

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
Chhatrapati Sambhajnagar.



CIRCULAR /SU/CM/NEP PG-II Year/29/2024

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management; **the Academic Council at its meeting held on 08.04.2024 has accepted the “following Revised Curriculum at PG Level as per National Education Policy-2020” for concernerd University Department** under the Faculty of Commerce & Management.

Sr.No.	Courses	Semester
1	M.Com.	IIIrd & IVth
2	M.B.A. I.B.	IIIrd & IVth

This is retrospective effect from the Academic Year 2024-25 and Onwards as per appended herewith.


All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.

REF.NO. SU/COM/2024-25/4667-76

Date:- 29-07-2024.

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Deputy Registrar,
Academic Section
Syllabus unit.

Copy forwarded with compliments to :-

- 1] **The Head, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] The Director, University Network & Information Centre, UNIC, with **a request to upload this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of
CREDIT DISTRIBUTION SYLLABUS FOR
TWO YEAR/ONE YEAR PG AS PER NEP
MBA (INTERNATIONAL BUSINESS)
AND PH.D. PROGRAM
III & IV SEMESTER
APPLICABLE FOR DEPARTMENT
under NEP 2020

[Effective from the Academic Year 2024-25 & onwards]

**Dr. Babasaheb Ambedkar Marathwada University
Chhatrapati Sambhajinagar- 431001**



Faculty of Commerce and Management

Department of Commerce


MBA – International Business

Revised as per NEP - 2020

Course Structure

(Revised)

Effectuated from 2023-2024 & onwards


Dean
Faculty of Commerce and Management
Dr. Babasaheb Ambedkar Marathwada
University

MBA (IB): Second year

Semester: III - Structure Level : 7.0

	Paper Code	Paper Name	Credits
Major	Com/D/MBA/MAN/517	International Logistics	4
	Com/D/MBA/MAN/518	International Financial Management	4
	Com/D/MBA/MAN/519	Services Marketing & Customer Relationship Management	4
	Com/D/MBA/ACT/520	1. Preparing a Supply Chain Logistics Process of any Finished Product of any organization from its position as finished product to delivery at International Destination. (Logistic Process can be Prepared for any Land / Water / Airway Transport) 2. Preparing of Documents step by step for Export of Any Product from India to Any Foreign Country. 3. Preparing Process of International Payment for Import of Goods from the Foreign Country. (Prepare Flowchart and Describe) 4. Preparing a Proposal for an International Organization like International Hospital / International Tour & Travel Agency / International University , College or Providing Services in India 5. Selecting any other Activity in Consultation with Guiding Teacher.	2
Elective- 3 (Choose any One from the basket)	Com/D/ MBA/Ele/521	1. German-I (Chinese / Arabic any other Language Subject to Minimum of 15 Students)	4
	Com/D/ MBA/Ele/522	2. Planning & Management of International Tourism	
	Com/D/ MBA/Ele/523	3. Environmental Economics	
Research Methodology		--	-
On Job Training/Field Project		--	-
Research Project	Com/D/MBA/RP/524 RP: 1 st (Choose any One from the basket)	1. Project on Logistic Management of any Exporting Company 2. Project on Methodology of Logistic Management of Any Company Importing Goods / Raw Material or Procuring Services from Abroad. 3. Prepare Project on working of Offshore Financial Institution / Centres 4. Project on Any International Service Centre in India 5. Project on Production of Product in India and Supply goods without Branding to Foreign Country. 6. Any other project in Consultation with Guiding Teacher	4
Total Credit For Third Semester			22

Prof. V. R. Humbe

Prof. F. N. Gauri

Prof. J. R. Suryawadshi

Prof. Syed Azharuddin

Dr. Vilas Epper

SUBJECT:- FOREIGN LANGUAGE (GERMAN – I)

