

Program Curriculum

SEMESTER I

Principles & practices of Management (PPM)

1. Business - the Purpose of Management
2. Designing Organization for Business
3. Need for Managing Organization & Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading Directing | Communicating | Motivating
11. Controlling
12. Co-ordinating (Synchronizing)
13. Evolution of Management Thought
14. Pursuing Managerial Career

Organization Behaviour

1. Historical Evolution of Organisational Behaviour
2. Understanding Organisational Behaviour
3. Perception
4. Personality
5. Attitudes
6. Motivation
7. Work Motivation Theories
8. Morale
9. Work & Conditions of Work
10. Conflict Management
11. Group Dynamics
12. Stress Management
13. Leadership
14. Management of Organisational Change
15. Organisational Culture
16. Organisational Power & Politics

Managerial Economics

1. Introduction to Managerial Economics
2. Utility
3. Demand
4. Demand Forecasting
5. Supply Analysis
6. Production & Cost Analysis
7. Revenue Analysis & Pricing Policies
8. Pricing Under Perfect Competition
9. Pricing Under Imperfect Competition
10. Cost Benefit Analysis
11. Macro-Economic Analysis
12. Consumption Function & Investment Function

Management Accounting

1. Introduction to Accounting
2. Process of Accounting
3. Introduction to Management Accounting
4. Basics of Costing & Activity Based Costing
5. Marginal Costing
6. Applications of Marginal Costing in Short Term Decision Making
7. Transfer Pricing
8. Standard Costing & Variance analysis
9. Forecasting, Budgeting & Budgetary Control
10. Divisional Performance Measurement
11. Responsibility Accounting

Business communication

1. Communication in Business
2. Process of Communication
3. Psychological & Cultural Dimensions of Business Communication
4. Listening
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing & Revising Business Messages
7. Writing Routine, Good News and Goodwill Messages
8. Writing Indirect Messages
9. Short and Long Reports
10. Developing and Delivering Effective Presentations
11. Interviews and Meetings
12. Group Communication Strategies
13. Resumes and Employment Letters
14. Communicating with Technology
15. International business Communication
16. Formats of Business Documents

Program Curriculum

SEMESTER II

International Economics

1. The International Economy
2. International Trade Theory
3. New Trade Theory
4. International Trade Policy
5. Trade Restrictions
6. Terms of Trade
7. Regional Trading Arrangements
8. International Monetary Fund
9. International Bank for Reconstruction & Development
10. GATT & WTO
11. The Balance of Payment
12. Foreign Exchange Rate
13. The Determination of Foreign Exchange Rate
14. Foreign Capital Movements & Multinational Corporations
15. External Sector – India

International Business Management

1. Theories of International Trade
2. Globalisation
3. Trade Barriers & Trade Block
4. Country Risk Analysis
5. Export-Import Finance
6. Balance of Payments
7. Multi-National Corporations
8. Export Promotion Schemes in India:
9. Raising Money in International Markets
10. World Trade Organization
11. International Marketing - Entry Strategies
12. International Monetary Fund
13. World Bank
14. Digital Technologies for International business

Economic Environment & Business

1. Basic Terms & Concepts
2. Economic Environment
3. Social Environment
4. Political Environment
5. Industry
6. Industrial Relations & Labour Issues
7. Infrastructure
8. Agriculture, Employment & other Indian Economic Issues
9. Finance
10. Globalisation & WTO
11. International Economic Backdrop
12. Foreign Trade Media & Business

Management Information Systems

1. Management Information System
2. Information Technology
3. Data Communication & IT Enabled Services
4. Management & Decision-Making
5. Information
6. Decision Support System
7. System Analysis & Design
8. System Development
9. The Database Management System
10. Data Warehousing & Data Mining
11. Information Security & Control
12. Information System & Quality
13. Functional Applications
14. Applications in Service Sector

Research Methodology & Statistical

Quantitative Methods

1. Understanding Research
2. Scientific Methods & Research
3. Formulating Research Problem & Hypothesis
4. Hypothesis Testing
5. Research Design
6. Data Collection & Measurement
7. Sampling & Sampling Technique
8. Observation
9. The Interview Method
10. The Questionnaire Method
11. The Survey Method
12. The Experimental Method
13. Scaling Tech. & Attitudes Measurement Tech.
14. Data Presentation, Processing & Analysis
15. Arranging Data to Convey Meaning
16. Measures of Central Tendency (Mean, Median & Mode)
17. Correlation
18. Probability
19. Queuing Theory
20. Game Theory & Decision Theory

