

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

DWARKA, NEW DELHI-110078

SCHEME OF EXAMINATION

&

SYLLABUS

OF

MASTER OF BUSINESS ADMINISTRATION

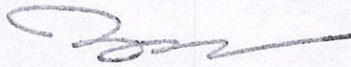
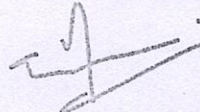
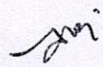

(INTERNATIONAL BUSINESS)

(MBA-IB)

(First and Second Semester)

ACADEMIC SESSION 2021-22 ONWARDS

(Approved by AC Sub Committee)

 Pranav Chandra 



PROGRAMME: MBA (INTERNATIONAL BUSINESS)



Background Note:

Need for Syllabus Revision:

The last revised MBA(IB) program scheme was quite contemporary and aimed at preparing individuals to serve the business needs at various levels of management in different functional areas. As per the feedback of students, alumni, teachers and Employers, a need was felt to update the curriculum of the MBA (IB) program to make it more focused and industry ready. In addition, with New Education Policy 2020, the curriculum of MBA (IB) was required to incorporate the features such as: CBCS, Multi-entry and Multi-exit, Academic Bank of Credits, etc. The current syllabus and scheme has been worked out for 2 years with flexible entry and exit.

The whole syllabus of MBA(IB) is divided into following types:

- a) Core Papers
- b) Ability Enhancement Papers
- c) Skill Enhancement Papers
- d) Discipline Specific Elective Papers
- e) NUES
- f) Projects
- g) MOOC Courses

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

SCHEME OF EXAMINATIONS

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks and 75 marks for external examination. For the courses related to labs, summer training and projects, internal assessment is 40 marks and external examination is 60 marks.

The internal assessment of the students (out of 25 marks) shall be as per the criteria given below:

1. Class Test - **15 marks**
Written Test Compulsory (to be conducted as per Academic Calendar of the University)
2. Individual Assignments/Presentation/Viva-Voce/Group Discussion/Class Participation - **10 marks**

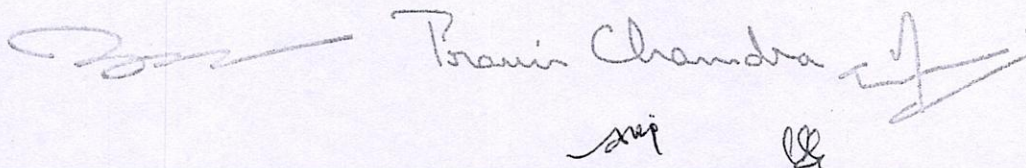
Note: Record should be maintained by faculty and made available to the University, if required.

The student will be evaluated continuously during the semester as part of internal assessment.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the MBA(IB) Programme is **108**.

Each student shall be required to appear for examination in all courses. However, for the award of the degree a student should secure at least **102** credits.

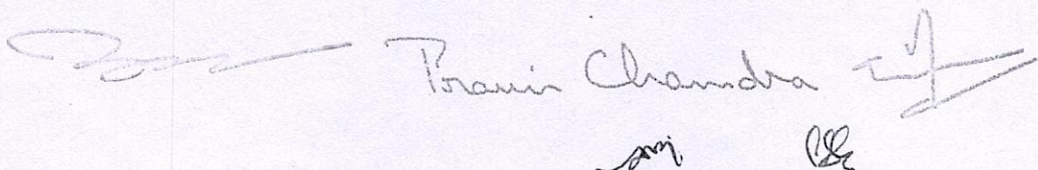

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION - International Business (MBA - IB)

| First Semester | | | | | |
|--|--|---------|-----|---------|-------------------|
| Course Code | Course Title | Lecture | T/P | Credits | Type of course |
| MIB 101 | Management Process & Organizational Behavior | 3 | | 3 | Core |
| MIB 103 | Quantitative Techniques | 3 | | 3 | Core |
| MIB 105 | Managerial Economics | 3 | | 3 | Core |
| MIB 107 | Accounting for Managers | 3 | | 3 | Skill Enhancement |
| MIB 109 | Global Business Environment | 3 | | 3 | Core |
| MIB 111 | Cross Cultural Management | 3 | | 3 | Core |
| MIB 113 | Business Communication & Negotiation Skills | 3 | | 3 | Skill enhancement |
| MIB 115 | Information Technology Management | 3 | | 3 | Skill Enhancement |
| MIB 117 | Information Technology Management Lab | - | 2 | 1 | Skill Enhancement |
| | Total | 24 | 2 | 25 | |
| Open Courses Offered Under CBCS Scheme | | | | | |
| MIB 101 | Management Process & Organizational Behavior | 3 | | 3 | |
| MIB 113 | Business Communication & Negotiation Skills | 3 | | 3 | |
| MIB 111 | Cross Cultural Management | 3 | | 3 | |

Industrial Visit:

There may be one Industrial Visit for the students in the 1st Year either in the First Semester or Second Semester. The students will be required to submit a report and present the same to their Industrial Visit In-charge.


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| | | Second Semester | | | | |
|--|---|---|---------|-----|---------|--------------------------|
| Course Code | | Course Title | Lecture | T/P | Credits | Type of course |
| MIB 102 | | International Trade Operations & Foreign Trade Policy | 3 | | 3 | Core |
| MIB 104 | | Management of International Business | 3 | | 3 | Core |
| MIB 106 | | International Human Resource Management | 3 | | 3 | Core & Interdisciplinary |
| MIB 108 | | International Financial Management | 3 | | 3 | Core |
| MIB 110 | | International Marketing Management | 3 | | 3 | Core |
| MIB 112 | Research Methods for International Business | | 3 | | 3 | Core & Interdisciplinary |
| MIB 114 | | Export Import Procedures and Documentation | 3 | | 3 | Core |
| MIB 116 | | Production and Operations Research for International Business | 3 | | 3 | Core & Interdisciplinary |
| MIB 118 | | Foreign Language Part 1* | 2 | | 2 | Skill Enhancement/NUES* |
| MIB 120 | | MOOC/Open Elective** | - | | 3 | Ability Enhancement |
| MIB 122 | | Minor Project | - | - | 4 | Ability Enhancement |
| | | Total | 26 | - | 33 | |
| Open Courses Offered Under CBCS Scheme | | | | | | |
| MIB 104 | | Management of International Business | 3 | | 3 | |
| MIB 110 | | International Marketing Management | 3 | | 3 | |
| MIB 114 | | Export Import Procedures and Documentation | 3 | | 3 | |

*NUES: NON UNIVERSITY EXAMINATION SYSTEM

**The student is required to choose one MOOC course of 3 credits at PG level as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time. After completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution. Alternatively, student can pursue any course at PG level offered in the campus by any USS/College with due intimation to the Program Coordinator/Dean/Director of the School/College.

The Student is required to undergo Summer Training of Six to Eight Weeks after the end-term exam of 2nd Semester and obtain a Certificate of Training from the organization as per the format prescribed.

A Post-Graduate Diploma in Management will be awarded, if a student wishes to exit at the end of first year/second semester upon successful completion.

A Student having qualified in Post Graduate Diploma in Management from GGSIP University can join the MBA programme in 3rd Semester any time during the period. The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalisation) of Academic Bank of credits (ABC) scheme in higher education) Regulations 2021. The admission would be subject to availability of seats in the programme. Number of years spent for studies of this programme cannot be more than N+2 years.

