

CURRICULUM & COURSE CONTENT FOR PG DIPLOMA –

FIRST SEMESTER

SEM-I

Course Name: organization behavior

Course Code:

Course Objectives:

After reading this lesson, you should be able to:

- Understand the Nature of Management
- Identify and Describe the Functions of Management
- Understand the Social Responsibilities of Business
- Appreciate the Interests of Various Stakeholders in The Business.

Module 1:

- Nature of Management - Social Responsibilities of Business - Manager and Environment Levels in Management - Managerial Skills
- Planning - Steps in Planning Process - Scope and Limitations
- Short Range and Long-Range Planning - Flexibility in Planning
- Characteristics of a sound Plan
- Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Techniques and Processes.

Module 2:

- Organizing - Organization Structure and Design
- Authority and Responsibility Relationships - Delegation of Authority and Decentralization
- Interdepartmental Coordination - Emerging Trends in Corporate Structure
- Strategy and Culture - Impact of Technology on Organizational design
- Mechanistic vs Adoptive Structures - Formal and Informal Organization.

Module 3:

- Perception and Learning - Personality and Individual Differences
- Motivation and Job Performance
- Values, Attitudes and Beliefs
- Stress Management
- Communication Types-Process – Barriers
- Making Communication Effective.

Module 4:

- Group Dynamics - Leadership - Styles - Approaches - Power and Politics
- Organizational Structure - Organizational Climate and Culture - Organizational Change and Development.

Module 5:

- Comparative Management Styles and approaches
- Japanese Management Practices
- Organizational Creativity and Innovation - Management of Innovation
- Entrepreneurial Management
- Benchmarking
- Best Management Practices across the world
- Select cases of Domestic & International Corporations
- Management of Diversity.

Reference:

- Drucker, Peter, F., 1981. Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
- Hodgets, Richard M., 1986, Management Theory: process and Practice, Academic Press, London.
- Stoner, James. A.F. and Freeman.E.R., 1989. Management, Prentice Hall of India, New Delhi.
- Katz R.L., 1974. Skills of an Effective Administrator, Harvard Business Review, 52(5) 90- 102.

Course Name: marketing Management

Course Code:

Course Objectives: To make student understand the meaning of marketing, its importance and implementation in hospitality industry. To aware them about segmentation of marketing and various pricing strategies and to give information regarding various sources of promotion and communication and inform them about marketing research, data collection etc.

Module 1: HOSPITALITY MARKETING FUNCTION

- Introduction, meaning marketing vs. selling,
- 7 ps of marketing
- The customer: wants, needs, perception, buying capacity
- understanding services as Product: characteristics of services, challenges involved in service marketing.
- The buying decision process.
- The Hospitality Marketing Function
- Characteristics of hospitality business.
- The concept of marketing Mix

- Products life cycle
- The Hospitality products/services mix.

Module 2: MANAGING THE MARKETING SYSTEM

- Strategic Marketing The concept of strategy
- The concept of strategic planning
- The strategic Marketing system
- Strategy selection
- Problems with strategic plan
- The Marketing Plan
- Marketing Management vs. strategic Planning
- Requirements for a marketing plan
- Step or Development of a Marketing Plan
- The marketing budgets

Module 3: MARKET SEGMENTATION

- What is market segmentation, why segment market?
- Segment identification Segment selection Segment development
- Pricing Factors to consider when setting price
- General pricing approaches
- Pricing strategies

Module 4: MARKETING COMMUNICATION AND PROMOTION

- Advertisement: media, frequency and budget Measuring Advertisement effectiveness.
- Publicity, Public Relation
- Direct/Personal Selling, process of Personal Selling,
- E-commerce marketing.
- Sales Promotion, Merchandizing, Suggestive selling

Module 5: MARKETING RESEARCH

- Meaning, Importance, Process of Research
- Data Collection – Types of Data, Sources of Data collection
- Sampling, Hypotheses – Meaning & Types
- Report Writing – Steps involved, Layout of report , precautions while writing research report

Reference:

- Philip Kotler (1987) Marketing: An Introduction. ...
- Ramaswamy, V.S., 2002, Marketing Management, Macmillan India, New Delhi.
- Kotler P, Armstrong G, 2008, Principles of Marketing, 9th Edition, Prentice Hall, New Delhi.
- Gandhi J.C, 1985, Marketing –A Managerial Introduction, Tata McGraw-Hill , New Delhi.

Course Name: Quantitative Methods

Course Code:

Course Objectives: On completion of this course, the students will be able to

- Understand various quantitative & statistical methods
- Understand data and draw inference from data
- Calculate and interpret statistical values by using statistical tool (correlation & regression)
- Demonstrate an ability to apply various statistical tool to solve business problem

Module 1:

- Permutation and Combination, Matrices and Determinants, Functions.

