



**UNIVERSITY OF RAJASTHAN**  
**JAIPUR**

**SYLLABUS**

**M.Com. (International Business)**

**Semester Scheme**

**I & II Semester 2018-19**

**III & IV Semester 2019-20**

*[Handwritten Signature]*  
By *[Name]*  
University of Rajasthan  
CS-1111

M-I-B

1. **Eligibility:** Bachelor degree in any discipline recognized by this University with at least 45% marks in the aggregate.
2. **Scheme of Examination:** There will be five questions in all. The candidate will be required to attempt all the questions selecting one question from each unit with an internal choice (either/ or).
3. **Semester Structure:** The details of the courses with code, title and the credits assigned are given below.

1.

  
**Dy. Registrar**  
**(Academic)**  
**University of Rajasthan**  
**JAIPUR**

M. I B.

**First Semester**

S. No.	Subject Code	Course Title	Credit	Contact Hours per week	
Compulsory Papers				L	T
1	MIB 101	THEORY AND PRACTICE OF MANAGEMENT	6	4	2
2	MIB 102	MARKETING MANAGEMENT	6	4	2
3	MIB 103	MARKETING RESEARCH	6	4	2
Elective Papers (Any Three)				L	T
1	MIB 104	MANAGERIAL ECONOMICS	6	4	2
2	MIB 105	PRODUCT AND BRAND MANAGEMENT	6	4	2
3	MIB 106	MANAGEMENT THINKERS	6	4	2
4	MIB 107	MODERN BUSINESS COMMUNICATION	6	4	2

**Dy. Registrar**  
 (Academic)  
 University of Rajasthan  
 JAIPUR

## MIB 101: THEORY AND PRACTICE OF MANAGEMENT

### Unit- 1

Nature and Importance of Management, Process of Management, Managerial Roles, Functions of Management, Skills of an Effective Manager, Schools of Management Thought.

### Unit -II

Planning, Managerial Decision Making, MBO, Departmentalization, Leadership Styles, Power and Distribution of Authority, Contemporary Views of Motivation.

### Unit -III

Leadership styles, Group Behavior and Team Building, Effective Communication System, Designing Control System, MIS.

### Unit -IV

Motivation Concepts, Management of Change, Conflict Management, Management of Stress, Time Management, Total Quality Management.

### Unit -V

Global Environment of Management, Ethics in Management, Corporate Social Responsibility, Corporate Culture.

### Books Recommended

1. Prasad , L. M. : Principles and Practice of Management, Sultan Chaud & Sons.
2. Vashisth, Neeru : Principles of Management, Taxman Publications Pvt. Ltd.
3. Tripathi and Reddy : Principles of Management, Tata- McGraw Hill.
4. Sudha , G. S. : Principles of Management, Ramesh Book Depot.

  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

## MIB 102: MARKETING MANAGEMENT

### Unit- I

Marketing Management- Concept, Importance, Scope, Approaches to Marketing, Marketing process, Marketing Environment, Social, Legal and Ethical Issues in Marketing.

### Unit- II

Product Planning: Product Policy Decision, Brands and Trade Marks, Packaging, Product Planning in India, Brand Equity.

### Unit- III

Pricing- Factors to be considered in Pricing, Pricing Objectives and Strategy, Breakeven Analysis, Price Maintenance, Discount Policy, Special Selling Terms, Credit Terms.

### Unit- IV

Channels of Distribution, Types of Channels, Evaluating the Major Channel Alternatives, Channels of Distribution in India.

### Unit- V

Advertising and Sales Promotion, Advertising Programmes, Sales Promotion-Tools and Techniques, Sales Forecasting, Direct Marketing, Event Management, Integrated Marketing Communication, Customer Relationship Management.

### Books Recommended

1. Kotler and Keller : Marketing Management, Pearson Publication.
2. Stanton, Etuland : Fundamentals of Marketing, Tata Mc Graw Hill.
3. Saxena, Rajan : Marketing Management, Tata Mc Graw Hill.
4. Ramaswami and Namakumari : Marketing Management in India, McMilan.
5. Kothari, Mehta, Sharma : Marketing Management, Ramesh Book Depot.

Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

4

## MIB 103: MARKETING RESEARCH

### Unit- I

Marketing Research: An Introduction, research design, marketing information system and marketing research, problems in conducting marketing research.

### Unit- II

Marketing research process, Problem identification, Developing research proposal, Primary Data collection, Secondary Data sources, online data sources and research.

### Unit- III

Preparation of questionnaire, Sample design-Sampling methods and Sample size determination, field work and data collection, Sampling and non sampling errors.

### Unit- IV

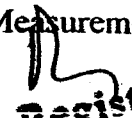
Data analysis and report preparation: Data editing, tabulation, editing, report preparation and presentation.

### Unit- V

Marketing research applications: Consumer research, Product research, Advertising research, Attitude measurement and scaling techniques, distribution research, ethical issues in marketing research.