COURSE CODE: COMM/D/MBA/ELE/521 NO OF CREDITS:04 SEMESTER: III		
COURSE TITLE: FOREIGN LANGUAGE		
COURSE OBJECTIVES: This course acquaints students with the basics of german language.		
UNIT	COURSE CONTENTS	LECTURES
I	Self introduction- alphabets and numbers till 1000- greetings – days of the week, months, seasons and colours- themen aktuell- chapter no. 1-5 (vocabulary)	12
II	Grammer-articles, nominative and accusative cases- conjugation of regular verbs (kommen, wohnen, machen, lernen, kochen, bringen, fragen, etc.)	12
III	Conjugation of irregular verbs (arbeiten, antworten, essen, nehmen, haben, finden, schlafen etc.) Question words, possessive pronouns, Modal verbs (können, sollen, möchten, dürfen, wollen, müssen)	12
IV	Translation –German text to English Essay writing- my self, my family, my city etc.	12
V	Dialogue writing- composition of sentences in German- Introduction of yourself and others, telling about your family etc.	12



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(Dr. V.S. Epper)

SUBJECT: INTERNATIONAL LOGISTICS

COURSE CODE: COM/D/MBA/MAN/517 NO OF CREDITS: 4 SEMESTER: III		
COURSE TITLE: MBA(International Business)		
Course Objectives: This course exposes students to the fundamentals of logistics as applied to international business.		
Unit	Course Contents	Lectures
I	<u>Logistics</u> : Concept, objectives and scope; System elements; Relevance of logistics in international marketing; International supply chain management and logistics; Transportation activity – internal transportation, inter-state goods movement; Concept of customer service. External trade.	10
II	<u>General Structure of Shipping</u> : Characteristics, Liner and ramp operations; Code of conduct for liner conferences; Freight structure and practices; Chartering principles and practices; UN convention on shipping.	10
III	<u>Development in Ocean Transportation</u> : Containerization; CFS and inland container depots; Dry ports; Multi-modal transportation and CONCOR; Role of intermediaries including freight booking, shipping agents, C & F agents; Ship owner and Shipper consultation arrangements.	10
VI	<u>Air Transport</u> : Air transportation-total cost concept, Advantages, Freight structure and operations; Carrier consignee liabilities.	10
V	<u>Port System and Sub-systems</u> : Port organization and management; Responsibilities of Port Trust; Growth and status of ports in India; Carriage of goods-legal aspects.	10
VI	<u>Inventory Control and Warehousing</u> : Inventory management – concepts and application to international marketing; Significance and types of warehousing facilities; Total cost approach to logistics.	10

REFERENCE BOOKS:

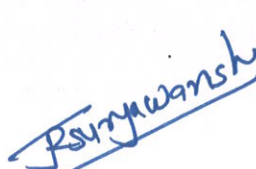
- 1) Annual Reports, CONCOR,
- 2) Asopa, V.N: Shipping Management: Cases and Concepts, Macmillan, New Delhi.
- 3) Desai, H.P: Indian Shipping Perspectives, Anupam Publications, Delhi.
- 4) Khanna, K.K: Physical Distribution, Himalaya Publishing, Delhi.
- 5) Lambert, D et al: Strategic Logistic Management, Tata McGraw Hill, New Delhi.



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Services Marketing and Customer Relationship Management

COURSE CODE: COM/D/MBA/MAN/519 NO OF CREDITS:04 SEMESTER: III		
COURSE TITLE: MBA(International Business)		
COURSE OBJECTIVES: This course acquaints students with the basic issues in services marketing and customer relationship management. Student will learn Business Networking, and also maintaining relationship for prosperity in Business.		
UNIT	COURSE CONTENTS	Periods
I	<u>A) Services Marketing :-</u> <u>Importance of Services Sector:</u> Nature and types of services, Difference between services and goods marketing, Service marketing triangle. <u>Environment for Services Marketing:</u> Macro and Micro environments, Understanding service customers- Models of service consumer behavior, Customer expectations and Perception, Service quality and GAP model.	12
II	<u>Market Segmentation and Selection:</u> Service market segmentation, Targeting and Positioning. <u>Services Marketing Mix:</u> Need for expanded marketing mix, Planning for service offer, Pricing, Promotion and distribution of services, Management of people, Process and physical evidence, Matching of demand for and supply of services.	12
III	<u>Service Marketing Applications:</u> Marketing of financial, Hospitality, Tourism and educational services, International marketing of services and GATS	12
IV	<u>Customer Relationship Management:-</u> <u>Relationship Marketing:</u> Meaning, Nature , and scope, Types of relational exchanges, Reasons for relationship marketing – firm and customer perspectives.	12
V	<u>Relationship Development Process:</u> Attributes and determinants of relational exchanges, Networking – nature, Role and mechanism. <u>Developing and Managing Relationships:</u> Customer selection, Relationship strategies, Implementing CRM, Mistakes in implementing CRM, Role of information technology in relationship building –e- CRM.	12