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| Third Semester | | | | | |
|--|---|---------|-----|---------|------------------------------|
| Course Code | Course Title | Lecture | T/P | Credits | Types of Course |
| MIB 201 | International Strategic Management | 3 | | 3 | Core |
| MIB 203 | Global Insurance and Risk Management | 3 | | 3 | Core |
| MIB 205 | International Supply Chain Management & Logistics | 3 | | 3 | Core |
| MIB 207 | Overseas Project Management | 3 | | 3 | Core & interdisciplinary |
| MIB209 | Entrepreneurship Development and Startups | 3 | | 3 | Core & interdisciplinary |
| MIB 211 | Global Business Ethics and Corporate Governance | 3 | | 3 | Core & Interdisciplinary |
| | Elective - I – (Marketing / Finance/ HR) | 3 | | 3 | Discipline Specific Elective |
| | Elective - II (Marketing / Finance/ HR) | 3 | | 3 | Discipline Specific Elective |
| | Elective - III – (Marketing / Finance/ HR) | 3 | | 3 | Discipline Specific Elective |
| MIB 243 | Foreign Language* Part 2 | 1 | | 1 | Skill enhancement/ NUES |
| MIB 245 | Summer Training Report | - | | 4 | Ability enhancement |
| | Total | 28 | | 32 | |
| Open Courses Offered Under CBCS Scheme | | | | | |
| **MIB 205 | International Supply Chain Management & Logistics | 3 | | 3 | |
| **MIB 207 | Overseas Project Management | 3 | | 3 | |
| **MIB209 | Entrepreneurship Development and Startups | 3 | | 3 | |

- Note: 1. All students must specialize in one functional area. Studying in total 6 papers, 3 in the third semester and 3 in the fourth semester.
2. For Project Dissertation to be done in 4th Semester, the allocation of Project Guide and selection of Topic will be done in the 03rd Semester and notified.
3. The Students can undertake Education cum Industrial Tour to any station within India or Abroad (optional) with the prior permission of Dean/Director.

List of Electives:-

Marketing

MIB 213 Global Buyer Behavior
MIB 215 International Sales Promotion and Brand Management
MIB 217 International Customer Relationship Management
MIB 219 International Retail Management
IB 221 International Marketing Research

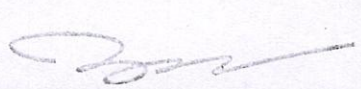


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Finance

MIB 223 Global Financial Markets & Instruments
MIB 225 Global Mergers and Acquisitions
MIB 227 International Investment & Portfolio Management
MIB 229 International Banking
MIB 231 Financing of International Trade

HR

MIB 233 International Strategic Human Resource Management
MIB 235 Global Leadership & Skills Development
MIB 237 Technology for HR Value Creation and Management
MIB 239 Global Human Resource and Organizational Development
MIB 241 Advanced Behavioral Science

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| Fourth Semester | | | | | |
|-----------------|---|---------|-----|---------|------------------------------|
| Course Code | Course Title | Lecture | T/P | Credits | Types of course |
| MIB 202 | Innovation and E-Business Management | 3 | | 3 | Core |
| MIB 204 | Project Dissertation | | | 6 | Ability enhancement |
| | Elective - IV- (Marketing / Finance/ HR/) | 3 | | 3 | Discipline Specific Elective |
| | Elective - V- (Marketing / Finance/ HR/) | 3 | | 3 | Discipline Specific Elective |
| | Elective - VI - (Marketing / Finance/ HR/) | 3 | | 3 | Discipline Specific Elective |
| | Total | 12 | | 18 | |

List of Electives:-

Marketing

MIB 206 International Environment Marketing
MIB 208 International B2B Marketing
MIB 210 International Sales and Distribution Management
MIB 212 Digital Marketing for International Business
MIB 214 Marketing Analytics for International Business

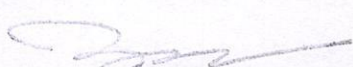
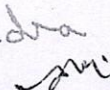

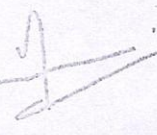
Finance

MIB 216 Investment Banking
MIB 218 International Accounting
MIB 220 Financial Analytics for International Business
MIB 222 Foreign Exchange Management
MIB 224 New Venture Creation and Financing Decisions

HR


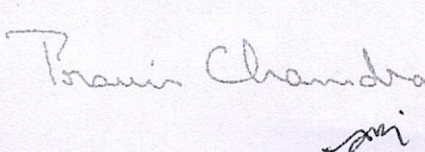

MIB 226 International Performance Management Systems
MIB 228 HR Analytics for International Business
MIB 230 Training and Development for International Business
MIB 232 HRD Score Card 2500
MIB 234 Human Resource Accounting

Total Credits of MBA (IB Program) works out to be 108 credited and to earn degree students are required to get 102 credits

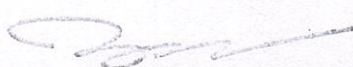
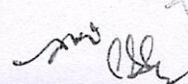

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Summary of Credits

| S. No. | Semester | Credits | Core | Skill Enhancement | Ability Enhancement | Discipline Specific Electives | Projects | Mooc |
|--------|----------|---------|------|-------------------|---------------------|-------------------------------|----------|------|
| 1 | I | 25 | 15 | 10 | 0 | 0 | | |
| 2 | II | 33 | 24 | 2 | 7 | 0 | 1 | 1 |
| 3 | III | 32 | 18 | 1 | 4 | 9 | 1 | 1 |
| 4 | IV | 18 | 3 | 0 | 6 | 9 | 1 | |
| | | 108 | 60 | 13 | 17 | 18 | 3 | 2 |

SEMESTER-I

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION - INTERNATIONAL BUSINESS

MIB-101: MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOUR

T-3

Credits-3

Objectives: This course is designed to expose the students to fundamental concepts of management, its process and behavioral dynamics in organizations.

Course Contents

Unit I

Introduction to Management: Meaning and Nature of Management, Evolution of Management, Tasks and Responsibilities of a Professional Manager, Management by Objectives, Case Study. **(08 Hours)**

Unit II

Process of Management: Planning- Concept, Process and Techniques, Directing – Definition, Principles and Process, Controlling - Definition, Process and Techniques, Decision Making – Concept, Importance and Models, Case Study. **(8 Hours)**

Unit III

Fundamentals of Organizational Behaviour: Organizational Behaviour - Nature and Scope, OB Models – merits and demerits, Personality – concept and types, Perception and Attitude, Learning – concept and theories, Motivation – definition, importance and theories, Managing stress at Work – concept and techniques, Organization Structure – concept and types, Case Studies.


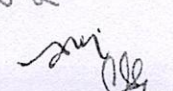

Organizational Processes and Structure: Organizational Design and Structure, Organizational Culture and Climate, Cross Cultural Organizational Behavior. **(16 hours)**

Unit IV

Group and their Dynamics, Work Teams: Group and their dynamics – Concept and Types, Work Teams – definition and importance, Stages of team Building and its behavioral dynamics, Leadership - Concept, Importance and Styles, Organizational Justice - Concept, Importance and Types. **(10 Hours)**

Suggested Books: (All Latest Editions)

1. Robbins. Judge, S.P., T.A., Vohra, N. Organizational Behaviour. Pearson Education
2. Nahavandi, A. et al., Organizational Behavior. Sage Publication
3. Greenberg, J. and Baron, R.A. Behaviour in Organization. Pearson Education
4. Stoner, J.A.F., Freeman, R.E., Kodwani, A.D., et.al. Management. Pearson Education.
5. Newstorn, J.W. & Davis, K. Organizational Behaviour Human Behaviour at Work, McGraw Hill Education
6. Koontz, H, Weihrich, H, Mark V, Cannice, M.V. Essentials of Management – An International Innovation and Leadership Perspective, MC.Graw Hill.

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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-103: QUANTITATIVE TECHNIQUES

L-03

Credits – 03

Objectives: To provide understanding on relevance & need of quantitative methods for making business decisions, to have a sound knowledge of fundamentals of statistics and statistical techniques, be able to read and interpret statistical information, be able to perform statistical analysis for effective decision making in organizations.