Module 2: Meaning and Classification of Quantitative techniques, Statistics:

- Meaning, Scope and Limitations, Collection, Classification, Tabulation and Presentation of Statistical Data
- Characteristics of Frequency Distributions
- Measures of Central Tendency, Partition Values, Measures of Dispersion.

Module 3: Probability:

- Concepts, Sample Space, Rules of Probability
- Independent Events, Bayes' Rule, Random Variable
- Simple-Correlation and Regression analysis.

Module 4: Time Series:

- Analysis and its Components
- Measurement of Secular Trend
- Measurement of Seasonal Variation
- Forecasting with Moving Average.

Module 5:

- Linear Programming, formulation and Graphical Solution
- Transportation problems and Solutions by North-West Corner rule
- Least Cost method and Vogel's approximation method
- Optimum Solution by MODI method
- Assignment Problem and its solution.

Reference:

- Quantitative Methods: An Introduction for Business Management by Author(s): Paolo Brandimarte
- "Quantitative Methods for Decision Making Using Excel" by Branko Pecar and Glyn Davis
- "Quantitative and Decision Making Techniques" by A K Bewoor and D R Waghole

Course Name: human resource management

Course Code:

Course Objectives: The primary concern of this course is to develop an appreciation effective of effective management of human resources and to enable the students to meet HR challenges in present scenario.

Module 1:

- Strategic importance HRM; objectives of HRM; challenges to HR professionals; role, responsibilities and competencies of HR professionals;
- HR department operations;
- Human Resource Planning - objectives and process;
- Human resource information system.

Module 2:

- Talent acquisition; recruitment and selection strategies, career planning and management, succession planning, socialization and induction of new employees;
- Training and development, investment in training, training need assessment, designing and administering training program; executive development program, evaluation of T & D program.

Module 3:

- Appraising performance; developing and instituting performance appraisal system, assessment and development centers, potential appraisal;
- Rewarding performance; linking rewards to organizational objectives,
- Determine compensation structure, pay for performance and incentive plans, ESOP, executive compensation, designing and administering benefits and services.

Module 4:

- HR in knowledge era; HR in knowledge industry, HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing HR functions, employee leasing,

Reference:

- Human Resource Management by Gary Dessler
- HR from the Outside In: Six Competencies for the Future of Human Resources by Dave Ulrich, Jon Younger, Wayne Brockbank, Mike Ulrich



CURRICULUM & COURSE CONTENT FOR PG DIPLOMA –

SECOND SEMESTER

Course Name: MANAGERIAL ECONOMICS

Course Code:

Course Objectives: The course in Managerial Economics attempts to build a strong theoretical foundation for Management students. The course is mainly analytical in nature and focuses on clarifying fundamental concepts from microeconomic viewpoint. The students are expected to study and analyse the dynamics of managerial decision making through this course. Also wherever possible, students are expected to study, analyse and interpret empirical evidence and case studies available currently on various basic concepts.

Unit 1. Introduction of Managerial Economics and Demand

- Definition, Nature and Scope of Managerial Economics
- Managerial Economics and Microeconomics and macroeconomics
- Managerial Economics and decision-making
- Uses and Significance of Managerial Economics

Unit 2. Introduction of Demand

- Meaning and Determinants of Demand
 - Demand Function
 - Law of Demand Market Demand
 - Elasticity of Demand
 - Types and Measurement of Elasticity
- Demand Forecasting
 - Meaning, Significance
 - Methods of Demand Forecasting

Unit 3. Production

- Production Function
- Law of Variable Proportions
- Law of Supply
- Elasticity of Supply
- Measurement of Elasticity of Supply.
- Costs of Production.
 - Short run and long run costs
 - Economies of Scale
 - Cost estimation and cost forecasting
 - Breakeven analysis.



Unit 4. Pricing Under Various Market Forms

- Perfect competition
- Monopoly Monopolistic Competition
- Oligopoly
- Price Discrimination
- Pricing Strategies and Methods
 - Cost plus Pricing
 - Marginal cost Pricing
 - Price Leadership
 - Transfer Pricing
 - Seasonal
 - Cyclical Pricing

Unit 5. Need For Government Intervention in Markets

- Price Support
- Price Controls
- Prevention and Control of Monopolies
- System of Dual Prices

➤ **Reference Books:**

- Managerial Economics – Analysis, Problems and Cases, P.L.Mehta, Sultan Chand and Sons, New Delhi.
- Managerial Economics - Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
- Managerial Economics – D. Salvatore, McGraw Hill, New Delhi.
- Managerial Economics – G.S. Gupta – T M H, New Delhi.
- Managerial Economics - Mote, Paul and Gupta T M H, New Delhi.
- Managerial Economics – H L Ahuja, S Chand & Co. New Delhi.

Course Name **Business Communication**

Course Code:

Course Objectives:

To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization. CO5. To draft effective business correspondence with brevity and clarity.