REFERENCE BOOKS:

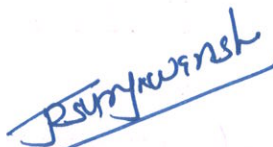
- 1) Christopher, H. Lovelock: Services Marketing, Prentice Hall New Jersey.
- 2) Gosney, John W. and Thomas P. Boehm, Customer Relationship Management Essentials, Prentice Hall, New Delhi.
- 3) Payne, Adrian: The essence of services Marketing, Prentice Hall New Delhi.
- 4) Seth, Jagdish N. et. Al. Customer Relationship Management, Tata McGraw Hill Publishing co., New Delhi
- 5) Shankar Ravi Service Marketing – The India Experience, South Asia Publishing, New Delhi.
- 6) Stone, Merlin and Neil Woodrock: Relationship Marketing, Kogan Page, London.



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SUBJECT:- ENVIRONMENTAL ECONOMICS

COURSE CODE: COMM/D/MBA/ELE/523 NO OF CREDITS:04 SEMESTER: III		
COURSE TITLE: ENVIRONMENTAL ECONOMICS		
COURSE OBJECTIVES: The objective of this course is to provide some insight into the interlinkag economics, environmental and ecology. The course is also helpful to understand en problems and solving it by applying economic principles.		
Unit	Course Contents	Periods
I	<u>Environments, Ecology & Economy:</u> Environment, Ecology and Ecosystem: Interlinkages between Environment, Ecology and Economics. Environmental problems in developing countries; market failure and externality. The theory of externality and public good - Pigeon and case material balance approach.	15
II	<u>Types of Resources and Resource Allocation:</u> Renewable and non-renewable resources: energy, forests, wild life, biodiversity. Theories of optimal use of exhaustible and renewable resources.	10
III	<u>Environmental Problems and Measures:</u> Environmental pollution: Air Pollution, Water Pollution, Soil Pollution, Noise pollution. Climate change and its economic impact. Environmental policy and measures in India. Environment protection laws. Global warming.	15
IV	<u>International Trade Environmental:</u> Environment and development linkages, Environmental and development trade off and concept of sustainable development. Poverty and environment. Environment and population issues. Traditional Trade Theory and Extension of Environment, Economic Approaches of Trade and Environment, Banning Trade on Endangered Species, GATT and WTO, Environmental Regulations and Patterns of Trade, trading environmental permits/carbon credits, ecological and carbon debt, international forums and role of developed and developing nations, Application of trade and environment case of India and other countries in Asia.	20

REFERENCE BOOKS:


- 1) Baumol WJ. and W.E.Oates (The theory of Environmental Policy (2nd Edition), Cambridge University Press,Cambirge.
- 2) Bromely.D.W. (Ed.) (1995) Handbook of Environmental economics, Blackwell London.
- 3) Hussen, A.M. (1999) Principles of Environmental Economics, Routledge, London
- 4) Sankar, U (Ed) (2001) Environmental Economics, Oxford University Press, New Delhi.
- 5) Bhardwaj, R. (1983), Managing Limits to Growth, Asian and Pacific Development Centre, Kula Lumpur.
- 6) Lodha, S. L. (Ed.) (1991), Economics of Environment, RBSA Publishers, Jaipur