Course Contents

Unit I

Descriptive Statistics: Measures of central tendency, concept of dispersion, measures of dispersion: absolute and relative measures, skewness-meaning and measures, kurtosis-meaning and measures, bivariate analysis: concept of correlation, measures of correlation, regression meaning, regression lines, OLS regression: assumptions, computation of regression coefficients, standardized and unstandardised regression coefficients. Decision making based on Regression Analysis (12 hours)

Unit II

Probability Analysis – Concept and meaning of probability, theorems of probability: addition, multiplications, Bayes' theorem, probability distribution: Discrete and Continuous distribution- binomial, Poisson and Normal Distribution. Application of Probability in decision making. (10 Hours)

Unit III

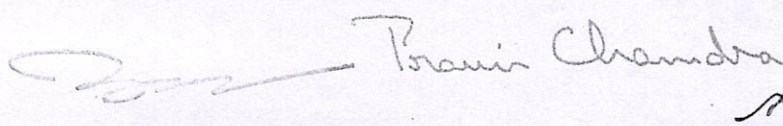
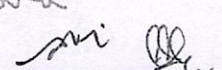

Linear Programming : Meaning, Assumptions, formulation of linear programming model: solution of linear programming problem: graphical and simplex method, Special types of linear programming problems- assignment modeling, solution of assignment problem with Hungarian assignment model, travelling salesman model, transportation model, applications, computation of initial feasible solution and testing its optimality, concept of trans-shipment. (10 hours)

Unit IV

Decision theory: States of decision making, decision tree analysis, game theory: meaning concept and types of games, principles of dominance, solution of games with algebraic, graphical and simplex method (10 hours)

Suggested Readings: (All Latest Editions)

1. Sharpe, N.R., De Veaux, R.D., and Velleman, P.F. Business Statistics, Pearson
2. Black, K. Business Statistics: For Contemporary Decision Making. India, Wiley Publication.
3. Vohra, N.D. Quantitative Techniques in Management. McGraw Hill Education.
4. Sharma, J. Operations Research: Theory and Application. India, Macmillan Publication.
5. Francis, Joseph J. Business Statistics, Cengage Publication
6. Aczel, Amir D., Sounderpandian, J., & Saravanan P. Complete Business Statistics, India: McGraw Hill Education.

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-105: MANAGERIAL ECONOMICS

L - 3

Credits - 3

Objectives: The course is aimed at building a perspective necessary for the application of modern economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm. The course will also look at recent developments in business in the context of economic theory.

Course Contents

Unit I

Introduction: Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, Role of Managerial Economics in Decision Making; Opportunity cost Principle, Incremental Concept, Cardinal and Ordinal Approaches to Consumer Behaviour: Equi-Marginal Principle, Law of Diminishing Marginal Utility, Indifference Curve Analysis. (12 Hours)

Unit II

Demand Analysis and Theory of Production: Demand Function, Elasticity of Demand, Demand Forecasting, Applications of Demand Analysis in Managerial Decision Making; Theory of Production: Production Function, Short Run and Long Run Production Analysis, Isoquants, Optimal Combination of Inputs. (10 Hours)

Unit III



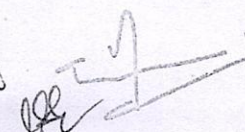
Theory of Cost and Market Structures: Theory of Cost in Short and Long Runs, Market Structures: Price-Output decisions under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly. (10 Hours)

Unit IV

Introduction to Macro Economics: Nature and Importance of Macro Economics; Market, Command, and Mixed Economies, The Invisible Hand. The economic role of government.; Economic Growth and Development; policy framework of money supply, inflation, and interest rates . (10 Hours)

Suggested readings: (All Latest Editions)

1. Hirschey, M. Managerial Economics. Thomson South-Western.
2. Salvatore, D. Managerial Economics in a Global Economy. McGraw-Hill.
3. Samuelson, W. F., & Marks, S. G. Managerial economics. John Wiley & Sons.
4. Truett, Dale B. and Truett J. Lila . Managerial Economics: Analysis, Problems, Cases John Wiley & Sons.
5. Petersen, H. C., Cris, L W and Jain, S.K. Managerial Economics, Pearson Education
6. Satya P Das. Microeconomics for Business, Sage Publishing

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-107: ACCOUNTING FOR MANAGEMENT

L – 3

Credits - 3

Objectives: The course aims at enabling students to understand the basic accounting principles and techniques of preparing & presenting the accounts for users of accounting information. The course also familiarizes the students with the basic cost and management accounting concepts and their applications in managerial decision making.

Course Contents

Unit I

Financial Accounting: Scope and Nature of Accounting, Accounting concepts, Principles & Standards, Accounting Cycle, Journalisation, Subsidiary Books; Ledger Posting, Preparation of Trial Balance, Rectification of Errors, Capital and Revenue Expenditure & Income, Fixed Assets and Depreciation Accounting, Preparation of Final Accounts, Manufacturing Account; Trading Account, Profit and Loss Account; Balance Sheet (with adjustments). **(12 Hours)**

Unit II

Cost Accounting: Objectives, Classification of Cost, Preparation of Cost Sheet, Material Cost Accounting, Perpetual Inventory Control, Inventory Valuation, EOQ, ABC Analysis, Setting of Reorder Level, Maximum Level, Minimum Level, Labour Costing, Overhead Cost Allocations, Over and Under Absorption. **(10 Hours)**

Unit III

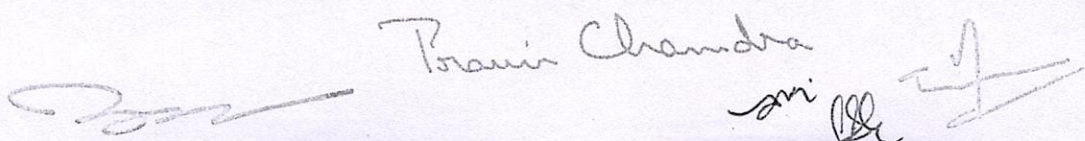
Performance Evaluation Techniques: Introduction to Budgeting and Budgetary Control; Performance Budgeting; Classification of Budget; Fixed and Flexible Budgets, Zero Based Budgeting, Standard Costing and Variance Analysis; Balanced Scorecard; Responsibility Accounting. **(10 Hours)**

Unit IV

Decision Making Techniques: Financial Statement Analysis, Ratio Analysis, Common Size Statements, Du Pont Analysis, Marginal Costing, Application of Marginal Costing in Decision Making, Cost Volume Profit Analysis; Profit Planning, Management Accounting for Decision Making and Control; EVA; Introduction to Activity Based Costing, Target Costing, Life Cycle Costing; Uniform Costing. **(10 Hours)**

Suggested Readings: (All Latest Editions)

1. Arora, M. N. Cost Accounting Principles & Practice. Vikas Publishing House.
2. Jawahar, L. Advanced Management Accounting. S. Chand & Company.
3. Periasamy, P. Financial, Cost and Management Accounting. Himalaya Publishing.
4. Khan, M.Y. & Jain, P.K. Management Accounting. McGraw Hill Education.
5. Maynard, Jennifer. Financial Accounting, Reporting & Analysis. Oxford University Press
6. Horngren, C.T., Foster, G., Datar, S.M. Cost Accounting: A Managerial Emphasis. Pearson Education

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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-109: GLOBAL BUSINESS ENVIRONMENT

L-03

Credits – 3

Objectives: The course is aimed at providing students an understanding of International Business Environment, Business Laws, Foreign Investments, International Organizations to operate and work at Global level.