Unit 1. Communication and Mass Communication

- Meaning, definition and scope
- Introduction to Communication Theory
- significance and objectives of communication in organizations



- Principles of Communication

Unit 2. Introduction to Business Communication, Effective Communication Skills and Process

- Definition and importance of Business Communication
- Introduction, Objective of Business Communication
- Effective Communications Skills
- Process of communication

Unit 3. Channels and Media of Communication

- Channels of communication
 - Means or media of communication
 - written communication
 - Oral communication
 - face to face communication
 - Visual communication
 - Audio-visual communication
 - Silence – as communication media
- Interpersonal/intrapersonal Business Communication
- Business correspondence
 - Business letters/reports (annual committee etc.) précis/summarizing etc.

Unit 4. Type of Communication

- Organizational structure and patterns
- Downward communication; upward communication; horizontal communication;
- Grapevine; consensus and group communication committee, conference, listening, public speech and seminar

Unit 5. Barriers to Effective Communication

- Concept of barriers
- types of barriers – Media barrier, physical barrier, semantic barrier, situation barrier, socio-psychological barrier
- Guidelines for effective communication
- Negotiation Skills: Introduction to Negotiation Skills

- **Reference Books:**
- Business Communication by K. K. Sinha. Galgotia Publishing Company., New Delhi.
- Business Communication by C. C. Pattensheti. R. Chand and Company Publishers., New Delhi.
- Essentials of Business Communication by Rajindra Pal and J. S. Korlahalli. Sultan Chand and Sons., New Delhi.16
- Effective Business Communication by Herta A. Murphy and Charles E. Peck. Tata McGraw Hill Publishing Company Limited., New Delhi.
- Essentials of Business Communication by Pettett and Lesikar. Tata McGraw Hill Publishing Company Limited., New Delhi.



Course Name: FINANCIAL AND MANAGEMENT ACCOUNTING

Course Code:

Course Objectives: The objective of this course is to:

- Develop a thorough understanding of Accounts and Finance functions of an organization.
- Develop financial leadership qualities.
- Collate and integrate systems of Accounts and Finance.
- Become proficient in using information technology and accounting tools in decision making

Unit 1. Introduction – Accounting:

- Basic Concepts of accounting transactions
- Principles, types of accounts, journal, ledger, trial balance
- final accounts (Emphasis on Clarification of account P & L account, Balance sheet
- Introduction to requirement of Schedule VI

Unit 2. Using Financial Statements

- Statement of Financial Information
- Statement of Changes in Financial Position
- Financial Statement Analysis

Unit 3. Cost Accumulation/Determination

- Cost Concepts
- Costing and Control of Materials
- Costing and Control of Labour
- Costing and Control of Factory Overheads
- Job order, batch and contract costing
- Process Joint and by-product costing
- Unit/single/output and operating costing
- Variable costing and absorption costing
- Uniform costing and interfirm comparison
- Reconciliation and integration

Unit 4. Profit Planning:

- Cost-Volume-Profit Analysis
- Budgeting; Capital Budgeting

Unit 5. Cost Control & Decision Making

- Standards costs
- Variance Analysis
- Cost Variances
- Variance Analysis: Revenue Variances
- Responsibility Accounting



- **Reference Books:**
- Introduction to Management Accounting –Horn green and Sundlem.
 - Principles of Management Accounting – Manmohan & Goyal.
 - Management Accounting – S.M. Inamdar.
 - Management Accounting – Dr. Mahesh Kulkarni.
 - Double Entry Book Keeping – T.S. Grewal. 6. Cost Accounting – Khan & Jain.
 - Management Accounting 3rd Ed.- Khan & Jain.
 - Theory & Problems in Management & Cost Accounting – Khan & Jain.
 - Cost Accounting – Jawaharlal.

Course Name: Information Technology Management

Course Code:

Course Objectives:

To familiarize Students with the basic concepts of Information Technology. Students should be able to operate MS-Office independently and effectively.

Unit 1. Fundamentals of Computer

- CPU, Basic logic gates, Computer Memory and Mass storage devices,
- Computer Hierarchy, Input Technologies, Output Technologies
- Number Systems and Arithmetic: Decimal, Binary, Octal, and Hexadecimal Number Systems, Binary Arithmetic

Unit 2. Introduction to Computers Software

- System Software
- Application Software and Packages
- Introduction to Embedded Software

Unit 3. Commonly used Software Packages like

- Microsoft Word
- Microsoft Excel
- Microsoft Power Point
- Microsoft Access
- Tally

Unit 4. Introduction to World Wide Web

- Internet operations
- Introduction to Electronic Commerce and Electronic Business

Unit 5. Functional and Enterprise Systems



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LEARNING
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- Data, Information and Knowledge Concepts
 - Decision Making
 - Process, Physical Components of Information Systems
 - Classification of Information Systems
 - Overview of Security Issues in Information Technology
 - Emerging Trends in Information Technology
-
- ***Reference Books:***
 - Management Information Systems by Ken J. Sousa, Effy Oz
 - “Essentials Of Information Technology As Per Cce Guidelines Vol 2, Pb” by Sharma V

Post Graduate Degree in International Business

CURRICULUM & COURSE CONTENT FOR INTERNATIONAL

BUSINESS – SECOND YEAR

SEM - III

Course Name: WORLD CLASS MANUFACTURING STANDARDS

Course Code:

Course Objectives: To understand the concept of world class manufacturing, dynamics of material flow, OPT and Lean manufacturing.

