

PG DIPLOMA IN INTERNATIONAL BUSINESS MANAGEMENT

Non-Semester

(With Effect from the Academic Year 2013-14)

ELIGIBILITY FOR ADMISSION

Candidates who apply for the degree of PG Diploma shall possess the following qualifications.

(a) AGE LIMIT:

There is no upper Age Limit.

(b) QUALIFICATION:

Any Degree

3. DURATION OF THE COURSE

The course will be conducted for one year

3.1. EXAM : There Will be an examination conducted by the University at the end of the year.

3.2. Passing minimum : 50

3.3. MEDIUM OF INSTRUCTION: The Medium of instruction will be English.

Course Profile

International business
International Business Law
International Marketing
International Financial Management
WTO and IPR
International Human Resource Management
Cross Culture Management

PAPER I: INTERNATIONAL BUSINESS

Objectives: The objective of this course is to give an understanding of the effects of the multinational dimension on the business strategies and management of a MNC company. Business problems created by operating a business in more than one country will be examined in order to modify the business strategies of firms in foreign markets.

UNIT I: An Overview of International Business: Introduction, Definition of International Business, Changing Environment of International Business, Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization.

UNIT II: International Business Theories: Introduction Mercantilism, Absolute Advantage Theory Comparative Cost Theory, Hecksher-Ohlin Theory. Instruments of Trade Policy - Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy.

UNIT III: Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes, Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates.

UNIT IV: International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO.

UNIT V: Regional Economic Integration: Introduction, Levels of Economic Integration, Regional Economic Integration in Europe, Regional Economic Integration in U.S.A., EUROPEAN UNION, ASEAN, BRIC, SAARC, Integration for Business.

REFERENCE

1. Agarwal Raj - International Trade (Excel, 1st Ed.)
2. Daniels - International Business (Pearson, 1st Ed.)
3. Hill C.W. - International Business (TMH, 5th Ed.)

PAPER II: INTERNATIONAL BUSINESS LAW

Objectives: The objective of this course is to provide the students with practical legal knowledge of general business law issues and topics to help become more informed, sensitive and effective business leaders.

UNIT I: Sources of law and definitions -Concept and your understanding of “rule of law”-Which laws & “rule of law” conditions affect your business- “Host” country laws and “home country” law- Regional laws and memberships- Global law and memberships

UNIT II: Western legal systems: Comparison of Civil & Common Law systems - Applying the "Analytical Framework" to the U.S. legal system as a representative market based capitalist, western liberal model

UNIT III: Legal aspects principles related to FTA, ASEAN, EU, NAFTA, ILO and BRIC. WTO: Philosophy; purpose; basic principles; structure, means to reach agreement, enforcement, Time limited special treatment of developing countries- theory and practice Relationship of WTO to regional trade groups and bilateral agreements WTO “Safeguards” and exceptions- WTO Dispute Settlement system

UNIT IV: The alternatives to “free trade”-Managed trade. Protectionist practices-historic and present pros and cons- Regional economic integration regimes - Critical assessment of ASEAN performance over the last 20 years and today including (a) economic progress and lack of progress of ASEAN (b) ASEAN rhetoric/ agendas compared to ASEAN performance (c) continuing importance of ASEAN as compared to trade outside ASEAN (d) impacts of regional giant “China” on ASEAN

UNIT V: Drug patent law and impact on developing countries; textile quotas and impact on developing countries; intellectual property rights laws and impact on developing countries- dumping and anti-dumping - significance of the laws relevant to dumping- the range of remedies for dumping- the role of WTO role in dumping/anti-dumping (e) the pros and cons of product “dumping” and anti-dumping laws from consumer, national and international perspectives.

REFERENCE:

1. Richard Schaffer and others, International Business Law and its Environment
2. Cengage, Leo Darcy, Carole Murray and Barbara Clave Schmitthoff's Export Trade: The Law and Practice of International Trade, 2009.
3. Motiwal O.P, International Trade Law and Practice, 2009.

