

Masters Of International Business

SYLLABUS

2012

**Department of Banking and Business
Economics**

**University College of Commerce &
Management**

Mohanlal Sukhadia University, Udaipur

MASTER OF INTERNATIONAL BUSINESS
Course Structure

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102. INDIA'S FOREIGN TRADE AND POLICY	2
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104. FINANCIAL AND MANAGEMENT ACCOUNTING	4
105. FUNDAMENTALS OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR	5
106. INTERNATIONAL BUSINESS ENVIRONMENT	7
107. FOREIGN LANGUAGE - FRENCH	
IInd Semester	
201. MARKETING MANAGEMENT	11
202. QUANTITATIVE TECHNIQUES FOR INTERNATIONAL BUSINESS DECISIONS - II	12
203. OVERSEAS MARKETING RESEARCH	13
204. EXPORT-IMPORT PROCEDURES, DOCUMENTATION AND MANAGEMENT	14
205. INTERNATIONAL HUMAN RESOURCE MANAGEMENT	15
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207. INTERNATIONAL MARKETING LOGISTICS	17
IIIrd Semester	
301. INTERNATIONAL BUSINESS INFORMATION SYSTEM	20
302. INTERNATIONAL BUSINESS POLICY & STRATEGY - I	21
303. MARKETING OF THRUST PRODUCTS AND CHARACTERISTICS OF TRADING PARTNERS	22
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305. FINANCIAL MANAGEMENT	24
306. INTRODUCTION TO IT	26
307. SUMMER TRAINING REPORT and VIVA VOCE	
IVth Semester	
401. OVERSEAS PROJECT MANAGEMENT ENTREPRENEURSHIP DEVELOPMENT	28
402. INTERNATIONAL BUSINESS POLICY STRATEGY-II	29
403. INTERNATIONAL BUSINESS LAWS AND TAXATION	30
404. E-COMMERCE	31
405. INTERNATIONAL FINANCIAL MANAGEMENT	32
406. PROJECT REPORT AND VIVE VOCE	
407. COMPREHENSIVE VIVA-VOCE	

GENERAL RULES AND REGULATIONS

Students are instructed to be in discipline and follow the instructions issued by the office as and when required.

Students who have been admitted in MIB course should possess a valid passport. Those who do not have the same will submit the fee and documents for filling passport application form latest by second week of July 2007.

Students are instructed to wear the prescribed, specified & approved uniform and they will have to wear it whenever they are asked.

Dress code - A full suit for boy and a sari for girl. The shade will be provided by office.

No student will indulge himself / herself in the activities like ragging etc.

Students are supposed to visit the library at least one hour every day.

Students should not roam either in corridor, cycle stand or any other place without reason.

A project will be assigned to each student to be completed at the end of IV (final) semester.

EXAMINATION RULES AND REGULATIONS

There shall be an examination at the end of each semester as per scheme of examination and the students will be required to appear in every subject as specified in the course of study for each semester.

Except the paper of summer training project reports and viva-voce, all other papers will carry the following marks each:-

Semester examination	80 marks
Internal assessment	20 marks

(a) In case of the summer training report/project report 80 marks will be for evaluation and 20 marks for viva-voce. On submission of the report, evaluation and viva-voce will be done by one internal examiner and one external examiner.

(b) The semester examination paper in each subject shall be of three hours duration. The maximum number of questions to be given in the question paper shall be Ten, of which students will be required to attempt Five questions.

(c) There shall be viva-voce of summer training project report at the end of the first semester. It will be conducted by one internal examiner and one internal examiner.

(d) There shall be comprehensive viva-voce at the end of fourth semester and it will carry 100 marks. Comprehensive viva-voce will be conducted by one external examiner and one internal examiner.

(e) A candidate will be declared to have passed a semester examination if he/she secures not less than 40% in each individual subject and 50% marks in aggregate.

(f) The final result of the candidate shall be declared on the basis of combined marks of all the four semester examinations.

(g) The students will be allowed back in two papers only.

(h) No revaluation is allowed. However in special case the scrutiny of marks can be requested by filling the prescribed form available by the university.

(i) A candidate securing 75% or more marks in any subject shall be declared to have passed in that subject with distinction. A candidate securing 75% or more marks in

combined aggregate of all the semester examination shall be declared to having passed with 'Honours'.

(j) A candidate securing 60% or more marks in the combined aggregate will be declared to have passed in first division and those securing less than 60% marks in the combined aggregate marks of all semesters will be awarded second division.

(k) 75% attendance in each paper shall be compulsory. The student who is unable to maintain the required percentage will be fined Rs. 100/- per day. The name of the defaulter student will be struck off from the roll list and he/she will have to get re-admission by depositing Rs. 5000/-.

(l) Foreign language (Non-credit course).

The students are required to clear the proficiency in any one of the following as it is run by department.

(i) French (ii) German

This can be cleared in any of the two years. Without passing this course, the candidate will not be awarded degree.

m) The matters not concerned by these rules will be governed by rules of Faculty of commerce.

Faculty

Prof. I. V. Trivedi

Course Director (MIB)

Formerly Dean -UCCMS

Chairman -Faculty of Commerce

President -Indian Commerce Association

M. Com, Ph. D

Dr. (Mrs.) Renu Jatana

Associate Professor,

M. Com, M. Phil, Ph. D.

Dr. P.K. Singh

Associate Professor,

M. Com, M. Phil, Ph. D.

Dr. Mukesh Mathur

Associate Professor,

M. Com, M. Phil, Ph. D.

Dr. Ashok Nagar

Associate Professor,

M. Com, M. Phil, Ph. D.

Ms. Payal Sachdev

B. Sc., M.I.B.

Pursuing Ph. D.