Course Contents

Unit I

International Business and Environment:

An Interface; World Trade in Goods and Services – Major Trends and Developments., Framework for Understanding International Business Environment: Analysis of Physical, Demographic, Economic, Socio-cultural, Political, Legal and Technological Environment of a Foreign Country, Legal Framework of International Business: Nature and Complexities; Code and Common Laws and their Implications to Business; International Business Contract – Legal Provisions; International Sales Agreements, Rights and Duties of Agents and Distributors. **(08 Hours)**

Unit II: Liberalization and foreign Investment

Liberalization and Globalization-background, meaning, reforms, industrial growth, impact, an Assessment issues and challenges. Privatization and disinvestment of PSUs-concept meaning objectives, disinvestment strategies. Foreign investment-meaning, need, adverse implication of foreign investment, determinants of foreign investment, government policies, new policies, Multinational corporation-origin, meaning, definition, objectives, reasons for growth of MNCs, Impact Assessment of India's import-Export policies. **(16 Hours)**

Unit III: Trade Organization and Agreements

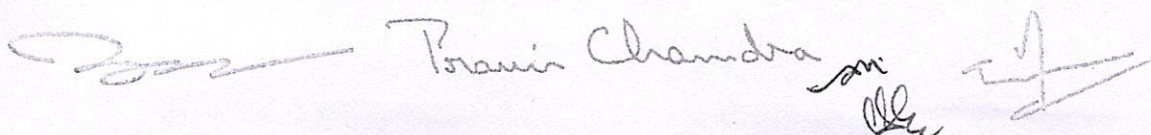
Nature trend in world trade and economic growth, International organisations IMF, WB, WTO, IFC (International finance corporation), ADB (Asian development bank's), UNIDO (United nations industrial development organisation), ITC (International trade centre), GSP (generalised system of preference), GSTP (generalised systems of trade references), GATT (General agreement on tariff and trades) GATS (general agreement on trade and services) WTO- background, meaning, functions, principle of trading, provision for developing country. **(12 Hours)**

Unit IV: contemporary issues in International environment

Principle and Practice, New policy effect, Changes in environmental issues. **(06 Hours)**

Suggested Readings: (All Latest Editions)

1. F. Adhikary, Manab, Global Business Management, Macmillan, New Delhi
2. Daniels, John D. and Radebaugh, Lee H. and Prashant Salwan (Latest Edition). International Business: Environment and Operations, 8th Edition, Pearson Education.
3. Deresky International Management: Managing Across Borders and Culture, Pearson Education.
4. Paul, J, International Business, Prentice-Hall.
5. Aswathappa, International Business, Tata McGraw Hill.
6. Francis Cherunilam, International Business Text and cases, PHI publication.



GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-111: Cross Cultural Management

L-03

Credits – 03

Objectives: To provide a thorough understanding of the impact of an international context on management practices based on culture and environment.

Course Contents

Unit I

Basic framework of Cross Cultural Management& Structures: Factors influencing Decision Making – Using Culture – Cross Cultural and International Management Organizational Culture – Culture and Communication –Needs and Incentives – Dispute Resolution and Negotiation. Formal Structures – Functions– Bureaucracy – Culture and Bureaucracy – Implications .Informal Systems – Informal Relationships – Patronage, Society and Culture –Government-Business Patronage –Managing Informal Systems –Implications
(08 Hours)

Unit II

Globalization & Cross Cultural Management: Planning Change: Meaning – Planning for Change – Planning in Different Culture – Planning in an Unstable Environment – Implications. International Strategies –Globalization and Localization – Defining Globalization – Roots – Global-Local Contradictions – Implications.
(16 Hours)

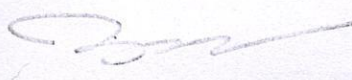
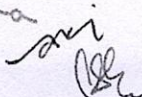
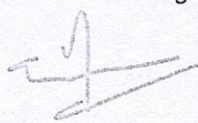
Unit III: Models of Cross Cultural Management: Family Companies: The Anglo Model: Environment, Culture and Management. The Chinese Model: Environment and Culture. The Chinese Model: Management. Changes in the Chinese model – Implications.
(08 Hours)

Unit IV

Strategy of Cross Cultural Management: Designing and Implementing Strategy: Formal Strategy Planning – Analyzing Resources and the Competition – Positioning the Company – Implementation – Emergent Strategy – Implications. Head Quarters and Subsidiary: Risk for the Multinational – Control – Implications.
(10 Hours)

Suggested Readings: (All latest editions)

1. Helen Deresky , International Management: Managing across Borders and Cultures, , Pearson Education
2. Richard M. Hodgetts& Fred Luthans, International Management, Tata McGraw Hill Publications, New Delhi,
3. Tamer Cavusgil, Gary Knight International Business: Strategy, Management and the New Realities, Pearson Education.
4. Hill, C. International Business: Competing in the Global Marketplace. Tata McGraw-Hill.
5. Dipak Kumar Bhattacharya, Cross Cultural Management : Text and Cases , PHI publication,
6. Cross cultural Management – Essential concept, TMH publication.

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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-113: BUSINESS COMMUNICATION & NEGOTIATION SKILLS

L-03

Credits – 03

Objectives: To enhance the ability of writing business proposals and reports and negotiate effectively at a global level.

Course Contents

Unit I

Theory of Communication: Nature, Importance and Role of Communication; The Communication Process; Barriers and Gateways to Communication. (10 Hours)

Unit II

Forms of Communication

- (a) Written Communication: Principles of Effective Written Communication; Commercial Letters, Report Writing, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents, Writing Positive, Negative Persuasive, Electronic Messages
- (b) Non-Verbal Communication.
- (c) Oral Communication: Art of Public Speaking, Effective Listening.
- (d) Communicating in Teams.
- (e) Email/Fax & other form of Communication including Video Conferencing and online Presentations.

Applications of Communication

- (a) Writing a Summer Project Report
- (b) Writing CVs & Application Letters
- (c) Group Discussions & Interviews
- (d) The Employment Interview
- (e) Embassy Protocols & Communication. (12 Hours)

Unit III

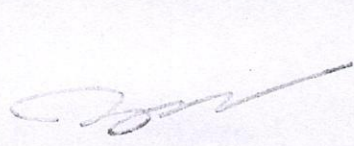

Important Parameters in Communication

- (a) The Cross-Cultural Dimensions of Business Communication
- (b) Technology and Communication
- (c) Ethical & Legal Issues in Business Communication
- (d) Mass Communication: Mass Communication & Promotion Strategies, Advertisements, Publicity, and Press Releases. Media Mix, Public Relations, Newsletters. (12 Hours)

Unit IV

Negotiation

- (a) Negotiation Process & its Management
- (b) Designing Visual Communication
- (c) Creating and Delivering Online Presentations. (08 Hours)

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Suggested Readings (All Latest Editions)

1. Lesikar et al, Business Communication: Making Connections in a Digital World. Tata McGraw Hill Publishing Company Ltd. New Delhi
2. Penrose and Raspberry, Business communication for managers: An advanced approach, Cengage Learning.
3. Lewicki, R. J., Saunders, D. M., Minton, J. W., Roy, J., & Lewicki, N. Essentials of negotiation McGraw-Hill/Irwin.
4. Starkey, B., Boyer, M. A., & Wilkenfeld, J. International negotiation in a complex world. Rowman & Littlefield.
5. Courtland L. Bovée et. al., Business Communication Today, Pearson
6. Steve Duck and David T. McMahan, The Basics of Communication, Sage, South Asia

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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

MIB-115: Information Technology Management

L-3

Credits – 03

Objective: The primary objective of this course is to familiarize the student coming from diverse background with basic concepts of information technology, its components and their applications in business processes.

Course Contents

Unit I

Information Technology: Components of IT systems, Characteristics and Classification of Computers. **Computer Architecture, Computer Memory:** Types of Memory, Storage devices, Mass Storage Systems. Concept of Cloud Computing, Data Centres and their challenges.

(06 Hours)

Unit II

Computer Software: Types of Software. System Software: Introduction to Operating System, Need, Functions and Types of Operating systems. Introduction to GUI. Compiler, Interpreter and Assembler, Types of Computer Programming Languages.

Application Software and their uses. Features of Good Software and emerging trends in software development. Spreadsheet and Presentation Software. Data Analysis using Excel.