PAPER III INTERNATIONAL MARKETING

Objectives: The objective of this course is to give an understanding of the effects of the multinational dimension on the marketing strategies and management of a company. Marketing problems created by operating a business in more than one country will be examined in order to modify the marketing mix of firms in foreign markets.

UNIT I: International Marketing Concept : Framework of International Marketing, World Market Trends and Future Predictions, International Market Segmentation, International Market targeting, Selection Criteria for International Market Selection.

UNIT II : International Product concept, Product Adoption Vs Product Standardization, International Product Life Cycle, Product Positioning, Product Strategies, Building International Brands.

UNIT III: Concept of Export Pricing, Methods of Export Pricing, Role of Non-Price Factors in International Marketing, Price Issues for Developing Countries, Counter Trade, Strategies for Managing Competitive Export Pricing.

UNIT IV: Structure of International Distribution Systems, Determination of Distribution Channel, Developing an International Distribution Strategy.

UNIT V: International Promotional Mix-Advertising, Personal Selling and Sales Promotion, Strategies for International Markets, International Trade Fairs & Exhibitions, Internet as a Marketing Tool in International Markets.

REFERENCE

1. Philip R. Cateora and John L. Graham: International Marketing, Tata McGraw Hill.
2. U.C. Mathur, International Marketing Management: Text and Cases, Sage Response Books.
3. Rajagopalan, International Marketing Management, Vikas Publications, New Delhi
4. Rakesh Mohn Joshi, International Marketing, Oxford University Press.
5. Varshney R.L. and B. Bhattacharya: International Marketing Management – An Indian Perspective, Sultan Chand & Sons.
6. United Nations: International Trade Statistics

PAPER IV: INTERNATIONAL FINANCIAL MANAGEMENT

Objectives: The objective of the course is to provide students with a broad view of International Monetary Systems and its understanding to enable a global manager to do business in a global setting.

UNIT I: Global Financial Environment: Overview, international monetary system: exchange rate regimes, IMF, euro currency market, EURO market, capital market, role of finance manager in global context, balance of payments: understandings, analysis & interpretation.

UNIT II: Nature, structure, types of transactions, exchange rate quotation & arbitrage, spot & forward, foreign exchange market in India: nature, structure, operations & limitations.

UNIT III: Structural models of exchange rate determination, exchange rate forecasting, the exchange rate of rupee, foreign exchange risk exposure: types of risk, the risk management process: hedging, swaps, futures, options, types of derivatives, role SEBI.

UNIT IV: International project appraisal, exchange rate risk & cost of capital, financial market instruments - GDRs, ADRs, Euro issues, CP and ECB. foreign exchange markets; exchange rate determination

UNIT V: International joint ventures, A review of NPV approach, repositioning of funds, FDI & FII in India, measuring and managing various risks and exposure; country risk analysis; taxation in multinational firms

References

1. Adrian Buckley, Multinational Finance, PHI.
2. Allan C. Shapiro, Multinational Financial Management, John Wiley.
3. Apte P G, International Financial Management, TMH.
4. Madhu Vij, International Financial Management, Excel Books.
5. Sharan V, International Financial Management, PHI.

PAPER V WTO AND IPR

Objectives: The objective of the course is to provide students with a broad view of WTO, International Trade Systems and IPR Related issues and its understanding to enable a global manager to do business in a global setting.

UNIT 1: General Agreement on Tariffs and Trade (GATT) Eighth Round: Uruguay Round, World Trade Organization: Structure Technology Transfer Dispute resolution Mechanism- Doha Declaration WTO Agreements including TRIPS & TRIMS.

UNIT 2: Paris convention Bern Convention WCT- Budapest treaty Madrid Agreement Hauge Agreement UPOV.

UNIT III: Patents: Historical Background of IPR- Introduction, definition and classification of intellectual Property, Patents Patentable and Non patentable inventions Legal requirements for patents Types of patent applications- Patent document: specification and claims Important procedural aspects Management of IP Assets and IP portfolio Commercial exploitation of IP.