Ms. Pallavi Mehta

B. Sc., M.I.B.
Pursuing Ph. D.

Visiting Faculty

Prof. A. K. Sengupta,
Ex- Dean, IIFT, New Delhi.

Prof. S. A. Ansari,
Sr. Professor, Allahabad University, Allahabad.

Prof. Bharat B. Oza,
Vice-Chancellor, Bhavnagar University, Bhavnagar

Sh. B.C. Bagchi,
Joint Director General of Foreign Trade, Jaipur

Prof. Brij Mohan,
Ex-Dean, Indian Institute of Foreign Trade, New Delhi.

Prof. Ganesh Kawadia,
Devi Ahilya University, Indore.

Prof. Harkeerat Singh,
IIFT, New Delhi.

Prof. H.K. Trivedi,
Faculty of Commerce, Gujarat University, Ahemdabad.

Dr. Harshita Shrimali,
Pacific College, Udaipur.

Prof. J.V. Prabhakar Rao,
Head, faculty of Commerce & Mgt. Studies, Andhra University, Vishakhapatnam.

Prof. K. Deb,
Faculty of Commerce, North Bengal University, Darjeeling.

Prof. Karunesh Saxena,
Director, Pacific Institute of Management, Udaipur.

Prof. Madan Lal,
IIFT, New Delhi.

Prof. M.D. Agarwal,
Faculty of Commerce, Kota Open University, Kota.

Prof. M. Rahman,
Faculty of Commerce, Aligarh Muslim University, Aligarh.

P. Udaya Shankar
Director, Centre for Industrial Credit & Financial Services.

Prof. Narayan Dutt,
Dean, IIFT, New Delhi.

Dr. Nawal Kishor,
Associate Professor, IGNOU, New Delhi.

Prof. Nageshwer Rao,
PJLNIM, Vikram University, Ujjain.

Prof. O.P. Goyal,
Faculty of Management & Business Studies, M.D. University, Rohtak.

Prof. P.K. Banerjee,
IIFT, New Delhi.

Mr. P.K. gupta,

Manager Materials, HZL, Udaipur.
Prof. P.K. Sharma,
Prof., Faculty of Commerce & Management Studies, Kota Open University, Kota.
Prof. P.K. Shrivastava,
Retd. Prof., Deptt. of Bus. Admn., UCCMS, Udaipur.
Dr. Pavan Kumar Singh,
IIM, Indore.
Prof. P.N. Mishra,
Director, IPS Academy, Devi Ahilya University, Indore.
Prof. R.K. Bharti,
Dean, Faculty of Commerce, Dr. H.S. Gour University, Sagar (M.P.)
Prof. R.K. grover,
Sr. Professor, IGNOU, New Delhi.
Prof. R.K. Jain,
Dean, Faculty of Management, Vikram University, Ujjain.
Prof. R.K. Wadhva,
IIFT, New Delhi.
Prof. R.M. Shrivastava,
Dean, F.M.S., B.H.U., Varanasi.
Prof. R.P. Hooda,
Vice-chancellor, Kurukshetra University, Kurukshetra, Haryana.
Sh. R.P. Sharma,
Matrix School of Business, Ahemdabad.
Prof. Rakesh Mohan Joshi,
IIFT, New Delhi.
Prof. S. Ramakrishna,
Ex-Dean, IIFT, New Delhi.
Prof. Sanjeev Jain,
Sr. Faculty, Delhi School of economics, New Delhi.
Dr. S.K. Verma,
IIFT, New Delhi.
Dr. S.K. Menon,
IAS, Secretary, Ministry of Commerce, Govt. of India, New Delhi.
Prof. S.S. Lodha,
Southern Connecticut State University, New Haven, USA
Sh. Subodh Koushik,
International Banking Deptt., Punjab National Bank, New Delhi.

101. BUSINESS ECONOMICS

OBJECTIVE: This paper attempts to expose the students with the mother of business activity i.e. economics. The purpose is to apply micro economics concepts, principles, tools, and techniques in evaluating business decisions taken by a firm.

LEVEL OF KNOWLEDGE: Working knowledge is required in using tools and techniques in solving business related problems.

DETAILED SYLLABUS:

Unit - 1

Economics: An overview in relationship with business economics.

Managerial economics: Role of managerial economics in decision making.

Micro and macro economics: An Overview.

Unit - 2

Understanding individual markets: Demand and supply - definition, law of demand and supply, supply and demand market, equilibrium approach, elasticity of demand.

National Income, concept, methods, components and social welfare and significance.

Macro Economic instability: Unemployment and inflation, overview of the business cycle.

Unemployment - types of unemployment. Define full employment, measure of unemployment, economic cost of unemployment. Keynes employment theory.

Unit - 3

The economics of firm and resource allocation : The theory of consumer behaviour - cardinal and ordinal approach, demand theory and indifference curve analysis.

Consumer equilibrium - income, price & substitution effect. The factors of production - production function - short term and long term production function. The cost of production - concept, types and relationship between short run and long run cost.

Unit -4

Price and output determination under different markets-perfect competition, imperfect competition and monopoly, price discrimination or monopoly discrimination and output under oligopoly. General theory of price determination, role of various elements in price determination of the market product.

General equilibrium : The market system and its operation (case study).

Unit -5

Current economic problems - Government and economic policy, monetary policy, Policy, credit creation and the role of central bank. Business cycles and business policy.

REFERENCES :

Economics - McConnell and BRVE.

Business Economics - V.G. Mankar

Business Economics - D.M. Mithani & V.S.P. Murthy

Managerial Economics - M. Adhikary

Managerial Economics - D.N. Dwivedi

Managerial Economics - Samuelson