Module I: Information Age and Global Competitiveness

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- The Emergence of Information Age
- Competition and Business Challenge
- Operating Environment;
- Globalization and International Business
- Global Competitiveness and Manufacturing Excellence
- World Class Manufacturing and Information Age Competition
- Manufacturing Challenges, Problems in Manufacturing Industry

Module II: Cutting Edge Technology

- Value Added Engineer in - Hall's Framework; Schonberger's Framework of WCM; Gunn's Model; Maskell's Model.
- Philosophy of World Class Manufacturing:
 - Evolution of WCM
 - Ohno's View on WCM
 - Principles and Practices
 - Quality in WCM
 - Deming's & Shingo's Approach to Quality Management
 - Culmination of WCM

Module III: System and Tools for World Class Manufacturing

- The Integration Imperative;
- Overview of Systems and Tools;
- Information Management Tools
- Product and Process Design Tools
- Bar Code Systems
- Kanban: A Lean Production Tool,
- Statistical Quality Control (SQC),
- Material Processing and Handling Tools;

- Assessment of Manufacturing Systems and Tools.

Module IV: HRD Practices in WCM & Competitive Indian Manufacturing

- Human Resource Dimensions in WCM;
 - Morale and Teamwork;
 - High Employee Involvement;
 - Cross Functional Teams;
 - Work Study Methods;
 - Human Integration Management
- Manufacturing Performance and Competitiveness - Indian Firms
 - Manufacturing Objectives and Strategy;
 - Usage of Management Tools and Technologies;
 - Manufacturing Management Practices;
 - IT Infrastructure and Practices;
 - Strategic Intent Framework;
 - Breadth and Integration of IT Infrastructure.

Module V: Globalization & Future of WCM

- Generic Manufacturing Strategies for Information Age;
- Planning Methodology and Issues in Strategic Planning of WCM;
- Performance Measurement - PO-P System,
- TOPP System and Ambite System
- Manufacturing Strategy
 - Futile Search for an Elusive Link
 - Manufacturing Strategic Intent Classification
 - Translating Intent into Action
- Case Studies
 - Accelerated Fermentation Process – Using World Class Enzymes;
 - Birla Cellulosic Kharach

Reference Book:

- World Class Manufacturing- A Strategic Perspective by BS Sahay, KBS Saxena & Ashish Kumar, Publisher: Rajiv Beri for Macmillan India Ltd.
- Making Common Sense Common Practice – Models for Manufacturing Excellence by Ron Moore, Publisher: Butter Worth Heinemann
- The Toyota Way by Jeffrey K.Liker, Publisher: Tata McGraw Hill
- Managing Technology & Innovation for Competitive Advantage by V. K. Narayanan, Publisher: Prentice Hall
- World Class Manufacturing - The Lesson of Simplicity by Richard J Schonberger, Publisher: Free Press - A Division of Simon and Schuster

Course Name: INTERNATIONAL BUSINESS ENVIRONMENT

Course Code:

Course Objectives: On successful completion of this module, the learner will be able to:

1. Appraise the theories and practice of international business.
2. Assess the key factors driving international business and the global economy.
3. Discuss the different political/legal, cultural, financial and economic environments encountered in the international marketplace.
4. Evaluate strategies used by international enterprises to support successful international operations.
5. Analyze government intervention in International Business
6. Discuss different levels of cross-national cooperation and agreements that provide preference for member countries.

Module 1: The Nature of International Business

- Introduction: What is International Business?
- Globalization drivers and the Internationalization of the firm
- Theories of International Trade and Investment.