### Books Recommended

1. Cooper, Donald, R. and Pamela, S. Schindler : Marketing Research, Tata Mc Graw Hill.
2. Malhotra, Naresh K. : Marketing Research, Prentice Hall of India.
3. Harper W., Boyd, Ralph Westfall and Stanley F. : Marketing Research: Text and Cases.
4. Green, Paul F., et.al : Research for Marketing Decisions, Prentice Hall of India Pvt. Ltd.
5. Donald, S., Tull and Del, I., Hawkins ; Marketing Research: Measurement and Methods, Prentice Hall of India Pvt. Ltd.

  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

5

## MIB 104: MANAGERIAL ECONOMICS

### Unit- I

Nature and scope of Managerial Economics, Role of Managerial Economist, Demand Elasticity, Demand Forecasting.

### Unit- II

Cost: Concepts, Classification of Cost, Cost and Output Relationship.

### Unit- III

Price Decision under Perfect Competition, Pure Competition and Monopolistic Competition, Discriminating Monopoly, Oligopoly.

### Unit- IV

Theories of Income, Profit, Wages and Rent.

### Unit- V

National Income: Concept, Measurement, Distribution, National Income and Welfare.

### Books Recommended

1. Dean, Joel : Managerial Economics
2. Gopalkrishan : A Study of Managerial Economics, Himalaya Publication.
3. Dwivedi, D. N. : Managerial Economics, Vikas Publishing House.
4. Agarwal, M.D. and Somdev : Managerial Economics
5. Seth, M.L. : Principles of Economics (Hindi & English).
6. Jhingam, M.L. : Principles of Economics (Hindi & English), Vikas Publishing House.

  
**Dy. Registrar**  
**(Academic)**  
**University of Rajasthan**  
**JAIPUR**

6

## MIB 105: PRODUCT AND BRAND MANAGEMENT

### Unit- I

Product Planning: Product concept, meaning, levels, classification, product mix and product line concepts, product mix decisions, Introducing new product, New product development process, factors causing new product failures.

### Unit- II

Product Life Cycle: Concepts, stages, management of product life cycle, Product differentiation: Concept, differentiation strategies (Product, Services, Personnel, Channel, Image, Differentiation), Packaging and labeling.

### Unit- III

Branding: Meaning and concepts, significant benefits of brand awareness, building process, Brand Identity.

### Unit- IV

Brand Management: Stage of Brand Management (Introduction, Elaboration and Fortification), Types of brand (Functional, Symbolic and Experiential), Branding strategy (Meaning & types), Brand equity, Brand valuation.

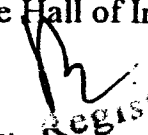
### Unit- V

Brand decisions: Branding decision, Brand sponsor decision, Brand name decision, Brand strategy decision.

Brand Positioning: Concepts, Designing brand positioning (Points of parity and Points of differentiation), Brand extensions (meaning & types), Brand repositioning decision, Brand revitalization.

### Books Recommended

1. Dutta, Kirti : Brand Management, Oxford University Press.
2. Gupta, Nitish Rai : Brand Management, Tata McGraw Hill.
3. Gupta, Chitali, Product Policy and Brand Management, Prentice Hall of India.
4. Anowdar, C. : Product Management, Tata McGraw Hill.
5. Jacob, Isaac: Strategic Brand Management, Pearson Education.

  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR





## **MIB 106: MANAGEMENT THINKERS**

### **Unit- I**

Spirituality and Management- Concept of Spirituality, Indian Ethos and Values, Role of Values in Management, Western Values vis a vis Indian Values, Applications of Yoga in Management- Personality Development, Meditation and Management of stress.

### **Unit- II**

Indian Epics and Management- Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Kautilaya's Arthshastra.

### **Unit- III**

Indian Thinkers- Swami Vivekanand, Mahatama Gandhi, S.K. Chakraborty, C.K. Prahlad.

### **Unit- IV**

Western Thinkers I- F.W. Taylor, Henri Fayol, Elton Mayo, Herbert Simon.

### **Unit- V**

Western Thinkers II- Peter F. Drucker, William G. Ouchi, Tom Peters, Gary Hamel.

### **Books Recommended**

1. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Limited Publishers.
2. Saneev, Rinku and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd.
3. Khanna, S. : Vedic Management, Taxman Publications (P) Ltd.
4. Bhawad Gita as Viewed by Swami Vivekananda: Vedanta Press & Bookshop.
5. Rajgopalachari, C. : Ramayan, Bhartiya Vidya Bhawan.

8

  
**Dy. Registrar**  
**(Academic)**  
**University of Rajasthan**  
**JAIPUR**

## MIB 107: MODERN BUSINESS COMMUNICATION

### Unit I

Business Communication: Definition, Types, Principles of Effective Communication, Barriers and Remedies to Communication.

### Unit II

Business Letter: Layout, Kinds of Business letters- Interview, Communication and Technology, video Conferencing, Fax, E-mail, Multi-media presentations, Web2.0 and Communication, Skype, Linked in, Facebook and Whatsapp.

### Unit III

Public Speaking, Seminar Presentation, Interview, Group Discussion, Effective Listening.

### Unit IV

Report Writing, Agenda, Minutes of Meeting, Memorandum, Office Order, Circular, Notes.