DBMS: Traditional File concepts and Database Environment, Database Management Systems Concepts, Types of Data Models, ER Modeling, Integrity Constraints, SQL queries. **(14 Hours)**

Unit III



Data Communication and Networks: Concepts of Data Communication, Types of Data-Communication Networks, Communications Media, Concepts of Computer Networks, Primary Network Topologies, Network Architectures-The OSI Model, Inter-Networking devices. The Internet, Intranet and Extranets: Internet Services, World Wide Web, Creating Web Pages using HTML. **(12 Hours)**

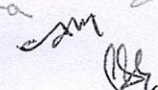
Unit IV

Functional and Enterprise Systems: Data, Information and Knowledge Concepts, Decision Making Process, Concept and Classification of Information Systems. Security Issues in Information Technology, Emerging Trends in Information Technology: Block Chain, Artificial Intelligence, Machine Learning, Internet of Things and their applications. **(10 Hours)**

Suggested readings: (All Latest Editions)

1. ITL Education Solutions. Introduction to Information Technology, Pearson Education.
2. Turban, Rainer and Potter. Introduction to Information Technology, John Wiley and Sons.
3. Behl R. Information Technology for Management, McGraw Hill Education.
4. Joseph A. Brady and Ellen F Monk. Problem Solving Cases in Microsoft and Excel, Thomson Learning.
5. Mukta Sharma and Surabhi Shankar. Computer Applications, Galgotia Publishing Company.
6. Saini A.K. and Mukta Sharma, Web Technologies, Galgotia Publishing Company.

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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

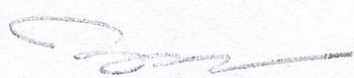
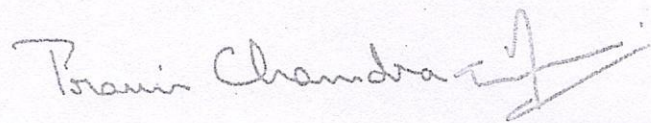
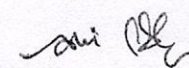
MIB-117: Information Technology Management Lab

P-2



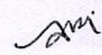

Credits – 01

Lab will be based on Paper MIB-115 and will basically cover the following: Operating System Utilities, SQL Queries, Basic HTML Tags to create web pages. In addition the students are required to work on Spreadsheet exercises for basic operations and using data analysis tools such as What-If, Goal Seek, Problem Solver, Pivot Tables, etc.

Students are required to maintain a record of all the exercises done by them in a Lab file duly signed by the faculty.

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SEMESTER-II

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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-102: INTERNATIONAL TRADE OPERATION & FOREIGN TRADE POLICY

L-03

Credits – 03

Objectives: To understand various steps to promote exports through multilateral and bilateral initiatives, recent trade and industrial policy reforms and trends for different economies and to develop export promotion plans

Course Contents

Unit I

International Trade and Direct Investment: Theoretical Foundations of International Trade: Reasons for international trade: Mercantilist and neo-mercantilist view; Theories of international trade: Absolute and comparative advantage theories: Modern theories of trade; Gains from trade; Foreign trade multiplier; Terms of trade. Direct Investment: FDI in the world economy, The Political Economy of FDI, Cost and Benefit of FDI to Host and Home Countries, Government Policy Instruments and FDI; Foreign debt situation. (10 Hours)

Unit II

Policies and services : Instruments of Commercial Policy: Tariffs quotas and other measures and their effects; Arguments for and against protection; Trade regulations and WTO; Trade policy and developing countries. Factor Movements and International Trade in Services: Capital flows-Types and theories of foreign investments, Barriers to foreign investments; Labour migration; Theory of international trade in services. (16 Hours)

Unit III

Economic Integration : Regional Economic Integration: Levels of Regional Economic Integration; Free trade area, customs union, economic union, and common market; Trade creation and diversion effects, NAFTA, EU, SAARC, ASEAN (08 Hours)

Unit IV

Policy Framework and Promotional Measures: Policy Framework and Promotional Measures: India's foreign trade and investment policy; Policy making body and mechanism; Export promotion measures and infrastructure support – export and trading, houses, export promotion schemes and incentives; Institutional arrangements for export promotion; Export processing/special economic zones, 100% EOUs. (08 Hours)

Suggested Readings: (All Latest Editions)

1. Aseem Kumar "Export and Import Management", Excel Books Publications, New Delhi
2. David Stewart "International Supply Chain Management", Cengage publications,
3. Ram Singh "Export Management" Indian Institute of Foreign Trade, New Delhi
4. P.K.Khurana : Export Management, Galgotia Publication, New Delhi
5. Jeevanandam C "Foreign Exchange: Practices Concepts and control" Sultan Chand Publications
6. Foreign Trade Policy: Hand book of Export Procedure and Annual of the Ministry of Commerce, Government of India.

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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-104: MANAGEMENT OF INTERNATIONAL BUSINESS

L-03

Credits – 03

Objectives: To enhance free trade at global level and attempt to bring all the countries together for the purpose of trading and scope of international expansions within the regulatory framework

Course Contents

Unit I

International Business : International Business-- Nature, importance and scope; Modes of entry in to International Business; Frame work for analyzing international business environment; Economic, Technological, Socio-cultural, Political and legal environment; International Economic Environment-- International financial system; Institutional support to International Business-- UNO, IMF, World Bank; UNCTAD; WTO. (10 Hours)

Unit II

Regional Economic : Regional Economic Co-operation and Integration between Countries; Different levels of integration between Countries; European Union, NAFTA, ASEAN, EFTA, SAARC, SAPTA, The ANDEAN community, MERCOSUR. (12 Hours)

Unit III


Multinational Corporations : Multinational Corporations: Conceptual Frame work of MNCs; MNCs and Host and Home Country relations; International Technology Transfers – importance and types, Foreign Technology Acquisition. (08 Hours)

Unit IV

Foreign Exchange Market : Foreign Exchange Markets: Determining exchange rates; Fixed and flexible exchange rate system; Participants in the Foreign exchange markets; Cash and Spot exchange market; Exchange rate quotes; LERMS,; Factors affecting exchange rates – spot rates, forward exchange rates, forward exchange contracts; Foreign exchange and currency futures; Foreign Exchange Risk: Transaction exposure, transaction exposure and economic exposure, Foreign exchange derivatives– swaps, futures, options and forward contracts. (12 Hours)

Suggested Readings: (All Latest Editions)

1. Cavusgil, S. T., Knight, G., Riesenberger, J. R., Rammal, H. G., & Rose, E. L. International business. Pearson
2. F.Adhikary, Manab, Global Business Management, Macmillan, New Delhi
3. Black and Sundaram: International Business Environment, PHI New Delhi.
4. F. Buckley, Ardin: The Essence of International Money, PHI New Delhi
5. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. International business. Prentice Hall.
6. Luthans Fred & Doh Jonathan. International Management: Culture, Strategy, and Behavior Mc GrawHill Education.

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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-106: International Human Resource Management

L-03

Credits – 03

Objectives: To provide insight about International Human Resource Management (IHRM) to give an overview and provide the practical implications of operating across national borders in the pursuit of core strategic competences

Course Contents

Unit I

Human Resource Management: Evolution-objectives-importance of Human factor in organization – HR policy and planning-recruitment and selection-training –performance evaluation-executive development programme – career planning and succession. Growth of Internationalization of world business – Strategic orientation and means of globalization – Creating a strategy-oriented IHRM system – IHRM and competitiveness advantage – HRM profession and function – New mandate for IHRM in the changing environment. (10 Hours)

Unit II

IHRM Challenges and opportunities –Domestic and MNC' perspective –IHRM planning, Procurement to Placement practice for international assignments- training and development- Competitive compensation and incentives for performance – -Performance Management -Career management in international setup – Managing expatriation -IHRM in the host country context. (16 Hours)

Unit III

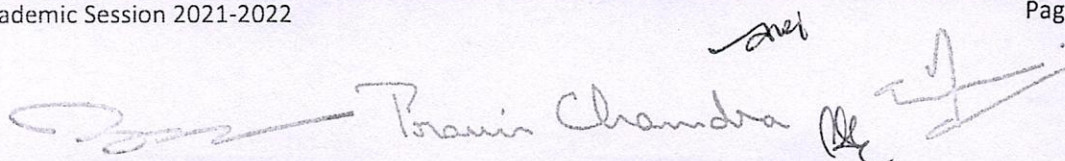
Employees and Employer relations – Contemporary issues and new directions of industrial relations - Changing dynamics of union management – Relevance and returns of Labour Laws - Grievance handling - management of personal growth in the line of organizational growth (08 Hours)