Module 2: Political and Legal Systems in National Environments

- Country-level factors
- International Institutions
- Governmental Influence on Trade

Module 3: The International Economic Environment & FOREX

- Regional Economic Integration
- Emerging Economies
- The Determination of Exchange Rates
- Understanding the International Monetary System

Module 4: The Cultural Environments Facing Business

- Key Dimensions of Culture
- Communicating across Cultures
- Cross-cultural Negotiation and Decision-Making

Module 5: Technological Factors & International Strategy

- Country-level international technological standards
- Country-level international infrastructural levels
- Global, Multinational and international strategies
- National Competitiveness
- Strategy in the multiple-country context

- **Reference Book:**
- Cavusgil, T. Ghauri, P. Knight, G. Riesenberger, J., (2014) International Business, Global Edition, 3rd Ed. Prentice Hall Publishers.
- Daniels, J. Radebaugh, L. & Sullivan, D., (2015) International Business: Global Edition 15th ed. Prentice Hall Publishers.
- Wild, J. & Wild, K., (2014) International Business, Global Edition, 7th ed, Prentice Hall Publishers

Course Name: FOREIGN EXCHANGE MANAGEMENT

Course Code:

Course Objectives:

- To understand how the foreign Exchange Market operates
- To understand the principles of Currency valuation
- To explain techniques that can be used to hedge foreign exchange risk
- To create an understanding on foreign exchange Management in India

Module 1: Introduction to Foreign Exchange

- Concepts, significance of foreign exchange
- FOREX RESERVES
- Exchange rates- inter banks and Merchant rates- spot and forward rates-TT rates- computation
- FOREX Markets—derivatives in the FOREX markets- Futures, Swaps, Options and Arbitrage
- Forex dealers and Speculators
- Organizations of the FOREX market.

Module 2: Exchange rate fixation

- Purchasing Power Parity Theory- Interest Rate Parity Theory
- Flow Model- Asset market models
- Forecasting of exchange rates
- Nominal Effective Exchange Rates and real Effective Exchange rates
- Hedging against Exchange rate fluctuations

Module 3: Forward Exchange Contracts

- Relevance-types
- Forward exchange rate computation
- Factors influencing forward RATES
- Extension and cancellation of forward contracts
- Futures-features vs Forward contracts
- Options- types and Mechanisms
- Risk Management through forward contracts

Module 4: FOREX Risk management

- Transaction risk exposure risks
- Internal strategies- shifting of risk- sharing of risk
- Exposure netting and offsetting
- External strategies – money market Hedge- currency swaps- interest rate swaps
- Economic consequences of exchange rate changes
- Managing Risk.

Module 5: FOREX Management in India

- Fixed and fluctuating rates-rupee convertibility
- NOSTRO-VOSTRO-LORO Accounts
- Exchange control Measures- relevance
- Foreign Exchange reserves of India- composition and Management
- Monetary and Fiscal policy and its impact on foreign exchange reserves in India.

- **Reference Book:**
- Multi National Financial Management..... Alan C Shapiro
- ABC of Foreign Exchange..... Clare C Gump
- Guide to Foreign Exchange Regulations..... Krishnamoorthy S
- Principles of Foreign Exchanger..... Chaterjee A K
- Foreign Exchange Management..... RAjwadi
- Financial Derivatives.. Keith Red Head

Course Name: INTERNATIONAL FINANCE

Course Code:

Course Objectives: As a result of studying the course, students should:

Know:

- The specificity of the financial relations at the international level;
- Criteria used for international funding;
- International financial centers, international financial institutions;
- The nature of the international finance.

Module 1: International financial & monetary relations

- International financial relations:
 - international finance and international financial relations (concept, nature, structure and trends);
 - World financial centers
 - Major international markets (money, foreign exchange, financial and stock market);
 - Euromarkets (concept, components and deposit and loan operations).
- International monetary relations:
 - Concept and regulators;
 - Currency relations;
 - Currency system;
 - Regulation of global currency markets and relations

Module 2: Economic essence and currency classifications

- The concept of currency and its basic classification;
- Characteristics of currencies.

Module 3: International movement of capital

- Concept and forms;
- Direct investment (concept and models);
- Foreign direct investment (concepts and its components, forms of foreign investment enterprises, cross-border mergers and acquisitions, socio-economic implication of mergers and acquisitions);
- Portfolio investment (concept, models and classification, export and import of capital and regulation of international capital flows).

Module 4: International prices

- The concept and characteristics of world prices formation;
- Multiplicity of prices;
- Types and characteristics of trade prices, and price discounts in foreign trade;
- Information of world prices data sources.

Module 5: International financial institutions

- Concept, characteristics and development; objectives, activities, services and strategies of various international financial institutions (World Bank group; IMF; IBRD; IDA; IFC; MIGA; ICSID);
- Regional multilateral development banks (ADB, AfDB, EBRD, EIB, ISDB) – purpose of their creation and functioning;
- Other international financial institutions; informal economic organizations (Davos Economic forum, Paris club, London club, Basel club) – objective, activities, basic principles of operation.
- **Reference Book:**
 - International Financial Management by Jeff Madura
 - International Financial Management (Text and Cases) by Bhalla V.K. S Chand & Company

Course Name: INTERNATIONAL MARKETING

Course Code:

Course Objectives: The objective of the course is to provide students with a perspective of International Marketing Management, its environment and complexities.