### Unit V

Business Etiquettes and Manners: Shake hand, Dress sense, Dining Etiquettes, Introducing a guest, E-mail Etiquettes, Work place Etiquettes, Telephone Etiquettes.

### Books Recommended

1. Rai , Urmila and Rai ,S.M.: Business Communication, Himalaya Publishing House.
2. Thomas, Jane, Murphy, Herta and Hilderbrandt, Herbert: Effective Business Communication, Tata Mc Graw-Hill.
3. Madhukar , R.K.: Business Communication, Vikas Publishing.
4. Kaul , Asha: Effective Business Communication, PHI Learning Pvt. Ltd.
5. Chatterjee , Abha, Bovee , Courtland L. and Thill , John V.: Business Communication Today, Pearson Education.
6. Rao , Nageshwar and Das , Rajendra P.: Communication Skills, Himalaya Publishing House.
7. Bhatia,R.C. Business Communication, Anita Books Pvt. Ltd.



Registrar  
(Academic)  
University of Rajasthan

**UNIVERSITY OF RAJASTHAN JAIPUR**

**SYLLABUS OF**

**MASTER OF INTERNATIONAL BUSINESS (MIB)**

**(SEMESTER SCHEME)**

**(SECOND SEMESTER 2018-19)**

1. **Eligibility:** It is given in the Prospectus of the University of Rajasthan.
2. **Scheme of Examination:** There will be five questions in all. The candidate will be required to attempt all the questions selecting one question from each unit with an internal choice (either/ or).
3. **Semester Structure:** The details of the courses with code, title and the credits assigned are given below.

  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

10

## Syllabus of MIB (Business Administration)

### Second Semester

S. No.	Subject Code	Course Title	Credit	Contact Hours Per Week	
				L	T
		<b>COMPULSORY PAPERS</b>			
1	MIB 201	STRATEGIC MANAGEMENT	6	4	2
2	MIB 202	BUSINESS RESEARCH METHODS	6	4	2
3	MIB 203	PRESENTATION IN SEMINAR AND VIVA VOCE	6	4	2
		<b>ELECTIVE PAPERS (Any Three)</b>			
4	MIB 204	SERVICES MARKETING	6	4	2
5	MIB 205	ADVERTISING AND SALES PROMOTION	6	4	2
6	MIB 206	CONSUMER BEHAVIOUR	6	4	2
7	MIB 207	RETAIL MANAGEMENT	6	4	2

  
**Dy. Registrar**  
**(Academic)**  
**University of Rajasthan**  
**JAIPUR**

(11)

MTB 201- Strategic Management

UNIT I

Introduction : Meaning of Strategic Management, Role of Strategic Management, Process of SM, Limitations of SM, Organizational Mission, Vision and Objectives , Strategy & Structure, 7s Framework.

UNIT II

Environmental Scanning: Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal, Core competence.

UNIT III

Strategy Formulation: Corporate Level Strategy, Business Level Strategy, Functional Level Strategy.

UNIT IV

Strategy Implementation: Aspects of Strategy Implementation, Procedural Implementation, Resource Allocation, Organizational Design and Change, Corporate Culture.

UNIT V

Strategic Evaluation and Control: Meaning of Strategic Evaluation and Control, Criteria and Techniques of Strategic Evaluation and Control.

Books Recommended:

- |                |   |                      |
|----------------|---|----------------------|
| 1. Azhar Kazmi | : | Strategic Management |
| 2. P. Rao      | : | Strategic Management |
| 3. L.M. Prasad | : | Strategic Management |
| 4. Ravi Kumar  | : | Strategic Management |

Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

(12)

MIB 202 Business Research Methods

Unit I

Meaning and Objectives of Research, Need and Importance of Research in Business, Types of Research, Problems in Social Science Research, Identification of Research Problem.

Unit II

Framing of Hypothesis. research Design - Important Concepts. Sampling Design-Steps. Collection of Data: Primary and Secondary Sources.

Unit III

Questionnaire and Schedule, Interviews, Observation. Scaling: Importance and Techniques, Editing, Coding, Classification and Tabulation.

Unit IV

Hypothesis Testing : Parametric and Non-parametric Methods. Interpretation and Report Writing.

Unit V

Probability and Probability Distribution, Business Forecasting, Time Series, Decision Theory.

Books recommended:

1. Donald R. Cooper, Pamela S. Schindler: Business Research Methods, 8/e, Tata McGraw-Hill.
2. Timothy J. Ross: Fuzzy Logic with Engineering Applications, Wiley Publications.
3. Simulated annealing: Theory and applications, Timothy J. Ross, Wiley Publications.
4. P.J. Van Laarhoven and E.H. Aarts: Simulated Annealing: Theory and Applications (Mathematics and its Applications).
5. C.R. Kothari: Research Methodology, Wiley Eastern Ltd.
6. Richard Levia: Statistics of Management, Prentice Hall of India Pvt. Ltd.
7. Goode & Hatt: Methods in Social Research, McGraw-Hill.

Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

13

MIB 203 - Presentation in Seminar and viva voce

1. Presentation in Seminar: 50 Marks
2. Viva-Voce based on presentation: 50 Marks

The Department/College shall organise Seminar in Second Semester and announce topics (at least ten). Students can make presentations on topic of his/her choice. The presentation shall be evaluated by internal examiner appointed by Head of the Dept. and external examiner appointed by the university.

The Viva-voce examination will be based on the presentation made by the student. The Department shall maintain record of the presentation made with a photograph pasted on the copy of the presentation made with signature, date of presentation etc.

  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

(14)

## MIB 204 SERVICES MARKETING

### UNIT-I

Introduction - Goods and Services: A comparative analysis, concept of services marketing, Significance of service marketing, Emerging key services, Need of Services in International Market.

### UNIT- II

Marketing Mix in Services Marketing: Product Mix, Promotion mix, price mix, place mix, people, process and physical evidence. Total quality Management: Service quality, measurement of service quality, TQM Dimensions, Effects of TQM, Quality Circles.

### UNIT- III

Bank Marketing: Concept of Bank Marketing, Ground of Banking in International Market, Need of Marketing the banking services, Marketing mix for banking services, marketing by foreign banking in India, marketing in Banks.

Tourism Marketing: Concept of tourism marketing; Benefits of tourism marketing, Product planning and development, marketing mix for tourism- Product mix-place mix, people, Tourism marketing in Indian perspective.

### UNIT- IV

Insurance Marketing: Concept of Insurance service marketing, use of Insurance services, Marketing Information System in International Marketing, Market Segmentation, Marketing Mix for Insurance Organizations, Marketing by foreign insurance companies in India.

Courier services marketing: Rationale behind courier marketing- International courier services, Types, benefits, Marketing mix for courier organizations, Courier marketing in Indian perspective, Foreign couriers in India, future of courier service.

### UNIT- V

Marketing of education service, marketing mix, Market segment, challenges of service marketing, Future of Services marketing in India, Global service marketing, Recent Issues in Services marketing.

Dy. Registrar  
University of Rajasthan  
Jaipur

(15)



**Books Recommended:**

1. Mehta, Khivasara- Marketing of Service (RBD, Jaipur)
2. Ravi Shankar- Services Marketing: The Indian Perspective (Excel Book)
3. K. Rana , Mohana Rao- Services Marketing (Pearson)
4. C Bhattacharjee- Services Marketing: Concepts and Planning (Excel Book)
5. Harsh V. Verma- Service Marketing: Text and Cases (Person)
6. Govind Apte- Service Marketing: Oxford University Press
7. Mohana Rao, Maisto, Misra- Services Marketing: Pearson Education
8. Bahuguna- Services Marketing: Centrum Press
9. Rajesh Bhatt- Services Marketing: Commonwealth Publishers
10. Zeithamal- Services Marketing: McGraw- Hill Education India Pvt. Ltd.

*Dy. Registrar*  
(Academic)  
University of Rajasthan  
JAIPUR

## MIB 205 - ADVERTISING AND SALES PROMOTION

### UNIT- I

Meaning, Needs and Types of Advertising, Social and Economic effects of Advertising, Advertising decision. Advertising in the marketing process, Personal Selling Vs advertising.

### UNIT- II

Various advertising media, Media Selection, Copy writing, Creativity in advertising, measurement of advertising effectiveness.

### UNIT- III

Advertising agencies: Role and organisation, principles of agencies-client and media relationship, social advertising, Industry advertising, recent trends in advertising in India.

### UNIT- IV

Nature and importance of sales promotion, Its role in marketing, Forms of sales promotion-consumer oriented sales promotions, trade oriented sales promotions, sales force oriented sales promotion and quality of good salesman.

### UNIT- V

Developing sales promotion programme: pretesting, implementing and evaluating the results and making necessary modifications.

#### Book Recommended

1. G.S. Sudha: Advertising and Sales Management, Ramesh Book Depot, Jaipur.
2. S. Shyam Prasad: Advertising Management, Ramesh Book Depot, Jaipur.
3. Dr. S.H. Gupta & Dr. V.V. Ratna: Advertising and Sales Promotion, Sultan Chand and Sons, New Delhi.
4. S. A. Chunawalla & K.S. Sethia: Foundation of Advertising, Himalya Publishing House New Delhi.
5. S.H. Kazmi & Satish K. Batra: Advertising and Sales Promotion, Excel Books New Delhi.

Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

(17)

## MIB 206 - CONSUMER BEHAVIOR

### UNIT-I

Consumer behavior and its applications, consumer research, Market segmentation and positioning concepts, consumer motivation, consumer Perception, consumer learning.

### UNIT-II

Memory and Involvement, Consumer attitudes, attitudes change strategy, marketing communication process, consumer and Cultural influence, social class influence and consumer behavior group influence and consumer behavior.

### UNIT-III

Household decision making, communication within group and opinion leadership innovation and diffusion process, Consumer diffusion process.

### UNIT-IV

Situational influence, problem recognition, consumer decision process. Information search, consumer decision process evaluation of alternatives and selection, consumer decision process outlet, selection and purchase.

### UNIT-V

Post purchase action, organization buyer behavior.

