentation of Financial Statements: Presentation of financial statements, accounting policies, changes in accounting estimates and errors.

UNIT II

Income: Revenue and construction contracts, As Inventories, property, plant and equipment, accounting for government grants and disclosures of government assistance, borrowing costs, leases, intangible assets, investment properties, agriculture, impairment of assets, exploration for and evaluation of mineral resources; Liabilities: Provisions, contingencies and contingent assets, employee benefits, share-based payments, income taxes, financial instruments.

UNIT III

Group Accounts: Regulatory framework, consolidated statement of financial position, consolidated statement of comprehensive income, investment in associates, interests in joint ventures, the effects of changes in foreign exchange rates.

UNIT IV

Disclosure and Analysis: Earnings per share, statement of cash flows, operating segments, non-current assets held for sale and discontinued operations, events after the reporting period, related party disclosures, interim financial reporting.

References

1. Doupnik, T. and Perera, H., International Accounting, McGraw-Hill.
2. International Financial Reporting Standards, Vol. I & II, Taxmann Publications.
3. Needles, B. E. and Powers, M., International Financial Reporting Standards, South Western College Publishing.
4. Nobes, C. and Parker, R., Comparative International Accounting, Prentice Hall.
5. Rathore, S., International Accounting, Prentice Hall India.
6. Saudagar, S. M., International Accounting: A User Perspective, CH, Inc.

MBAIB7214: TOTAL QUALITY MANAGEMENT

Objective: The course is designed to develop a sound understanding of how the application of TQM (Total Quality Management) can be used to improve the quality of products and services.

control and improvement process, designing for quality: opportunities for improvement in product design, early warning, concept and design assurance, designing for basic functional requirements, reliability, availability, safety, manufacturability, cost and product performance, workforce teams: team work for quality, types of teams and tasks involved, characteristics of successful and unsuccessful teams, barriers to team work, benchmarking: defining, importance and benefits, types, basic steps, pitfalls, JIT: definitions, benefits, JIT cause and effects, JIT implementation in manufacturing.

UNIT III

TQM for Marketing Function: quality in marketing and sales, factors for excellence, BPR and IT: business process management, quality control SQC/SPC: statistical process control, change management, technology and product quality, quality of after sales services: quality measurement in customer service, organization for quality: quality circles, self managing teams,