Module 1: International Marketing

- Scope and Significance of International Marketing,
- The importance of international marketing
- Differences between international and domestic marketing
- International environment
- International Social & culture Environment
- The political legal environment and regulatory environment of international marketing.
- Technological Environment

Module 2: International Market Entry Strategies

- Indirect Exporting
- Domestic Purchasing
- Direct Exporting
- Foreign Manufacturing Strategies without Direct Investment
- Foreign Manufacturing Strategies with Direct Investment.
- Entry Strategies of Indian Firms.

Module 3: International product management

- International product positioning
- Product saturation Levels in global Market
- International product life cycle
- Geographic Expansion–Strategic Alternatives.
- New products in Intentional Marketing,
- Product and culture
- Brands in International Market.

Module 4: International Marketing Channels

- Channels –Distribution Structures, Distribution Patterns,
- Factors effecting Choice of Channels
- The Challenges in Managing an international Distribution
- Strategy Selecting Foreign Country Market intermediaries.
- The management of physical distribution of goods
- Advertising and Branding
- Grey Market goods.

Module 5: Export Marketing

- Introduction to Export Marketing

- Export Policy Decisions of a firm
- EXIM policy of India.
- Export costing and pricing
- Export procedures and export documentation.
- Export assistance and incentives in India

➤ ***Reference Book:***

- International Marketing Analysis and Strategy, Sak Onkvisit, John J. Shaw, PHI.
- International Marketing, Michael R. Czinkota, Likka A Ronkainen, Cengage .
- Global marketing Management , Keegan, Green, 4/e, Pearson.
- International Marketing, Philip R. Cateora, John L. Graham, Prasanth Salwan, TMH.
- International Marketing, Vasudeva PK, excel.
- Global Marketing, Management, Lee, Carter, Oxford.
- International Marketing and Export management, Albaum , Pearson Education.
- Global Marketing, Johansson, TMH.

SEM- IV

Course Name: INTERNET MARKETING

Course Code:

Course Objectives:

- To understand the basic principles of Internet Marketing within the context of the marketing mix.
- To understand the legal issues relating to Internet Marketing.
- To understand the current dynamics in the business environment and how it impacts the practice of Internet Marketing.
- To expose students to various companies, websites and their e-business models.

Module I: Introduction

- What is Marketing
- History and Evolution of Internet Marketing

Module II: Introduction to Internet Marketing

- Meaning, Scope and Importance of Internet Marketing
- Applications of Internet Marketing
- Internet Marketing VS Traditional Marketing Communication
- The internet microenvironment
- B2C and B2B Internet Marketing
- E-Marketing Research
- Internet Marketing Strategy

Module III: Online Buyer Behavior and Models

- The Marketing Mix in an Online Content
- Managing the online Customer Experience
- Planning website design
- Understanding site user requirement
- Site Design and Structure
- Developing and Testing Content
- e-Service Quality

Module IV: Characteristics of Interactive Marketing Communications

- Integrated internet Marketing Communications (IIMC)
- Objective and Measurement of interactive Marketing Communication
- Online Promotion Technique
- Search Engine Marketing & SEO
- Online PR, Interactive Advertising
- Online Partnerships, Viral Marketing
- Opt-in-e-mail, Offline Communications
- e-CRM

Module V: Social Media Marketing

- Meaning, Scope and Importance
- SMM Plan: Goals and Strategies
- Rule of Engagement & Ethical Issues
- Publishing Blogs and Webinars, Sharing Videos/Images, Social Networks
- Microblogging, Mobile Computing
- Location Marketing
- Social Media Monitoring
- Social Media Marketing Plan

- **References:**

- Internet Marketing Paperback – 18 June 2017 by Moutusy Maity (Author)
- ONLINE MARKETING BOOT CAMP: The Proven 10-Step Formula To Turn Your Passion Into A Profitable Business, Create An Irresistible Brand Customers Will ... And For All!

Course Name: GLOBAL SUPPLY CHAIN MANAGEMENT

Course Code:

Course Objectives: You'll have a 360° perspective of global supply chains, an essential first step in building your career in the discipline. You'll be ready to identify the opportunities and risks facing supply chains and provide both strategic and analytical tools to manage them.

Module 1: Introduction to Supply Chain and Operations Management

- Basics of Supply Chain and Operations Management
- Examples from Different Industries, Services, and Continents
- Processes, Systems, and Models

Module 2: Designing Operations and Supply Network: Strategic Perspective

- Operations and Supply Chain Strategy
- Sourcing Strategy
- Production Strategy

Module 3: Planning & Network Design

- Facility Location Planning and Network Design;
- Distribution and Transportation Network Design
- Factory Planning and Process Design
- Layout Planning

Module 4: Matching Demand and Supply: Tactical and Operative Planning

- Demand Forecasting
- Production and Material Requirements Planning

- Inventory Management
- Routing and Scheduling

Module 5: Advanced Topics in Supply Chain and Operations Management

- Supply Chain Risk Management and Resilience
- Digital Supply Chain, Smart Operations and Industry 4.0
- Pricing and Revenue-Oriented Capacity Allocation