#### Books Recommended

1. S. Ramesh Kumar :Conceptual Issues in Consumer Behavior, Pearson Education.
2. S.L. Rao: Consumer Market Demographics.

*N*  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

(18)

## MIB 207 - RETAIL MANAGEMENT

### UNIT - I

Introduction to Retail: Role, Relevance and Trends, Benefits, Enablers and Challenges, Types of Retail outlets- organized and unorganized.

### UNIT- II

Product and Merchandise Management, Merchandise procurement, Merchandise forecasting, budgeting.

### UNIT- III

Store layout, location atmosphere and space Management, Retail Market segmentation, Retail store operation.

### UNIT- IV

Retail Pricing, Retail promotion strategy, Retail selling, Communication and consumer handling, stock and inventory Management.

### UNIT- V

Recent trend, retail strategy and FDI, impact and execution of FDI in retail, problems and prospects of retailing in India.

### Recommended Books

1. Gibson G. Vedamani: Retail Management (Jaico Publishing House)
2. Chetan Bajaj, Rajnish Tuli, Nidhi V. Shrivastava: Retail Management.
3. Gourav Ghosal: Retail Management.
4. S.C. Bhatia: Retail Management.
5. S. Sudershan, S.R. Prakash and M.S. Sharma: Retail Management.

(19)

By Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

MIB IIIrd Semester Session 2019-2020

S. No.	Subject Code	Course Title	Credit	Contact Hours per week	
<b>Compulsory Papers</b>				L	T
1	MIB 301	International Business	6	4	2
2	MIB 302	Indian Foreign Trade Policy	6	4	2
3	MIB 303	International Retailing	6	4	2
<b>Elective Papers (Any Three)</b>				L	T
1	MIB 304	Industrial Marketing	6	4	2
2	MIB 305	Capital Market	6	4	2
3	MIB 306	International Marketing Research	6	4	2
4	MIB 307	Legal Environment of Business	6	4	2

(20)

Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

MIB IIIrd Semester

MIB 301 - International Business

Unit I

Meaning of International Business, Domestic Business V/s International Business, Importance of International business, Major participants of IB, Scope of International Business.

Unit II

Understanding the International Business Environment: Cultural Environment, Economic Environment, Political Environment, Legal & financial Environment.

Unit III

International Business organisations, Forms of International organisations, world Trade Organisation (WTO).

Unit IV

International Financial Management, International Monetary Fund (IMF), world Bank.

Unit v

Global Operations and Supply Chain Management, International Human Resource Management, International Trade Procedure and Documentation, Global E-business, Ethics and Social Responsibility.

Books Recommended

1. Joshi, R.M.: International Business, Oxford University Press, New Delhi.
2. Aswathappa, K.: International Business, Tata McGraw-Hill Publishing Company Limited, New Delhi.
3. Cherunilam, Francis: International Business Environment, Himalaya Publishing House, New Delhi.

(21)

Dy. Registrar  
(Academics)  
University of Rajasthan  
JAIPUR

## Unit I

India's Foreign Trade: Trends and Developments, Commodity Composition and direction, India's foreign trade in global context. Conventions and Agreements.

## Unit-II

Foreign Trade Policy and Control in India, Policy making body and institutions; Exchange control in India- objectives and definition.

## Unit-III

Import Substitution and Export Promotion Policies. Export incentives- duty exemption schemes, EPCG, Duty drawbacks; Role of Commercial banks in foreign trade, deferred payment systems; Export Credit insurance and ECGC.

## Unit-IV

Infrastructure support for Export Promotion, Export Promotion Councils, Commodity boards, Specific service institutions. Export Processing Zones/Special Economic Zones (EPZ/SEZ).

## Unit-V

Foreign Investment Policy: Indian ventures abroad, Multinational Corporations, E-Business vis-a-vis International Business, Conceptual Analysis, advantages and disadvantages of E-business).

## Books Recommended:

1. P. Subba Rao: International Business, Himalaya Publishing House, New Delhi.
2. Nabbi Kumar Jain: How to Export, Nabbi Publications, New Delhi.
3. Varshney & Bhattacharya: International Marketing Management, Sultan Chand & Sons, New Delhi.
4. Korhari, Jain and Jain: International Marketing, RBD, Jaipur.

(22)

Registrar  
University of Rajasthan  
JAIPUR

## Unit I

International Trade and Business, International marketing environment, International marketing Research. Impact of Cultural factors on International retailing.

## Unit II

International marketing segmentation and product design. Targeting & Positioning. Trends, motives and challenges of International Retailing.

## Unit III

Market selection in international retailing. Export and market entry methods, comparing foreign markets, Global competition.

## Unit IV

International supply chain management, Market mix, Pricing and Distribution.


## Unit V

Promotional mix and advertising, Publicity, PR and Sales Promotion, Personal Selling and Sales Management.

## Books Recommended :

1. Nicholas Alexander and Anne Marie Doherty: International Retailing, Oxford University press.
2. Brenda Strenguist: International Retailing, Fairchild Publication.
3. M. Bruce, C. Moore and G. Birtwistle: International Retail Marketing, Elsevier Ltd.
4. Ramakrishna, Y.: International Retail Marketing Strategies.
5. Gupta, S. L. and Mittal, Arun: International Retailing-Text and Readings, Excel Books, New Delhi.