Program Curriculum

SEMESTER III

International Commercial Law

1. Intro. to International Commercial Law & Foreign Trade
2. Importance of Commercial Law in Foreign Trade
3. Indian Contract Act, 1872:
4. Agreement to do Impossible Acts
5. Bailee's Lien & Pledge of Mercantile
6. Marine Insurance
7. Container, Air & Sea Transport
8. Agreement in Restraint of Legal Proceedings
9. GATT Procedure of Dispute Settlement
10. Intellectual Property in Patents & Trade Marks
11. Intellectual Property in Industrial Design & Copyright
12. Arbitration & Conciliation Act, 1996
13. Recourse Against Arbitral Award
14. A Brief Perspective of Cyber Laws in Different Countries
15. Cyber Laws in India

International Trade logistics

1. Marketing Logistics: An Introduction:
2. International Commercial Terms (Incoterms):
3. Organisation of Overseas Transport Services
4. Liner Shipping Services:
5. Chartering Principles & Practices:
6. Containerisation & Multi-modal Transportation of Goods
7. Ports System & its Role in India's Foreign Trade
8. Air Transport
9. Transport Intermediaries
10. Carriage of Goods by Sea & Multimodal Transport-Legal Parts
11. Maritime Fraud

Financial Institutions & Banking

1. Overview of the Financial Markets - Meaning & Scope:
2. Reserve Bank of India
3. Financial Institutions (FIs) (Industrial Sector)
4. Financial Institutions (Agriculture)
5. Financial Institutions – Others
6. Securitisation
7. Financial Institutions (Area Specific)
8. Bank & Banking
9. Indian Money Market
10. Financial Intermediaries
11. International Monetary Fund (IMF)
12. International Banking Practices.

Strategic Management

1. Introduction to Strategic Management
2. Understanding Strategy
3. The Strategic Management Process
4. Environmental Appraisal & SWOT
5. Corporate Level Strategies: I
6. Corporate Level Strategies: II
7. Tools for Strategic Analysis & Choice: I
8. Tools for Strategic Analysis & Choice: II
9. Implementing Strategy: I
10. Implementing Strategy: II
11. Implementing Strategy: III
12. Strategic Evaluation & Control

Foreign Exchange Markets

1. Foreign Exchange Markets
2. The International Monetary System
3. Exchange Rate Determination
4. Regulatory Framework in India
5. Imports
6. Exports
7. Financing Exports
8. Methods of Payments
9. Facilities for Non-Residents
10. Export Credit Guarantee Corporation & Exim Bank

Program Curriculum

SEMESTER IV

International Marketing

1. Introduction to International Marketing
2. Challenges of Globalisation
3. Why Firms Go International
4. The Task of International Marketing
5. Environmental Factors Affecting International Marketing
6. Foreign Market Entry Strategy
7. International Product Strategy
8. International Distribution Strategy
9. International Promotion Strategy
10. International Pricing Strategy
11. Outsourcing & Strategic Relationships
12. International Marketing Research
13. e-Marketing & e-Commerce
14. Digital Marketing in International Business
15. B2B marketing in international Business.

Marketing Research

1. Fundamentals of Market Research
2. Application & Limitations
3. Sampling
4. Questionnaire - Design Development.
5. Scaling Methods
6. Data Collection Primary / Secondary
7. Data Preparation & Processing
8. Data Analysis & Interpretation
9. Multivariate Analysis
10. Research Process & Design
11. Specialised Techniques in Market Research
12. Market & Sales Analysis Research
13. New Product Development & Test Marketing
14. Presentation of Research Findings
15. Research in Service Segments-Remove
16. Application of marketing analytics in Marketing research

Exim Policy & procedures

1. Foreign Trade Policy
2. Export & Import Procedures
3. Documents Related to Export & Import
4. Instruments & Terms of Payment in Export – Import
5. Methods of Export - Import Financing
6. Letter of Credit & Bill of Exchange
7. Foreign Exchange Regulations & Formalities
8. Cargo Insurance
9. International Commercial Terms
10. Procedure & Documentation for Availing Export Incentives

International Finance

1. Introduction to International Finance
2. International Monetary & Financial System
3. Documents used in International Trade
4. External Commercial Borrowing
5. Foreign Investment in India
6. Direct Investment outside India
7. Foreign Exchange Markets
8. Foreign Exchange Risk Management
9. Export / Import Finance
10. Facilities for Residents & Non-Residents
11. Institutes involved in International Trade

Project

Student is required to submit a project by the end of the semester 4.