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Subject: International Financial Management

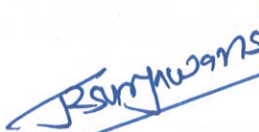
COURSE CODE: COM/D/MBA/MAN/518 NO OF CREDITS: 4 SEMESTER: III		
COURSE TITLE: MBA(International Business)		
COURSE OBJECTIVES: This course enables students to understand the macro environment in which financial transactions are carried out. And also acquaints them with the problems and techniques of financial management in multinational corporations.		
UNIT	USE IN COURSE CONTENTS	Lectures
I	<u>Introduction to International Financial System:</u> Brettonwood conference and afterwards; European monetary system. <u>International Financial Markets and Instruments:</u> International capital and money market instruments and their salient features; Integration of financial markets and approach; Arbitrage opportunities; role of financial intermediaries.	10
II	<u>International Money Market Instruments and Institutions:</u> GDRs, ADRs, IDRs, Euro Bonds, Euro Credit, Repos, CPs, derivatives, Floating rate instruments, Loan syndication and Euro deposits; IMF, IBRD, Development Banks. <u>Multinational Financial Management:</u> Complexities and issues in managing financial function in an international firm.	10
III	<u>Multinational Working Capital Management:</u> Cash, Receivable and inventory; Management of short term overseas financing sources.	10
IV	<u>Foreign Investment and Financing Decisions:</u> Capital budgeting for multinational corporations; International financing sources and financial structure; Cost of capital for overseas investment.	10
V	<u>International Portfolio Management and Diversification:</u> Portfolio investment: Benefits of international portfolio investment; Spreading risk; International CAPM; International diversification.	10
VI	<u>International Accounting and Reporting:</u> Foreign currency translation; Multinational transfer pricing and performance measurement; Consolidated financial reporting.	10


REFERENCE BOOKS:


- 1) Avadhani, V.A: International Finance, Theory and Practice; Himalaya Publishing Company, New Delhi.
- 2) Buckley, Adrian: Multinational Finance, Prentice Hall of India, New Delhi.
- 3) Eitman, D.K. and A.I Stenehill: Multinational Business Cash Finance, Addison Wesley, Massachusetts.
- 4) Bhattacharya Hrishikes- Working Capital Management – Strategies and Techniques, Prentice Hall, New Delhi.
- 5) Chandra Prasanna – Financial Management, Tata Mc Graw Hill, New Delhi.
- 6) Pandey I M – Financial Management, Vikas Publishing.


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Subject: Planning and Management of International Tourism

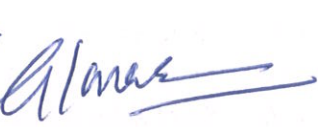
COURSE CODE: COM/D/MBA/MAN/ELE/522 NO OF CREDITS: 4 SEMESTER: III		
COURSE TITLE: MBA(International Business)		
COURSE OBJECTIVES: At the end of the course, the students should be able to: 1) To explain the factors affecting international Tourism. 2) Explain the broad understanding of ethical and professional factors by various tourism destinations in the world. 3) Explain the role of various components in tourism industry. 4) Analyze tourism arrivals and future prospects of world tourism. 5) Explain sustainable world tourism measures.		
UNIT	USE IN COURSE CONTENTS	Lectures
I	International Tourism Growth, Characteristics	10
II	Processes and factors affecting International Tourism	10
III	International Tourism, Institutions and organizations, and their role in promoting international movement, UNWTO, PATA, WTTC, UFTAA, IUOTO, WATA, TAAI, IATO, ASTA and other important organizations.	10
IV	Multinationals: their role and inputs in different sectors/components of Tourism, Hotels, Tours and Travel Management, Publicity Management and Promotion.	10
V	Growth of World Tourism: Trends in World Tourist Arrivals, World Tourism Earnings, and Future Prospects of World Tourism.	10
VI	International tourism collaborations for sustainable world tourism	10

REFERENCE BOOKS:

