

MBA (International Business) - III Semester

PAPER - XI

INTERNATIONAL BUSINESS ENVIRONMENT

Course Code: 38

Paper Code: MBIB 3001

Objectives

- To explore and offer knowledge on global business environment
- To explore knowledge on international institutions involved in promotion of global business, and
- To make future global managers

UNIT – I

International Business: Nature, importance and scope – Mode of entry into international business - Framework for analyzing international business environment – geographical, economic, socio-cultural, political and legal environment.

UNIT – II

International Economic Environment: World economic and trading situation; International economic institutions and agreements – WTO, UNCAD, IMF, World Bank; Generalized system of preferences, GSTP; International commodity agreements.

UNIT – III

Multinational Corporations: Conceptual framework of MNCs; MNCs and host and home country relations; Technology transfers – importance and types – M&A of MNC's

UNIT – IV

Nature of International Business Environment: Forces – Political environment – Legal Environment – Technology – Cultural Environment – Country Classifications – Economic Trade Policies

UNIT – V

Foreign Investment: Capital flows – types and theories of foreign investment; foreign investment flows and barriers.- Foreign Direct Investment (FDI)

REFERENCES

Adhikary, Manab, GLOBAL BUSINESS MANAGEMENT, *Macmillan*, New Delhi.

Bhattacharya.B, GOING INTERNATIONAL RESPONSE STRATEGIES FOR INDIAN SECTOR, *Wheeler Publishing Co*, New Delhi.

Black and Sundaram, INTERNATIONAL BUSINESS ENVIRONMENT, *Prentice Hall of India*, New Delhi.

Gosh, Biswanath, ECONOMIC ENVIRONMENT OF BUSINESS, *South Asia Book*, New Delhi.

Aswathappa, INTERNATIONAL BUSINESS, *Tata Mc Graw Hill publications*, New Delhi.

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PAPER - XII

MANAGEMENT OF MULTINATIONAL CORPORATION

Course Code: 38

Paper Code: MBIB 3002

Objectives

- To highlight the origin and development of MNC's, and
- To highlight their problems and prospects from the point of view of both host countries and parent countries

UNIT-I

International Management - Trends, challenges and opportunities; Different schools of thought of international management Different types of International business – Problems faced by MNC's – Problems posed by MNC's to host countries.

UNIT-II

Growth and Development of MNCs - Role and Significance of MNCs – Pattern of Growth – Country of Origin – Different Management Styles – Strategic Issues involved.

UNIT-III

Comparative Management - Importance and scope; Methods of comparative management ; management styles and practices in US ,Japan, China, Korea, India; Organizational design and structure of international corporations; Locus of decision making; Headquarter and subsidiary relations in international firms.

UNIT-IV

International Business Strategy - Creating strategy for international business; Management of production, Services technology and operations; Marketing financial, legal and political dimensions; Ethics and social responsibility of business. Strategic Alliances: Acquisitions and mergers; Management of joint ventures and other international strategic alliances.

UNIT-V

Indian Perspectives and Policy - Internationalization of Indian business firms and their operations abroad; International Mergers and Acquisitions. Changing government policy on entry of FIs and FIIs

REFERENCES

Hodgetts, INTERNATIONAL MANAGEMENT. *Tata McGraw Hill, New Delhi.*

Koonts and Whelrich , MANAGEMENT: THE GLOBAL PERSPECTIVE , *Tata McGraw Hill, Delhi.*

Nagandhi, Anant.R, INTERNATIONAL MANAGEMENT ,*Prentice Hall of India Ltd., New Delhi.*

Thakur, Manab, Gene E. Burton, and B.N. Srivastav : INTERNATIONAL MANAGEMENT: CONCEPTS AND CASES, *TATA MCGRAW HILL, New Delhi.*

Christopher Bartlett and Sumantra Ghoshal, TRANSNATIONAL MANAGEMENT: TEXT AND CASES, *Tata Mc Graw Hill, New Delhi*

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PAPER - XIII

INTERNATIONAL BUSINESS LAW

Course Code: 38

Paper Code: MBIB 3003

Objectives

- To expose the students to the legal and regulatory framework and their implications concerning global business operations , and
- To have a better understanding of the functioning and objectives of various world organizations

UNIT-I

Legal Framework of International Business - Nature and complexities; Code and common laws and their implications to business; International business contract – legal provisions; Payments terms; International sales agreements; Rights and duties of agents and distributors.

UNIT-II

Regulatory Framework of WTO - Basic principles 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-tariff barriers, custom valuation and dispute settlement; Implications of WTO to important sectors – GATS, TRIPs and TRIMs.