Unit IV:

Strategy of Cross Cultural Management: Developing HR –Employee empowerment – Knowledge development and utilization - Creation of Intellectual capital and HR Value creation – Shared Corporate Culture – and Change Management and develop global organizational learning systems-Cultural Factors in Global HR practices – HR policies and Managing MNC's – Cross-national differences and HR practices –United States , United Kingdom, Japan, China, and India. (08 Hours)

Suggested Readings : (All Latest Editions)

1. Peter J. Dowling & Denise E. Welch International Human Resource Management, Cengage Learning
2. Aswathappa k; SadhnaDash, International Human Resource Management; Tata McGrawHill, New Delhi
3. Bhatia S.K. International Human Resource Management: A Global Perspective: Practices and Strategies for Competitive Success, Deep and Deep Book Publishers, New Delhi,
4. Dessler, G. Human Resource Management, Prentice Hall Publishing Company Limited,
5. Harzing A, Pinnington A.H. International Human Resource Management, Sage.
6. Daniel Winters Berger. International Human Resource Management: A Case Study approach. Kogan Page.



GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-108: INTERNATIONAL FINANCIAL MANAGEMENT

L-03

Credits – 03

Objectives: To develop those skills that equip students to understand and appreciate the international financial issues that companies face when they operate in several separate countries.

Course Contents

Unit I

Global Financial Environment: Overview, International Flow of Funds: Balance of Payment; Development in International Monetary System, IMF. (8 hours)

Unit II

International Parity Conditions and Exchange Rate Determination: Exchange Rate Mechanism, Interest Rate Parity, Purchasing Power Parity & Real Exchange Rates, Forecasting Exchange Rates, Exchange Rate Quotations: Spot, Forward, Wholesale – Retail, One way – Two way, Foreign Exchange Market in India; Players involved. (16 hours)

Unit III

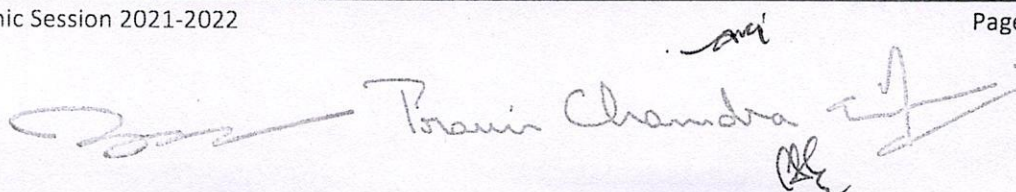
Foreign Exchange Risk Measurement & Management : Foreign currency Hedging Decisions; Foreign currency Derivatives; Interest Rate & Foreign Currency Swaps, Political & Country Risk. (08 Hours)

Unit IV

International Investment : International Capital Market, International Debt Financing, International Capital Budgeting, Financing International Trade, Managing Working Capital, FDI, Joint Venture. (10 Hours)

Suggested Readings: (All Latest Editions)

1. Apte, P.G. International Financial Management, Tata Mcgraw–Hill,
2. Vij. Madhu. International Financial Management, Excel Books,
3. Shapiro. Multinational Financial Management. Prentice–Hall,
4. V. Sharan, International Financial Management, Prentice- Hall,
5. Siddaiah, T. International Financial Management: An Analytical Framework, Pearson Education.
6. Michael H. Moffett. Eiteman. D. K. Multinational Business Finance, Pearson Education.


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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-110: INTERNATIONAL MARKETING MANAGEMENT

L-03

Credits – 03

Objectives: To provide the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues in marketing in a global level.

Course Contents

Unit I

Concept of international marketing Introduction to Evolution of marketing: From transaction-based to relationship marketing- an overview; International marketing management process, International marketing information system. International Marketing Environment: Influence of physical, economic, socio - cultural, political and legal environments on international marketing decisions; International marketing information system. International Market Segmentation, Selection and Positioning; International market entry strategies – Exporting, licensing, contract manufacturing, joint venture, setting -up of wholly owned subsidiaries abroad. (10 Hours)

Unit II

International Product Planning and Pricing decisions: Major Product decisions-product design, labeling, packaging, branding and product support services; Product standardization vs. adaptation; Managing product line; International trade product life cycle; New product development. Pricing decisions for International Markets: Factors affecting international price determination; International pricing process and policies; Delivery terms and currency for export price quotations; Transfer pricing; Counter trade as a pricing tool- types and problems of counter trading. (08 Hours)

Unit III

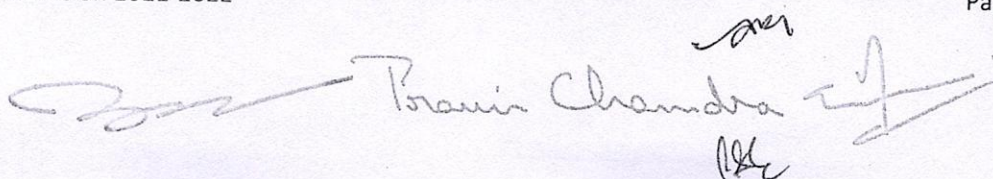
International Distribution Decisions: Distribution channel- from traditional to modern channel structures, Intermediaries for international markets-their roles and functions; Alternative middlemen choices, Factors affecting choice of channels; Locating, selecting and motivating channel members; International distribution logistics- Issues and Planning. (16 Hours)

Unit IV

International Promotion Strategies: Communications across countries-complexities and issues; Country-of-origin effect; Sales promotions in international markets, trade fairs and exhibitions, International public relations, International Advertising decisions, Personal selling and sales management; Developing international promotion campaign. Emerging trends in International Marketing: International Marketing through Internet; Ecological concerns and international marketing ethics. (08 Hours)

Suggested Readings : (All Latest Editions)

1. Keegan, Warran J. and Mark C. Green, Global Marketing, Pearson.
2. Cateora, Phillip R.; Grahm, John L. and Prashant Salwan, International Marketing, Tata McGraw Hill.
3. Czinkota, Michael R. and Illka A. Ronkainen, International Marketing, Cengage Learning.
4. Terpstra, Vern; Foley, James and Ravi Sarathy, International Marketing, Naper Press.
Department of Commerce, University of Delhi
5. Jain, Subash C., International Marketing, South-Western.
6. Kotabe, Masaaki and KristiaanHelsen, Global Marketing Management, John Wiley.


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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-112: RESEARCH METHOD FOR INTERNATIONAL BUSINESS

L-03

Credits – 03

Objectives: To evaluate various sources of information for literature review and data collection and design research instruments for data collection and draw inferences using sampling techniques for solving business problems.