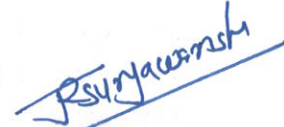
1. Young G. Tourism: Blessing or Blight Penguin Book 1973,
2. T Powell, International tourism. Planning and management
3. K Kamra, Tourism Planning, Marketing And Management
4. E Inskeep, Tourism Planning: An Integrated and Sustainable Development Approach
5. Colley G. International Tourism Today (London: Lloyds)
6. Davis H.D. Potentials for Tourism of Developing countries (London: Finance and Development 1968)
7. Gray H. Peter International Travel International Trade (Lexington - Health Lexington Books 1970)
8. Hiller Herbert L. The Development of Tourism in the Carbean Region' Air Travel and Tourism (Aug 1972)
9. Lickerish I.J.: Tourism and Int. Balance of Payments (Geneva: Int. Inst. of Scientific Travel Research 1954)
10. R Ragde, Planning and Management of International Tourism



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IV - Sem. Structure.

MBA (IB) Second Year		Semester: IV	Level : 7.0
	Paper Code	Paper Name	Credits
Major	Com/D/MBA/MAN/525	International Management	4
	Com/D/MBA/MAN/526	International Business Law & Taxation	4
	Com/D/MBA/MAN/527	Strategic Management	4
	Activity	--	--
Elective-4 (Choose any One from the basket)	Com/D/MBA/Ele/528	1. German-II (Chinese / Arabic any other Language Subject to Minimum of 15 Students)	4
	Com/D/MBA/Ele/529	2. Project Planning & Analysis	
	Com/D/MBA/Ele/530	3. Cross Cultural Management	
Research Methodology		--	--
On Job Training/Field Project		--	--
Research Project	COM/D/MBA/OJT/RP/531 RP: 2 nd (Choose any One from the basket)	1. Compulsory 15 Days Training and Preparing Field Project with APEDA / AEPC / CHEMEXCIL /CEPC / Carpet EPC / Cashew EPC / TEX PROCIL / Council of Leather Exports / Export Promotion Council of Handicraft (EPCH) / Gems & Jewellery (GEEPC) / Handloom Export Promotion Council (HEPC) / Pharmaceutical Export Promotion Council (Pharmexcil) / Plastic EPC (Plexcouncil) / Spices Brand of India / Sports Goods EPC (SGEPC) / Wool & Wooden EPC (WWEPC) / Indian Silk Export Promotion Council (ISEPC) / Electronic & Computer Software Promotion Council (ESC India) 2. Compulsory 15 Days Training and Preparing Field Project on any one : Custom House Agent (CHA) / International Travel Services / Services in Transportation / Services in Insurance / Services in I.T. / Services in Communication / Information Services. 3. Preparing Project on International Human Resource Strategy / Prepare Process of ISO 9000 Management / Quality Standard or ISO 14000 Environmental Management Services for any Industry 4. Any other Area in Consultation with Guiding Teacher along with Training & Research Project both.	6
Total Credit For Fourth Semester			22

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Dr. Vilas Epper

SUBJECT: - INTERNATIONAL MANAGEMENT

Course Code:- COM/D/MBA/MAN/525

No. of credits:- 04

Semester:- IV

Objective of the course: -The objective of this course is to expose students to strategic and behavioral dimensions of international management.

Unit	Course Content	Lecture
1	International Management Trends, challenges and opportunities, Internationalization of Indian business firms and their operations abroad, International mergers and acquisitions.	12
2	Comparative management Importance, Scope. Models of comparative management. Management styles and practices in US, Japan, China, Korea, India Headquarter and subsidiary relations in international firms.	12
3	International perspective of Organizational Behavior Motivating, employees in international context, perception and attitudes across cultures, Leadership, communication and conflicts.	12
4	International business strategy Creating strategy for international business Legal and political dimensions, Ethics and social responsibility of business	12
5	Internationalization of service firms Theoretical and conceptual discussion of internationalization in manufacturing and service firms. Theoretical models. A modifies view on service and manufacturing firms. The establishment chain and entry strategies for service firms. Internationalization via network growth. The intermingling, Internationalization strategy. Management of joint ventures and other international strategic alliances. International Human resource management. International human resource strategy.	12