UNIT-III

Regulations and Treaties Relating to - Licensing; Franchising; Joint Ventures, Patents and trade marks; Technology transfer, Telecommunications. Frame work relating to Electronic Commerce.

UNIT-IV

Regulatory Framework and Taxation - Electronic Commerce – Cross Border Transactions – On-line Financial Transfers – Legal Safeguards – International Business Taxation – Tax Laws – Multilateral and Bi-lateral treaties – Sharing of Tax revenues

UNIT-V

Indian Laws and Regulations - Governing International Transactions: FEMA; Taxation of foreign income; Foreign investments; Setting up offices and branches abroad; Restrictions on trade in endangered species and other commodities.

REFERENCES

Daniels, John, Ernest W. Ogram and Lee H. Redebungh, INTERNATIONAL BUSINESS, ENVIRONMENTS AND OPERATIONS.

Lew, Julton D.M and Clive Stand brook (eds), INTERNATIONAL TRADE LAW AND PRACTICE, *Euromoney Publications*, London.

Schmothoff C.R: Export Trade, THE LAW AND PRACTICE OF INTERNATIONAL TRADE.

Motiwal OP, Awasthi HI, INTERNATIONAL TRADE – THE LAW AND PRACTICE, *Bhowmik and Company*, New Delhi.

Kapoor ND, Commercial Law; Sultan Chand & Co., New Delhi.

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PAPER - XIV

GLOBAL MARKETING MANAGEMENT

Course Code: 38

Paper Code: MBIB 3004

Objectives

- To provide the knowledge of marketing management in the international perspectives, and
- To be able to decide suitable marketing strategies for the dynamic international market

UNIT – I

Introduction to International Marketing - Nature and significance; Complexities in international marketing; Transition from domestic to transnational marketing; International market orientation- EPRG framework; International market entry strategies – market segmentation – Global market entry strategies

UNIT – II

International Marketing Environment - Internal environment; External environment- geographical, demographic, economic, socio-cultural, political and legal environment; Impact of environment on international marketing decisions.

UNIT – III

Product Decisions - Product planning for global markets; Standardisation vs Product adaptation; New product development; Management of international brands; Packaging and labeling; Provision of sales related services.

UNIT – IV

Pricing Decisions - Environmental influences on pricing decisions; International pricing policies and strategies. Promotion Decisions: Complexities and issues; International advertising, personal selling, sales promotion and public relations.

UNIT – V

Distribution Channels and Logistics - Functional and types of channels; Channel selection decisions; Selection of foreign distributors/agents and managing relations with them; International logistics decisions.

REFERENCES

Czinkota, M.R., INTERNATIONAL MARKETING, *Dryden Press*, Boston.

Fayerweather, John, INTERNATIONAL MARKETING, *Prentice Hall*, New Delhi

Jain, S.C., INTERNATIONAL MARKETING, *CBS Publications*, New Delhi

Keegan, Warren J., GLOBAL MARKETING MANAGEMENT, *Prentice Hall*, New Delhi

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PAPER - XV EXIM FINANCING AND DOCUMENTATION

Course Code: 38

Paper Code: MBIB 3005

Objectives

- To provide an insight into various documents used in EXIM financing, and
- To enhance the practical knowledge of sources of finance and incentives available in the market

UNIT-I

Introduction - Export documentation; Foreign exchange regulations; ISO 9000 series and other internationally accepted quality certificates; Quality control and pre-shipment inspection ; Export trade control ; Marine insurance; Commercial practices.

UNIT-II

Export Procedures - General excise clearances; Role of clearing and following agents; shipment of export cargo; Export credit; Export credit guarantee and policies; Forward exchange cover; Finance for export on deferred payment terms; Duty drawbacks.

UNIT-III

Import Procedures - Import licensing policy; Actual user licensing; Replenishment licensing; Import-export pass book; Capital goods licensing; Export houses and trading houses.

UNIT-IV

Export Incentives - Overview of export incentives-EPCG, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation – Duty entitlement Pass Book Scheme.

UNIT-V

Trading Houses - Export and trading houses schemes – criteria, procedures and documentation; Policy and procedures for EOU/FTZ/EPZ/SEZ units.

REFERENCES

Cherian and Parab, EXPORT MARKETING, *Himalaya Publishing House*, New Delhi

Government of India, HANDBOOK OF PROCEDURES, *Import and Export Promotion*, New Delhi.

Rathod, Rathor and Jani, INTERNATIONAL MARKETING, *Himalaya Publishing House*, New Delhi.

EXPORT – IMPORT MANUAL, *Nabhi Publication*, New Delhi

Government of India, EXPORT-IMPORT POLICY, PROCEDURES, ETC. (*Volumes I, II and II*) New Delhi