- **Reference Book:**
- International Logistics: Global Supply Chain Management Authors: Long, Douglas
- Handbook of Research on Global Supply Chain Management (Advances in Logistics, Operations, and Management Science) Hardcover – 30 January 2016 by Bryan Christiansen (Editor)

Course Name: E-COMMERCE

Course Code:

- Course Objectives:** After Completion of the subject student should able to
- Understand the basic concepts and technologies used in the field of management information systems;
 - Have the knowledge of the different types of management information systems;
 - Understand the processes of developing and implementing information systems;
 - Be aware of the ethical, social, and security issues of information system.

Module 1: Electronic Commerce Environment and Opportunities

- Background
- The Electronic Commerce Environment
- Electronic Marketplace Technologies.
- Modes of Electronic Commerce: Electronic Data Interchange, Migration to Open EDI,
- Electronic Commerce with www/Internet, Commerce Net Advocacy, web Commerce Going Forward

Module 2: Approaches to Safe Electronic Commerce

- Secure Transport Protocols
- Secure Transactions
- Secure Electronic Payment Protocol
- (SEPP), Secure Electronic Transaction (SET)
- Certificates for authentication Security on web Servers and Enterprise Networks.
- Electronic Cash and Electronic Payment Schemes:
- Internet Monetary Payment & Security Requirements.
- Payment and Purchase Order Process, On-line Electronic cash..

Module 3: Internet/Intranet Security Issues and Solutions

- The need for Computer Security
- Specific Intruder Approaches
- Security Strategies, Security Tools
- Encryption
- Enterprise Networking and Access to the Internet
- Antivirus Programs
- Security Teams.

Module 4: Master Card/Visa Secure Electronic Transaction

- Introduction
- Business Requirements, Concepts, payment Processing.
- E-Mail and Secure Email Technologies for Electronic Commerce: Introduction, The Means of Distribution,
- A model for Message Handling, E-mail working, Multipurpose Internet Mail Extensions,
- Message Object Security Services, Comparisons of Security Methods, MIME and Related Facilities for EDI over the Internet.

Module 5: Internet Resources for Commerce

- Introduction, Technologies for web Servers
- Internet Tools Relevant to Commerce
- Internet Applications for Commerce
- Internet Charges
- Internet Access and Architecture
- Searching the Internet
- Advertising on Internet: Issues and Technologies.
- Advertising on the Web, Marketing creating web site
- Electronic Publishing Issues, Approaches and Technologies: EP and web-based EP

- **References:**
 - WebCommerceTechnologyHandbook, byDanielMinoli, EmmaMinoli, McGraw-Hill
 - Frontiers of electroniccommerce by Galgotia.
 - E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley.

Course Name: – OUTSOURCED MANUFACTURING

Course Code:

Course Objectives: The course objective is to understand Manufacturing Outsourcing and its effect on Plant performance.

Module 1: Introduction

- Theoretical framework
- Outsourcing definition & Motives
- Effects of outsourcing
- Manufacturing capability and outsourcing
- KIBS outsourcing
- Analytical model

Module 2: Methodology

- Data collection and sample.
- Variables
- Defining outsourcing
- Outsourcing motives
- Outsourcing manufacturing and related design
- Manufacturing capability investments
- The composite model
- Performance outcome

Module 3: Results

- The extent of outsourcing
- Motives for outsourcing
- Perceived direct effects of outsourcing
- Effects on plant operating performance
- Manufacturing capability and outsourcing

Module 4: Discussion

- Outsourcing motives
- Outsourcing effects
- Combined manufacturing and outsourcing strategies
- Lessons for KIBS outsourcing

Module 5: Conclusions and implications

- **Reference Books:**
- “Baden-Fuller C, Targett D, Hunt B (2000) Outsourcing to outmanoeuvre. *Eur Manag J* 18(3): 285–295
- Beaumont N, Sohal A (2004) Outsourcing in Australia. *Int J Oper Prod Manage* 24(7):688–700
- Berggren C, Bengtsson L (2004) Rethinking outsourcing in manufacturing: a tale of two telecom plants. *Eur Manag J* 22(2):211–223, April
- Caputo AC, Palumbo M (2005) Manufacturing re-insourcing in the textile industry—a case study. *Ind Manage Data Syst* 105(2):193–207