UNIT IV: IPR: Designs and Geographical Indication (GI) Designs: Basic requirements Procedure Convention application Term Date Geographical Indication: Definition What can be registered Who can apply Rights Term – Restrictions

UNIT V: Trade Marks and Copy rights: Definitions Classification of trademarks Classifications of goods and services Vienna classification Trademarks procedure Trademarks enforcement: Infringement and passing off Remedies Copy rights Term of copyrights Procedure of copyright-Assignment of copy right, Copyright infringement Remedies.

References

1. Vasudeva P. K., World Trade Organisation: Implications on Indian Economy, Pearson Krishna Rao P., WTO-Text and cases, Excel Books

2. Caves, Frankel, Jones, World Trade and Payments-An Introduction, Pearson Education.

PAPER VI INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Objectives: The objective of the course is to provide students with a broad view of IHRM, difference between domestic HRM and International HRM Practices. Its' understanding enables the global manager to do business in a global setting.

UNIT I : Introduction to International HRM – Concept, HRM at International Perspective – Distinction between Domestic and International HRM – HR Challenges at International Level.

UNIT II: Cross Cultural Theories – International Recruitment and Selection Process, Culture and Values- Culture Shock and Reverse Culture Shock- International organisation structures.

UNIT III: Expatriate Recruitment, Selection and Training – Developing Global Managers – Training Process- Various Methods and Models.

UNIT IV: Compensation Management: International Compensation – Objectives, Components – Theories of Compensation- Approaches of Compensation in Global Assignments

UNIT V: Industrial Relations at Global Level: IR Scenario in Global Organizations – Trade Unions at International Level – Unions and International Industrial Relations – International Business Ethics.

REFERENCES

1. Anne-Wil Harzing & Joris Van Ruyssveldt (eds.), International Human Resource Management – Sage Publications, New Delhi.
2. Bedi SPS, & M.Kishore, Global HRM, Wisom, NDelhi
3. Dowling, International HR Management, Cengage, ND
4. Lawrence Kleiman, Human Resource Management, Wiley India, New Delhi.
5. Peter J.Dowling: International Human Resource Management, Excel Publications.
6. Rao PS, International HRM, Himalaya, Mumbai
7. Tayeb – International HRM, Oxford University Press
8. Venkata Ratnam C.S., Globalisation and Labour Management Relations, Sage, ND.

PAPER VII CROSS CULTURE MANAGEMENT

Objectives: The objective of the course is to provide students with a broad view of Culture, cultural predisposition of people, its influence in the MNC's performance and efficiency. Its understanding enables the global manager to do business in a global setting.

UNIT I: Determinants of Culture Facets of culture Levels of Culture National Cultural

dimensions in the business context The influence of National Culture on business culture.

Business Cultures: East and West.

UNIT II: Cultural Dimensions and Dilemmas: Value orientations and Dimensions

Reconciling cultural dilemmas Culture and Styles of Management: Management tasks and cultural values.

UNIT III: Culture and Organizations: Culture and corporate structures Culture and

Leadership Culture and Strategy Cultural change in Organizations- Culture and marketing Cultural Diversity.

UNIT IV: Culture and Communications: Business communication across cultures

Barriers to intercultural communication, Negotiating Internationally.

UNIT V: Cross Cultural Team Management: Working with International teams Groups processes during international encounters Conflicts and cultural difference Understanding and dealing with conflicts Developing Intercultural relationships.

References

1. David C.Thomas: Cross Cultural Management, Sage Publications, 2008.
2. Marie-joelle Browaeys and Roger Price: Understanding Cross-Cultural Management, Pearson, 2010.
3. Nigel Holdon, Cross Cultural Management: Knowledge Management Perspective, Pentice Hall, 2001.
4. Parissa Haghirian: Multinational and Cross Cultural Management, Routledge,2010.
5. Richard Mead: International Management-Cross cultural Dimension, Blackwell, 2005.