(23)

  
Registrar  
(Academic)  
University of Rajasthan  
Jaipur



## Unit I

Introduction to Industrial Marketing, The Industrial markets, Industrial marketing environment, Industrial buying and buying behaviour, managing customer relationship.

## Unit II

Strategic planning process, Industrial marketing research and demand forecasting, Segmenting, Targeting and Positioning, Industrial products and services, New Product Development.

## Unit III

Marketing Channels, Marketing Logistics and Supply chain Management, Industrial sales force: Developing and Managing them, Industrial sales force: planning, organizing and controlling.

## Unit IV

E-commerce, Industrial Marketing communication-Advertising, Sales Promotion and Publicity, Industrial pricing.

## Unit V

Industrial marketing for Global markets, Business Ethics and corporate social responsibility.

## Books Recommended:

1. Hory Shanker Markerjee: Industrial Marketing (Excel Books, Delhi).
2. P.C. Ghosh: Industrial Marketing (Oxford Press).
3. Krishna K. Havaladar: Industrial Marketing-Text and cases (Tata McGraw-Hill).
4. M. Govindarajan: Industrial marketing Management (Vikas Publishing House).
5. Arun Kumar Polanisncy: Industrial Marketing (VDM Publishing).

(24)

  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

**MIB - 305**  
**Capital Market**

**Unit-I**

Introduction : Financial market- definition, role, functions, Indian Financial market, Capital Market: evolution and growth, Capital market instruments : Equity, Debentures, Preference Shares, Sweat Equity, Non-Voting Shares, Share warrants.

**Unit-II**

Stock Exchange : History, meaning, functions Significance and SEBI: Working and Functions, BSE and NSE, Stock exchange traders, SEBI Act, 1992.

**Unit-III**

Primary market: meaning, methods of new issue, intermediaries in new market, SEBI guidelines on primary market, Listing of securities, Consequences of non-Listing, Underwriting: definition, types, mechanics and benefits.

**Unit-IV**

Book-building: Concepts, Characteristics, process. Mutual Funds: concepts, Classification, growth and importance, risk involved in mutual Funds, International Capital Market: Listing of securities issued outside India, Foreign Currency Convertible Bonds, Global Depository Receipts, American Depository Receipts.

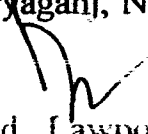
**Unit-V**

Secondary Market: Meaning, need and significance. Trading Methods: Trading Ring, On-Line Trading, Carry Forward Systems, Government Securities Market: Government Debt Instrument, Short term and Long term Instruments, Trading in Debt Instrument, Indian Depository System: Need and benefits.

**List of Recommended Books:**

1. E. Gordon & K. Natarajan : Capital Market in India; Himalaya Publishing House, Ramdoot, Dr. Bhalerao Marg, Girgaon, Mumbai-400004.
2. M.Y. Khan: Indian Financial Systems; Tata McGraw Hill, 4/12, Asaf Ali Road, New Delhi-110002.
3. S. Suryanarayanan & V. Varadarajan: SEBI-Law Practice & Procedure; Commercial Law Publishers (India) Pvt. Ltd., 151, Rajindra Market, Opp. Tis Hazari Court, Delhi-110054.
4. Sanjeev Aggarwal: Guide to Indian Capital Market; Bharat Law House, 22, Tarun Enclave, Pitampura, New Delhi-110034.
5. Shashi K Gupta Nishja Aggarwal Neeti Gupta: Financial Institutions and Markets; Kalyani Publishers, 4863/2B, Bharat Ram Road, 24, Daryaganj, New Delhi-110002.
6. Taxman: SEBI Manual.
7. Vishal Saraogi: Capital Markets and Securities: Laws simplified, Lawpoint Publication 6C/ R N. Mukherjee Road, Kolkata-700001.

(25)

By  Registered  
(Academic)  
University of Rajasthan  
JAIPUR

UNIT I

Meaning and scope of marketing research; Need for international marketing research; Marketing research in international context: Importance, complexities and some issues.

UNIT II

Marketing research process; problem identification; preparing research proposal; sources of international marketing research; primary and secondary sources and complexities of data collection in international marketing research; applications of international marketing research; screening potential market; assessing targeted markets; drawing conclusions; online data sources and research.

UNIT III

Preparation of questionnaire; sample design- Sampling methods and sample size determination; Fieldwork and data collection; Sampling and non sampling errors.

UNIT IV

Market survey, Product oriented survey, Market oriented survey, survey techniques, sampling processing and analysing of data, Report preparation and presentation.

UNIT V

Consumer research; Product research; Advertising research; International market opportunity analysis; ethical issues in international marketing research, recent developments in international marketing research.