Course Contents

Unit I

Introduction, Objectives, and designs : Overview of Research methodology: Meaning and purpose – types of research: Exploratory, Analytical, Descriptive, Experimental and Case study. Research Focus: Problem definition, Selection, and formulation – Review of Literature – Delimitation of the scope of the study – Setting Objectives – Definition of the concepts – Formulation of hypothesis – Preparation of Research design – Field work and Data collection. **(08 Hours)**

Unit II

Hypothesis Testing : Meaning of Hypothesis – Types of Hypothesis – Sources of hypothesis – Testing of Hypothesis – Errors in Testing – Measurements – Scaling techniques and Scale Construction – Sample size – Sampling error – Sampling Methods and Applications. **(08 Hours)**

Unit III

Data and Report Presentation : Data Collection: Primary and Secondary Data: Observation, Interview, Telephonic Interview, Questionnaire – Internal and External source of Secondary data – Construction of Interview schedule and Questionnaire – Pretesting and Pilot Study – Reliability and Validity tests – Processing and data analysis: Checking, Coding, transcription, and tabulation of data – Report writing: Types of report, Contents of report, Styles and Conventions in report writing - Steps in drafting a report: Cover page, Introduction, Text, Bibliography and Appendix. **(16 Hours)**

Unit IV

Computer Application in Multivariate analysis : Data Analysis using Computers: Software Packages – Parametric and Non-Parametric hypothesis testing – Correlation and Regression analysis – TimeSeries – Basic Multivariate analysis. **(10 Hours)**

Suggested Readings : (All Latest Editions)

1. R Panneerselvam, "RESEARCH METHODOLOGY", Prentice-Hall of India.
2. Cooper, D. R. and Schindler P. S. (Latest Edition). Business Research Methods. Tata McGraw Hill Education Pvt. Ltd.
3. Fred Kerlinger and Howard B Lee, "FOUNDATIONS OF BEHAVIORAL RESEARCH",
4. Rubin, Allen & Babbie, Earl. Essential Research Methods for Social Work, Cengage Learning Inc., USA.
5. Zikmund, W.G. et al (Latest Edition). Business Research Methods. New Delhi: Cengage Learning
6. Cochran, W.G. (2007). Sampling Techniques (Latest Edition). John Wiley & Sons.

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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-114 : EXPORT IMPORT PROCEDURE AND DOCUMENTATION

L-03

Credits – 03

Objectives: To formulate organizational plans adhering to government policies and plan out procedures to fulfil the documentation process and get acquainted with the documentation and procedure to import and export business

Course Contents

Unit I

International Trade : Need and importance of International Trade – Recent Trends in World Trade – Leading players – India's Foreign Trade – Commodity composition and Destination – India's Export and Import position in World merchandise trade and services –Project Exports Deemed Exports - India's Foreign Trade Policy – India Trade Agreements and tariff benefits. **(10 Hours)**

Unit II

Starting an Export Organization : Starting an export firm – Selection of an export product – Market selection –Buyer selection - Registration procedure with Sales Tax, Central Exercise and various Boards and councils – Exim code number – Elements of export contract- Global rules as UCP 600 of ICC, INCOTERMS – Terms of payment and Letter of Credit – Payment settlement of exports and Imports. **(16 Hours)**

Unit III

Export Documentation : Types of documents – Primary Documents – Regulatory Documents - Transport, Negotiation and Insurance documents – E- Databases and Documents Export Finance: Sources of Finance - Role of commercial bank, EXIM Bank, ECGC SIDBI and others – Export promotion Schemes – Insurance for Export – Types – export credit insurance – Risk Management – Types of risks – mitigation methods. **(08 Hours)**

Unit IV

Import Procedure and Documentation: Global sourcing – Types of global procurement – Tender – Negotiation – Contract and others – Customs regulations and import clearance formalities – Types of import licenses - Export Promotion Capital Goods Scheme (EPCG) license- Duty exemption scheme – Import formalities for EOUs and SEZs –CEZ - Import Risk Management. **(08 Hours)**

Suggested Readings: (All Latest Editions)

1. Aseem Kumar. Export and Import Management", Excel Books Publications, New Delhi
2. David Stewart. International Supply Chain Management", Cengage publications,
3. Ram Singh. Export Management" Indian Institute of Foreign Trade, New Delhi
4. P.K.Khurana, Export Management, Galgotia Publication, New Delhi
5. Jeevanandam C. Foreign Exchange: Practices Concepts and control" Sultan Chand Publications
6. Paul Justice & Rajiv Aserkar (2014), Export/Import Management. Oxford Higher Education.

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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-116: PRODUCTION AND OPERATION RESEARCH FOR INTERNATIONAL BUSINESS

L-03

Credits – 03

Objectives: To study the concept of production planning and control in any manufacturing organization

Course Contents

Unit I

Introduction : System concept of production – Types of production system – Productivity – World class manufacturing- process planning and design- selection of process- value analysis/value engineering-make or buy decision- capacity planning and forecasting Demand pattern- Forecasting model-selection of forecasting techniques-SMAWMA-Simple exponential smoothing, Linear regression – Delphi method.
(08 Hours)

Unit II

Location, layout and Material Management : Facility location; factors influencing plant location-break even analysis-facility layout-basic formats-classification- process layout, Product layout and Group technology layout- advantages and limitation- systematic layout planning (SLP) – Concept of CRAFT, ALDEP, CORELAP- Assembly Line – Line balancing Concept of mass production. Material management and inventory control – Components of material management- Purchase model with instantaneous replenishment and without shortage – Manufacturing model without shortage – Material handling system- unit load concept- material handling principleclassification of material handling equipments.
(16 Hours)

Unit III

Production, Planning and Scheduling: Aggregate sales and operation planning – Introduction – overview- Production planning environment. Material Requirement planning (MRP) - Product Structure/ Bill of material (BOM) – MRP System and overview- Production planning controlPlanning phase-action phase- the control phase. Single machine scheduling (SMS); types of scheduling- concept of SMS- SPT rule to minimize mean flow time minimizing weighted mean flow time –EDD rule to minimize maximum latenessflow shop scheduling- Introduction to Johnson Problem – Extension of Johnson's
(08 Hours)

Unit IV

Control and Reliability: Maintenance planning and control - Maintenance Objectives –Types – Basic reasons for replacement- reliability – reliability improvement- reliability calculations- Modern production management tools- JIT manufacturing - Introduction to Six sigma concepts- TQM- Lean manufacturing.-Kaizen.
(10 Hours)

Suggested Readings: (All Latest Editions)

1. William J. Stevenson: PRODUCTION/OPERATIONS MANAGEMENT, Richard Irwin Pubs.
2. Chase, Jacobs & Aquilano, Operations management for competitive management, Tata Mcgraw hill.
3. Mahadevan B. Operations Management: Theory and Practice, Pearson Education.
4. Gaither Norman and Frazier G (2013), Operations Management, Cengage Learning India Pvt Ltd.
5. Russell, R. S. and Taylor, B.W. Operations and Supply Chain Management, Wiley, New Delhi.
6. Stevenson W. J. Operations Management, McGraw Hill Education

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GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

L-02

MIB-118: FOREIGN LANGUAGE - I

Credits – 02

Objectives: Demonstrate advanced proficiency in spoken and written language.

Course Contents

Unit I

Social and Professional Environment: Social and Professional Relations: • Wishing, thanking and congratulating somebody and to take leave • Talking about his work, his experiences and his professional plans • Introducing his colleagues and the people with whom he is collaborating • Introducing a company, its organization, its activities, its market, its trade policy, its financial and trade positions as well as its result and experience all these quantitatively and indicate also their evolution and make comparisons, interpret and comment on tables and graphs. (7 Hours)

Unit II




Professional Environment: Professional Environment: • Talking about the framework of professional environment, its working conditions, the posts, the timings, Salaries leave, holidays and language learner's relationship with other colleagues. • Organizing the time table • Reading, writing and understanding classified ads, a curriculum vitae, and application for a post so that the student can look for a job or a training programme. • Interviewing another person and handle a job interview. (7 Hours)

Unit III

Corporate Functions: Functions of the Company: • Understanding and explaining the manufacturing process and understand the directions for use. • Asking and giving information on a product and on a service. • Obtaining and providing information on the price, the modes and conditions of payment. • Noting down and convey requests and claims of the clients. Placing orders. Administrative functions. (07 Hours)

Unit IV

Greetings : Welcoming visitors and clients and to provide them with necessary information, orient them, scan the visitors and also to be able to make them wait. (07 Hours)

 Brahm Chandra  


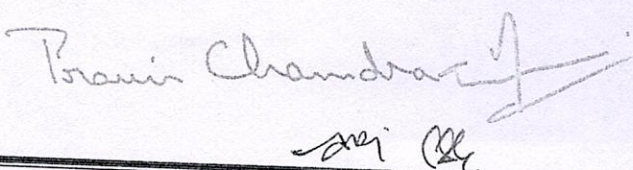
MIB-120: MOOC/Open Elective

Credits – 03

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student is required to earn 3 credits by completing quality –assured MOOC programme offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time at PG level. Successful Completion certificate should be submitted to respective institute for earning the course credit.