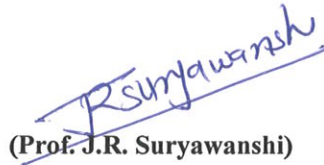
Suggested Readings :-

- 1) Hodgetts, International Management, Tata McGrawa Hill, New Delhi.
- 2) Koontz and wheltich: Management, the global perspective, Tata McGraw Hill, Delhi
- 3) Nagandhi, Anant R. International Management, Prentice Hall of India Ltd. New Delhi.
- 4) Taggart, James H. and McDermott, Michall: The essence of interantionl Business, Prentice Hall of India, New Delhi, Thakur, Manaab, Gene E. Burton & B. N Srivastaava
- 5) International Management, Concepts and cases, Tata McGraw Hill publisher co. Ltd. New Delhi.



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SUBJECT: STRATEGIC MANAGEMENT

Subject code: - COM/D/MBA/MAN/527

No. of Credits: 4

Semester: IVth

Subject Title: Strategic Management

Course Objectives: To enhance the decision making abilities of students in situations of uncertainty in a dynamic business environment.

Unit	Course Content	Lectures
1	Concept of Strategy: Defining strategy, levels of strategy, mission and purpose, objectives and goals, strategic business unit (SBU), functional level strategies	10
2	Environmental Analysis and Diagnosis: Concept of environment and components of environments. Organizational appraisal, Analysis and diagnosis, SWOT analysis.	10
3	Strategy Formulation and Choice of Alternatives: Modernization, diversification, integration, merger, take over and joint strategies, Turnaround, divestment and liquidation strategies. Process of strategic choice – industry, competitor, value chain analysis, bench marking.	10
4	Functional strategies: Marketing, production / operations and R & D plans and policies, Personnel & financial plans and policies	10
5	Strategy Implementation: Inter – relationship between formulation and implementation, Resource allocation	10
6	Strategy Evaluation: Overview of strategic evaluation, Strategic control, Techniques. Global issues in Strategic Management	10

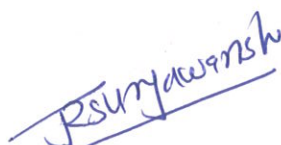
Suggested Readings :

- 1) Kazmi Azher "Business Policy and Strategic Management", Tata McGraw Hill.
- 2) Subbah Rao "Business Policy & Strategic Management", Himalaya Publishing Co.
- 3) Pitts Rober A & Lie David "Strategic Management" Thompson 3rd Edition.
- 4) Bhattacharya, S.K. and N. Venkataramin : Managing Business Enterprises : Strategies, Structures and Systems Publishing House, New Delhi.
- 5) Budhiraje, S.B. & Murthery – Cases in Strategic Management, Tata Mc Graw Hill, New Delhi.
- 6) Sharma, R.A.: Strategic Mgt. in Indian Companies, Deep and Deep Publications, New Delhi.
- 7) Coulter, Mary K. Strategic Management in Action, Prentice Hall, New Jersey.



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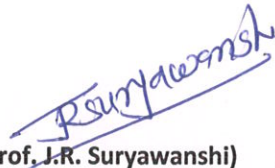
SUBJECT: GERMAN – II

COURSE CODE: COM/D/MBA/ELE/528		NO OF CREDITS:04	SEMESTER: IV
COURSE TITLE: GERMAN - II			
COURSE OBJECTIVES: This course acquaints students with the basics of German language			
Unit	Course Contents	Lectures	
I	Themen aktuell – chapter no. 6,7,8,12,13 Dates and time, opposites, names of common vegetables, fruits and animals	12	
II	Grammer- conjugation of more regular and irregular verbs Dative case, perfect tense, trennbare verbs (an'kommen, ein'steigen, ab'fahren, ein'laden, an'fangen, auf'machen, fern'sehen etc) Neben satze	12	
III	Translation- German text to English, English text to German	12	
IV	Essays- my timetable, learning german, my city etc. Writing a dialogue	12	
V	Letter writing- informal letters Oral communication	12	