- Corswant F, Fredriksson P (2002) Sourcing trends in the car industry. Int J Oper Prod Manage 22:741–758
- Dankbaar B (2007) Global sourcing and innovation: the consequences of losing both organizational and geographical proximity. Eur Plan Stud 15(2):271–288
- Davies AJ, Kochhar AK (2002) Manufacturing best practice and performance studies: a critique. Int J Oper Prod Manage 22(3):289–305
- Dyer JH, Singh H (1998) The relational view: cooperative strategy and sources of interorganizational competitive advantage. Acad Manage Rev 23(4):660–679
- Ellram L, Billington C (2001) Purchasing leverage considerations in the outsourcing decision. Eur J Purch Supply Manag 7:15–27
- Forza C (2002) Survey research in operations management: a process-based perspective. Int J Oper Prod Manage 22(2):152–194
- Gallouj F, Weinstein O (1997) Innovation in services. Res Policy 26:537–556

Course Name: IMPORT-EXPORT MANAGEMENT

Course Code:

Course Objectives: At the end of this course Students will be able to: Understand Import-Export Concept, Documentation, Procedure and Marine insurance

Module 1: Import-Export Management: Overview

- Import Export Management Introduction;
- Concept Key Feature;
- Foreign Trade - Institutional Framework and Basics; Trade Policy;
- Foreign Trade; Simplification of Document; Reduction in Document to Five for Custom Purpose;
- Exporting; Importing Counter Trade;
- The Promise and Pitfall of Exporting;
- Improving Export Performance;
- Counter Trade.

Module 2: EXIM Barriers , Primary Consideration & Documentation

- International Marketing: Definition, Components of International Marketing Management;
- Trade Barrier: Definition: Components of Trade Barrier, Objectives of Trade Barrier
- Non-Tariff Barriers;
- Government Participation in Trade; Quota;
- Advalorem Duty; Specific Duties and their Differences
- Export and Import Financing Procedures;
- 14 Steps for Conducting Export Transaction;
- Export Assistance;
- Export-Import Primary Consideration
- Import and Export Documentation: Introduction

- Freight Forwarder's Powers of Attorney, Bill of Lading, Certificates of Origin, Letter of Credit.

Module 3: Processing of Export Order and Marine Insurance

- Processing of Export Order;
- Nature and Format of Export Order;
- Examination and Confirmation of Export Order;
- Manufacturing or Procuring Goods;
- Central Excise Clearance;
- Pre-Shipment Inspection;
- Appointment of Clearing and Forwarding Agents;
- Transportation of Goods to Port of Shipment;
- Port Formalities and Customs Clearance;
- Dispatch of Documents by Forwarding Agent to the Exporter;
- Certificate of Origin and Shipment Advice;
- Presentation of Documents to Bank;
- Claiming Export Incentives;
- Excise Rebate;
- Duty Drawback.
- Marine Insurance: Introduction and Meaning;
- Principle of Marine Insurance;
- Features & Types of Marine Insurance;
- Insurance Claim Procedure for Filing Marine Insurance;
- Documents for Claim;
- ISO-9000

Module 4: Export Assistance of India

- Export Assistance of India: Introduction, Importance of Export Assistance,
- Export Promotion Measure in India, Expansion of Production Base for Exports; Relaxation in Industrial Licensing Policy / MRTP / FERA / Foreign Collaborations; Liberal Import of Capital Goods;
- Export Processing Zones (EPZ); Export Oriented Units (EOU); Special Economic Zones (SEZs); Electronic Hardware Technology Parks (EHITP) and Software Technology Park Units (STP);
- Assured Supply of Raw-Material Imports; Eligibility for Export / Trading / Star Trading / Super Star Trading Houses;
- Export Houses Status for Export of Services; Rendering Exports Price Competitive;
- Fiscal Incentives; Financial Incentives; Strengthening Export Marketing Effort

Module 5: Export Promotion Organization

- Export Promotion Organization; its Objectives; Importance of Institutional Infrastructure; Govt. Policy Making and Consultations;
- Indian Trade Promotion Organization (ITPO); Indian Institute of Foreign Trade (IIFT);
- Indian Institute of Packaging (IIP); Indian Counsel of Arbitration (ICA); Federation of Indian Export Organization (FIEO); Marine Products Exports Development Authority (MPEDA); Export Processing Zones (EPZ); 100% Export Oriented Units (EOUs);

Facilities for Units in EOUs, EPZs, EHTPs & STPs; M. Visvesvaraya Industrial Research & Development Center (MVIRDC); Chamber of Commerce (COC).

Module 6: Export Import Policy of India

- Export Import Policy of India; its Meaning; General Objectives; Highlight and Implication of Export-Import Policy 1997-2000 and Export-Import Policy 2002-2007
- Risk Management in EXIM

Reference Books:

- Export Import Policy, Publisher: Ministry of Commerce, Government of India, New Delhi.
- Electronic Commerce by N. Janardhan, Publisher: Indian Institute of Foreign Trade, New Delhi.
- Nabhi's Exporters Manual and Documentation, Publisher: Nabhi Publication, New Delhi.
- Nabhi's New Import Export Policy, Publisher: Nabhi Publication, New Delhi.
- Export-What, Where, How by Ram Paras, Publisher: Anupam, Delhi.