(26)

*[Signature]*  
**Dy. Registrar**  
**(Academic)**

University of Rajasthan  
Jaipur

Books Recommended:

1. Kumar, v.: International Marketing Research, Prentice Hall of India.
2. Malhotara, Naresh k.: International Marketing Research- An Applied Orientation, 3<sup>rd</sup> ed, Pearson Education Asia.
3. Aaker, David A. and Kumar, V.: Marketing Research, John Wiley and Son, New York.
4. Douglas, S.P and Samuel, C.C.: International Marketing Research, Prentice Hall of India Ltd.
5. Boyd, Harper W. et. al.: Marketing Research: Text and Cases, Irwin, Homewood Illinois.
6. Green, P.E. et. al.: Research for Marketing Decision, Prentice Hall of India Ltd., New Delhi.
7. Tull, D.S. and Hawkins, D.I.: Marketing Research: Measurement and Methods, Prentice Hall of India Ltd., New Delhi.

13  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

**MIB-307 Legal Environment of Business**

Unit I-

Business and its Environment, Salient Features of Companies Act 2013 - Meaning, Features, Types of Companies, Prospectus, Memorandum of Associate Articles of Association, Powers of Board, Meetings.

Unit II-

Negotiable Instrument Act 1881- Types of Negotiable Instruments, Difference between Promissory Note and Bill, Bill of Exchange and Cheque, Endorsement, Crossing, Dishonour of a Cheque.

Unit III-

Competition Act 2002, Consumer Protection Act 1986

Unit IV-

FEMA 1999, Information Technology Act 2000

Unit V-

Pollution Control Laws-Air Pollution, Water Pollution, Environment Protection.

Books

1. Gulshan, S.S., : Mercantile Law, Excel Books.
2. Baid, P.K. , :Economic and Commercial Law, Flystone Publications.
3. Kapoor, G.K. & Suri A.P. , : Corporate Laws, Taxman.

  
**Dy. Registrar**  
(Academic)  
University of Rajasthan  
JAIPUR

MIB IVth Semester Session

2019-20

S. No.	Subject Code	Course Title	Credit	Contact Hours per week	
Compulsory Papers				L	T
1	MIB 401	Global Marketing	6	4	2
2	MIB 402	Supply Chain Management	6	4	2
3	MIB 403	Project Report and viva-voce	6	4	2
Elective Papers (Any Three)				L	T
1	MIB 404	Export-import Procedure and Documentations	6	4	2
2	MIB 405	International Human Resource Management	6	4	2
3	MIB 406	Multinational Financial Management	6	4	2
4	MIB 407	Business Environment	6	4	2

(29)

Dy. Registrar  
(Academic)  
University of Rajasthan  
Jaipur

MIB IVth semester

MIB 401 - Global Marketing

Unit I

Global Marketing: Nature, Definition and scope of Global Marketing; Domestic Marketing vs. International Marketing; International Marketing Environment.

Unit II

Identifying and Selection of Foreign Market: Foreign market entry mode decisions, Product Planning for International Market; Product Designing; Standardization vs. Adaption; Branding and Packaging; Labelling and quality issues; After sales service.

Unit III

International Pricing: Factors influencing international price, Pricing process and methods; International price quotation and payment terms.

Unit IV

Promotion of product/services abroad; Methods of international promotion; Direct Mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.

Unit V

International Distribution: distribution channels and logistics decisions; Selection and appointment of foreign sales agents.

Books Recommended:

1. B. Bhattacharya: Export Marketing Strategies for success- Global Business Press, New Delhi.
2. Cherunilam, Francis- International Trade and Export Management, Himalaya Publishing House, New Delhi.
3. Kothari, R.K. and Jain, Mukesh: International Marketing (MBA Edition) (RBD, Jaipur).
4. Kothari, Jain and Jain : International Marketing, RBD, Jaipur.

(30)

By Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

## MIB 402 - SUPPLY CHAIN MANAGEMENT

### UNIT I

Introduction : Basic concepts & philosophy of Supply Chain Management, the supply chain revolution, Generalized Supply Chain Model, Supply chain and networks, Extended organization, Integrative Management, Responsiveness, Financial Sophistication, Globalization, Digital Business Transformation, Essential features, Infrastructure flows (Cash, value and information), key issues in SCM, benefits.

### UNIT II

Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management.

### UNIT III

Purchasing & Vendor Management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies, use of mathematical model for vendor rating/valuation, single vendor concept, management of stores, accounting for materials.

### UNIT IV

Inventory Management: Concept, various costs associated with inventory, various EOQ models, buffer stock (trade off between stock out/ working capital Cost), lead time reduction, re-order point/ re-order level fixation.

### UNIT V

Recent Issues in SCM: Role of computer/ IT in supply chain management, CRM vs. SCM, Benchmarking concept, features and implementation, outsourcing- basic concepts, value addition in SCM- concept of demand chain management.

(31)

Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR



Books Recommended:

1. Bowersox, Closs and Cooper- Supply Chain Logistics Management, Tata McGraw-Hill.
2. B.S. Sahay and Macmillan- Supply Chain Management, Pearson Education.
3. Burt, Dobbler, Starling- World Class Supply Management, TMGH.
4. David Simchi, Levi and Philip Kaminski- Designing and Managing the Supply Chain, McGraw-Hill Companies Inc.
5. Chopra, Sunil and Peter, Meindl: Supply Chain Management Pearson.
6. Bhat, K. Shridhara: Logistics and Supply Chain Management, Himalaya Publishing House, New Delhi.