Alternatively, student can pursue any course offered in the campus at PG level with due intimation to the Program Coordinator/Dean/Director of the School/College.



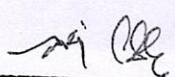
 Brahm Chandra 

GURU GOBIND SINGH INDRAPRATHA UNIVERSITY, DELHI
MASTER OF BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

MIB-122: Minor Project

Credits – 04

The Project must focus on the application of management concepts, management theory or techniques studied in the first and second semester to understand and address an organizational or social issue or challenge in International context. The project may be based on secondary or primary sources of data. On completion of the project students are required to submit a project report.

 Pranav Chandra 


Master of Business Administration (International Business)

Programme Outcomes (POs)

On completing the programme students should be able to:

PO1: Demonstrate an understanding of management concepts, principles and theories, and apply them in the context of organizational work practices.

PO2: Apply analytical and critical thinking skills to analyze the dynamic business environment and identify entrepreneurial and business opportunities and risks.

PO3: Prepare business strategies, develop concomitant functional and operational strategies and implement them in an integrated manner to efficiently and effectively achieve the functional goals and the business objectives.

PO4: Demonstrate an understanding of decision making processes at various levels of the organization with respect to resources mobilization and their efficient deployment and use to achieve the set goals.

PO5: Demonstrate the ability to analyze management problems, to identify and collect relevant data and to apply a creative problem-solving approach.

PO6: Identify and recommend the information technology based interventions to achieve organizational goals

PO7: Benchmark organizational and managerial practices against the principles of good governance, ethical conduct, corporate social responsibility and the imperatives of long-term societal welfare.

PO8: Demonstrate effective communication and interpersonal skills as well as the ability to work with and lead teams.

PO9: Develop a lifelong learning approach manifested in their attitude to learn, unlearn and relearn and in their pursuit of excellence in professional, personal and social life.


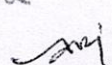

Programme Specific Outcomes

PSO1: Demonstrate the ability to scan and analyze the implications of changes in the global competitive environment including the role of various international economic institutions, regional economic groups and foreign trade policy relevant to the conduct of international business operations.

PSO2: Display an analytical approach towards identifying the benefits and risks of selecting amongst various entry modes, international markets and product portfolios.

PSO3: Display a strong understanding of processes and procedures for conducting business operations across international boundaries,

PSO4: Exhibit an understanding of multicultural environments and the challenges of communicating and negotiating with diverse stakeholders across international boundaries.


Brahm Chandra



MIB-101: MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOUR

CO1: Enumerate, explain, compare and analyze the concepts, theories and principles that have evolved in specific historical contexts and informed both academic thinking and practices related to the field of management.

CO2: Identify and discuss the functions of management i.e. planning, organizing, leading and controlling, relate them with the roles of managers at different levels of the organization and classify the skills necessary for effective performance of their functions.

CO3: Apply the knowledge of management theory and of organizational behaviour to analyze managerial issues and take decisions consistent with the organizational objectives of efficiency and effectiveness.

CO4: Analyze the complexities of work organizations and develop a multidisciplinary approach to address interpersonal and intra organizational issues.

MIB-103: QUANTITATIVE TECHNIQUES

CO1: Identify and differentiate between different statistical techniques and methods.

CO2: Explain the merits and limitations of various statistical techniques.

CO3: Demonstrate effective computational and spreadsheets skills for business analysis.

CO4: Analyse and interpret statistical information from the business data and reports.

CO5: Apply quantitative techniques to solve a variety of business problems.

MIB-105: MANAGERIAL ECONOMICS

CO1: Examine various economic ideologies, economic theories and techniques of economic analysis and discuss their relevance for managerial decision making.

CO2: Identify and explain factors influencing supply and demand, analyze the dynamic role of markets in allocation of productive resources in a free market economy and offer critique of market based model from sustainable development perspective.

CO3: Examine various approaches and models that explain consumer choices and behaviour and apply them for analyzing the demand

CO4: Discuss the theory of production and analyze the effects of technology and variations in input proportions on output, both in the short run and long run.

CO5: Identify and compare different market structures and analyze pricing and output decisions in different market forms.

CO6: Analyze business cycles, macro-economic conditions and policies and develop effective business strategies.

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MIB-107: ACCOUNTING FOR MANAGEMENT

CO1: Demonstrate sound understanding of fundamental accounting principles, accounting standards and accounting techniques.

CO2: Construct financial statements by collecting, recording and classifying the financial information from divergent sources.

CO3: Critically analyse and interpret financial statements of a company.

CO4: Demonstrate the ability to extract and use meaningful financial information for managerial decision making.

MIB-109: GLOBAL BUSINESS ENVIRONMENT

CO1 Demonstrate understanding of the global business environment and its relevance for business organizations .

CO2 Demonstrate understanding of government policies and growth of MNC and its impact on foreign policies

CO3 Explain various trade agreements and demonstrate understanding of the role of trade organization.

CO4 Identify and discuss the impact of contemporary trends in global business environment

MIB-111: Cross Cultural Management

CO1 Demonstrate an understanding of the cultural practices in international business.

CO2 Apply the principles of management to managerial practices in international business.

CO3 Synthesize different models used in international business

MIB-113: BUSINESS COMMUNICATION & NEGOTIATION SKILLS

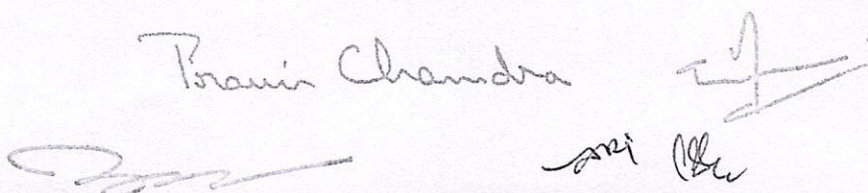
CO1: Recognize the scope and significance of communication and its relevance for enhancing individual and organizational performance in the context of global business operations.

CO2: Explain the concepts, theories and principles of communication informing various communication strategies and practices aimed at effective communication with different stakeholders in organizations operating across national boundaries.

CO3: Identify and apply various tools and techniques for developing appropriate communications strategies aimed at positioning a global organization and build brand image.

CO4: Exhibit the use of interpersonal communication skills and etiquettes for impactful business dealings and lasting relationship building reflected in dressing sense, listening skills and cultural sensitivity.

Pravin Chandra



CO5: Devise an effective communication strategy and protocols that can be successfully employed by the individuals and teams while participating in cross-cultural business negotiations.

MIB-115: Information Technology Management

CO1: Recall the components of an Information Technology based system.

CO2: Identify the challenges in storage and retrieval of data.

CO3: Classify the software into various types on the basis of different criteria.

CO4: Create and analyze the database using SQL and spreadsheet tools.

CO5: Build an appropriate computer network as per the organizational needs

CO6: Develop web pages using HTML.

CO7: Contrast the information systems for managerial decision making

CO8: Understand the new and emerging technologies

MIB-117: Information Technology Management Lab

CO1: Apply Operating system tools for IT resources.

CO2: Create and analyze the database using SQL.

CO3: Make use of Spreadsheet software such as MS-Excel as a data analysis tool.

CO4: Create and develop web pages using HTML.

SECOND SEMESTER

MIB-102: INTERNATIONAL TRADE OPERATION & FOREIGN TRADE POLICY

CO1 Demonstrate an understanding of the impact of trade policy on business at the international level

CO2 Formulate strategies related to trading and investment

CO3 Forecast the trade trends for different economies

CO4 Formulate export promotion plans

MIB-104: MANAGEMENT OF INTERNATIONAL BUSINESS

CO1 Evaluate the impact of world issues on an international business opportunity.

CO2 Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.

CO3 Develop policies related to various business functions at international level

CO4 Forecast the scope of international expansions within the regulatory framework.

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