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SUBJECT: PROJECT PLANNING & ANALYSIS

COURSE CODE : COM/D/MBA/Ele/529		No. of Credit : 04	Semester : IV
SUBJECT : Project Planning & Analysis			
<p>Course Objectives: 1) To Understand the steps involved while preparing research projects. 2) To Study the ways in preparing effective project proposals and managing research works Independently</p>			
Unit	Course Contents	Lectures	
I	<p>Prelude Project Management:</p> <p>Basic concepts - Plan, project and programme, Project Planning, Proposal and Project Planning Matrix, Project cycle and Project management, Characteristics of a project.</p> <p>Project Identification: Methods and techniques of project identification need identification, recognizing scope of the project, Feasibility study and opportunity study.</p> <p>Basic and supportive information required for a project, Review of literature & sources, Rules governing the preparation of Project Proposal. Common format of a Project proposal, preparing a concept note, writing up a detailed project proposal.</p>	15	
II	<p>Project Planning:</p> <p>Project planning - Identifying the Project area and target group, Determining the goals and objectives of the Project</p> <p>Project work plan and time frame: Preparation of action plan and time schedule (GANTT charts), Assessing the feasibility and viability of the Project, Project Appraisal techniques, determining and managing risk</p> <p>Financial Management of the Project: Identification of funding agencies- Governmental and Private</p> <p>Preparation of Project budget: Direct and indirect costs</p>	15	
III	<p>Project Implementation and Management</p> <p>Personnel: Principal Investigator, Co-Principal Investigator(s), Research Associates, Postdoctoral associates, Facilities and equipments</p> <p>Project Management -Resource mobilization, Organization of resources, Task allocation, Coordination in project team and communication, Accountability within project, Conflict resolution, Time management, Liaison with external agencies.</p> <p>Project Monitoring and Evaluation- Need for evaluation, General criteria for evaluation, Achievement of targets, Utilization of funds, Follow up programmes, Achievement of targets, Utilization of funds, Follow up programmes</p>	15	

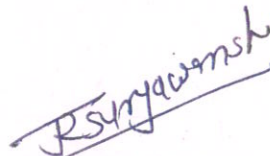
IV	Module 4: Project Report: Preparation and Submission of final project report Communication and presentation of research report Preparation and submission of a sample research project proposal	15
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Suggested Readings:-

- 1) Bell, J. 1987. Doing Your Research Projeton Keynes: Open University Press.
- 2) Britha Mikkelsen. 2005. Methods for Development Work and Research, Sage New Delhi.
- 3) Haltlas R.G.G and Sandra C. Mckee. 2003. Practical Project Management, Pearson Education, In(Singapore) Pvt. Ltd..
- 4) Narayan. B. 1999. Project Management, A.P.H Publishing corporation, New Delhi.
- 5) Partha Dasgupta, Amartya Sen and Stephen Marglin. 1972. Guidelines for Project Evaluation, Oxford & IBH Publishing Co., New Delhi.
- 6) R.G. Ghattas, Sandra L. McKee. 2003. Practical Project Management, Pearson Education (Singapore) Pvt. Ltd., Delhi.
- 7) 7. Shrutika Kasor. 2003. Project Management, Sumit Enterprises, New Delhi.