  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

# MIB - 403

Project Report and Viva-Voce

Report Writing : 50 Marks

Viva -Voce : 50 Marks

12  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

33

## MIB 404 - Export-Import Procedure and Documentations

### Unit-I

Introduction: Role of Exports and Imports in Indian Economy, Foreign exchange regulations, ISO Series and other internationally accepted quality certificates, Pre-shipment inspection, Marine Insurance.

### Unit-II

Export Procedure: Export documentation, General excise clearance, Role of Clearing and forwarding agents, shipment of export cargo.

### Unit-III

Import Procedure: Import Licensing policy, Actual user licensing, Replenishmentlicensing, Capital goods licensing, Export houses and Trading Houses.

### Unit-IV

Export credit Guarantee and policies, Forward Exchange cover, Finance for Export on deferred payment terms, Duty drawbacks, Logistics for export and imports.

### Unit-V

Import Management in Developing Economy, Foreign exchange budgeting, Import procurement methods, import financing, Purchase Contract, monitoring and follow-up of import contracts.

### Books Recommended:

1. Nabhi Kumar Jain: How to Export, Nabhi Publications, New Delhi.
2. Varshney & Bhattacharyya: International Marketing Management, Sultan Chand & Sons, New Delhi.
3. P. Subba Rao: International Marketing, Himalaya Publishing House, New Delhi.
4. Kothari, Jain and Jain: International Marketing, RBD, Jaipur

(34)

Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

International Human Resource Management

Unit I

Introduction of international human resource management, Overview of organizational structure in MNCs, international dimensions of HRM, Approaches of IHRM.

Unit II

International Staffing, Compensation and Benefits. Training and development.

Unit III

Performance Management in International Organisations. Expatriations & Repatriation.

Unit IV

Sustaining International Business operations, Managing People in International Context.

Unit V

Indian Multinational companies, Issues, Challenges and theoretical development, Cultural dimensions, Changing scenario of IHRM.

Books Recommended:

1. Subba Rao, P.: International Human Resource Management.
2. Bhatia, S.K.: Management Change and Organisational Development, Deep & Deep Publications Pvt. Ltd., New Delhi.
3. Bhatia, S.K.: HRM in Global Scenario, Deep & Deep Publications Pvt. Ltd.
4. Khandwalla, Pradip N.: Corporate Creativity, Tata McGraw-Hill Publishing Company Limited, New Delhi.

  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR

**MIB- 406**  
**MULTINATIONAL FINANCIAL MANAGEMENT**

**Unit-I**

The Multinational Financial Environment: An overview of Multinational Financial Management, Basis of International Trade., Gains from International Trade, International Exchange System.

**Unit-II**

International Monetary System, International Financial Institutions, Balance of Payments, Marketing and Economic Cooperation, WTO.

**Unit-III**

Foreign Exchange Market: Exchange Dealings, Foreign Currency Features and Options, Management of Transaction. Translational and Economic Exposures, Interest Rate Risk. Theories for Foreign Exchange Rate Movement and International Parity Conditions.

**Unit-IV**

Financial Management of the Multinational Firm: International Capital Flows, Cost of Capital and Capital Structure of the Multinational Firm, Multinational Capital Budgeting, Multinational Cash Management, Country Risk, Analysis, International Taxation.

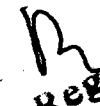
**Unit-V**

Financing Foreign Operations: Euro-currency Market, Interest Rate and Currency Swaps, Depository Receipts-GDR and ADR, Firm and its implications.

International Debt Problems, Role of MNCs, An evaluation of Multinational Financial Reforms.

**Books Recommended:**

1. Teff Madura: International Financial Management.
2. Madhu Vij: Multinational Financial Management.
3. C. Jeevanandam: Foreign Exchange & Risk Management.
4. Frances Cherunilam, International Economics.

  
**Dy. Registrar**  
**(Academic)**  
**University of Rajasthan**  
**JAIPUR**

UNIT-I

Introduction of Business Environment, Concept Significance and Nature of Business Environment, Changing Dimensions of Business Environment.

UNIT -II

Implications of Globalization, Competition Act, 2002.

UNIT - III

Legal Environment of Business, Changing dimensions of Legal Environment, Intellectual Property Rights.

UNIT -IV

Environment Protection, Government Policy on Environment, Water Pollution Act, Air Pollution Act, Environment Pollution Act.

UNIT -V

Corporate Ethics and Government, Contemporary issues in CSR and Governance, Work Ethics, Sustainable Development.

Books Recommended

1. N. Gopal : Business Environment, Tata McGraw Hill
2. Saleem Shaikh: Environment, Pearson Education of India
3. David : The Environment of Business, SAGE Publication
4. Aswathappa : Essentials of Business Environment, Himalaya Publishing House

  
Dy. Registrar  
(Academic)  
University of Rajasthan  
JAIPUR