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SUBJECT: INTERNATIONAL BUSINESS LAWS & TAXATION

COURSE CODE: COM/D/MBA/MAN/526		NO OF CREDITS: 4	SEMESTER: IV
COURSE TITLE: MBA(International Business)			
Course Objectives: Update the subject knowledge among the students at corporate level			
Unit	Course Contents	Lectures	
I	<u>Legal Framework of International Business:</u> Nature and complexities; Code and common laws and their implications of business; International business contract – Legal provisions; Payment terms; International sales agreements.	12	
II	<u>Enforcement and Settlement:</u> Enforcement of contracts and dispute settlement; International commercial arbitration.	12	
III	<u>Regulatory Framework of WTO:</u> Basic principle and charter of GATT/WTO; GATT/WTO provisions relating to preferential treatment of developing countries; Regional groupings, Subsidies, Technical standards, Antidumping duties and other non-tariffs barriers, Custom valuation and dispute settlement; Implications of WTO to important sectors – GATS, TRIPs and TRIMs.	12	
VI	<u>Regulations and Treaties Relating to:</u> Licensing; Franchising; Joint ventures, Patent and Trade Mark; Technology transfer, Telecommunications. <u>Regulatory Framework Relating to Electronic Commerce International Business Taxation and Treaties.</u>	12	
V	<u>Indian Laws and Regulations Governing International Transactions.</u> FEMA; Taxation of foreign income; Foreign investments; Setting up offices and branches abroad; Restrictions on trade in endangered species and other commodities.	12	

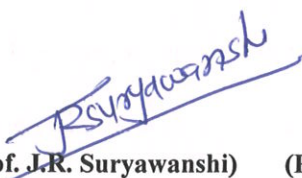
References:

1. Daniels, John, Ernest W. Orgam and Lee H. Redebungh: International Business. Environments and Operations. GATT / WTO various publications.
2. Handbook of import – Export procedures, Govt. of India, Journal of world trade Law.
3. Lew, julton D. M. and Clive Standbrook: (eds.), Internaitonal Trade Law and Practice, Euro money Publications, London.
4. Patrick, Hearn: International Business Agreements, Gower Publishing Co. Pvt.
5. Schmothoff C.R.: Export Trade – The Law and Practice of International Trade,
6. Motiwal OP, Awasthi HIC: International Trade – The Law & Practice; Bhowmik & Company, New Delhi.
7. Kapoor ND; Commercial Law; Sultan Chand & Co., New Delhi.



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SUBJECT: CROSS CULTURAL MANAGEMENT

COURSE CODE: COM/D/MBA/ELE/530		NO OF CREDITS: 4	SEMESTER: IV
COURSE TITLE: Cross Cultural Management			
Course Objectives: 1) Students will be able to understand & explain role of HR in managing cross culture impact 2) Students will be in position to analyse the impact of cultural diversity of team functioning			
Unit	Course Contents	Lectures	
I	International Cultural Environment: The Concept of Culture, Comparison of Cross-cultural Behaviour, Self-reference Criterion and Ethnocentrism: Major Obstacles international Business Decisions, Cultural Orientation in International Business, Emic vs. Etic Dilemma: Cultural Uniqueness vs. Pan-culturalism	12	
II	Global Business, Growth and Evolution: Environmental Variables in Global Business; Human and Cultural Variables in Global Organizations; Cross Cultural Differences and Managerial Implications; Cross Cultural Research Methodologies and Hofstede's Hermes Study; Structural Evolution of Global Organizations.	12	
III	Cross Cultural Leadership and Decision Making: Cross Cultural Communication and Negotiation; Process and International Negotiation hurdles; Human Resource Management in Global Organizations; Ethics in International Business; Western and Eastern Management Thoughts in the Indian Context.	12	
VI	Diversity at Work: Managing diversity: Causes of diversity, the paradox of diversity, diversity with special reference to handicapped, women and aging people, intra company cultural difference in employee motivation	12	
V	International Business Intelligence: Information Requirements, Sources of Information, Types of Research, Phases of a Research Project, Methods of Data Collection, Sampling, Research Agencies, Problems in International Research.	12	

References:

1) Barlett, Christopher and Sumantra Ghoshal, Managing Across Transnational Solution, Harvard Business School Press, 1998.

2) Leaptrott, Nan, Rules of the Games: Global Business Protocol, Thomson Executive Press, 1996.

3) Mary O'Hara-Deveraux and Robert Johnson Global Work: Bridging Distance, Culture and Time, Jossey Bass Publishers, San Francisco, USA, 1994

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