

**AC 7/6/2013**

**Item no. 4.26**

**Question Paper Pattern**

**Maximum Marks : 60**

**Time : 2 Hours**

**All Questions are compulsory.**

**Total Four Questions are given.**

**Q. 1. A. Full length Practical or Theory Question 15 Marks**

**OR**

**Q.1. P. Short Question 08 Marks**

**Q. 07 Marks**

**Q. 2. A. Full length Practical or Theory Question 15 Marks**

**OR**

**Q.2. P. Short Question 08 Marks**

**Q. 07 Marks**

**Q. 3. A. Full length Practical or Theory Question 15 Marks**

**OR**

**Q.3. P. Short Question 08 Marks**

**Q. 07 Marks**

**Q. 4. A. Full length Practical or Theory Question 15 Marks**

**OR**

**Q.4. P. Short Question 08 Marks**

**Q. 07 Marks**

**Note :**

**1.Short Questions may be divided into 09 + 06 or 10 + 05 as per the weightage of the question.**

**2. Preferably One question should be given from each Module**

**M.Com.(E-Commerce) Proposed Syllabi from Academic Year 2013-14**

**Semester I**

**1.1. Management Concepts and Organisational Behaviour :**

**Module 1.**

**13 Lectures**

- 1. School of Management Thought:** Classical Management Thoughts – Scientific Management, Administrative Principles, Bureaucratic Management, Behavioural School of Management, Quantitative Approach to Management, Modern Approaches to Management; functions of a manager. **(07)**
- 2. Managerial Functions:-**Planning- (concept, Significance and types) Organizing- (concept, principles, theories and types of organizations), authority, responsibility, delegation, decentralization; staffing; Directing; coordinating; control- (nature process, and techniques) **(06)**

**Module 2.**

**12 Lectures**

- 3. Organizational Behaviour:** Organizational behaviour- concept and significance, Models of Organizational Behaviour, Challenges & Opportunities in Organisational behaviour, Emergence and ethical perspective, Attitudes, Perceptions, Learning, Personality. **(06)**
- 4. Motivation :** Process of motivation- (Theories of motivation – need hierarchy theory , theory X and theory Y , two factor theory , Alderfer's ERG theory , Mc Clelland's learned need theory , Victor Vroom's expectancy theory ,Stacy Adams equity theory. **(06)**

**Module 3.**

**13 Lectures**

- 5. Group Dynamics and Team development:-** Group dynamics- (definition and importance), types of groups, group formation, group development, group composition, group performance factors, Principle-centred approach to team development. **(07)**
- 6. Leadership :** Concept, Leadership styles, Theories – (trait, behavioural, Fielder's Contingency, Harsey and Blanchard's situational theory, Managerial grid of Likerts four system of leadership). **(06)**

**Module 4.**

**12 Lectures**

7. **Organizational Conflict:** Classification of Conflict, Sources, levels, and types of conflict, traditional and modern approaches to conflict, functional and dysfunctional organizational conflicts, resolution of conflict. **(04)**
8. **Interpersonal and organizational communication :** Concept of two way communication process ; Barriers to effective communication, Types of organizational communication, Improving communication, Transactional analysis in communication. **(04)**
9. **Organizational Development:** Concept, need for change, resistance to change, theories of planned change, organizational diagnosis, OD intervention.**(04)**

**References :**

1. Organisational Behaviour - Griffin, Ricky W. - Houghton Mifflin Boston
2. Management And Organisational Behaviour - Hersey, Paul, Kenneth, Johnson - Prentice Hall
3. Organisational Behaviour - Luthans, Fred. - McGraw - Hill.
4. Understanding Organisations - Sukla, Madhukar - Prentice Hall
5. Mgt. Challenges in 21<sup>st</sup> Century - Vivek Deolankar - Commonwealth Publishers

## **1.2. Business Environment :**

### **Module 1.**

**13 Lectures**

**Introduction :** Definition, Concept, History, Scope, Nature, Micro and Macro, Dimensions, Techniques of Scanning and Control. **(07)**

**Economic Environment :** Significance, Systems, Economic Planning of Different countries, Policies, Public and Private Sector, Indian Business, Structural Adjustment Programme. **(06)**

### **Module 2.**

**12 Lectures**

**Political and Legal Environment :** Meaning, Scope, Nature, Changes in Legal Environment, MRTP, FEMA, Consumer Protection, Non Economic Environment. **(04)**

**Socio-Cultural Environment :** Meaning, Scope, Nature, Elements, Social Institutions and Systems, Social Values, Changing Profile of socio-cultural environment, Indian Business Systems, Dimensions of Business System, Responsibility of Business, Consumerism. **(08)**

### **Module 3.**

**13 Lectures**

**International Technological Environment :** MNC, TNC, Distinguish with examples, Foreign Collaboration & Indian Business, International Foreign Collaboration. **(07)**

WTO, IMF, Impact of WTO & IMF, Indian Technological Environment, Role of Ethics, Responsibility of business towards all sectors of society. **(06)**

### **Module 4.**

**12 Lectures**

**Global Investments & Financial Sector Reforms :** Role of Small Scale Industry, Importance Of Research, Case Study.

### **References :**

1. Economic Environment of Business - M. Adhikari - Sultan & Chand
2. Legal Environment of Business - K. Aswathappa - Himalaya Publications
3. Business Environment - Raj Agarwal and Pawan Diwan - Excel Books
4. Government and Business in India - N.K. Sengupta - Vikas Publication
5. Economic Environment - Ghosh & Biswanath - Vikas Publication

### **1.3. Managerial Economics :**

#### **Module 1.**

**12 Lectures**

**Introduction :** Nature, Scope, Importance, Basic concepts in Economic Analysis (Marginalism, Opportunity Cost, Discounting Principle, Production Possibility Frontier) **(06)**

**Market Mechanism** - How it solves Economic Problems, Failure of Market Economy and Role of Government **(03)**

**Economics of Search** - Asymmetric Information and Market Signalling **(03)**

#### **Module 2.**

**12 Lectures**

**Demand and Supply : Demand** – Concept, types, Determinants. Elasticity- Factors, Importance, Types (Price, Income, Cross, Promotional) **(04)**

**Demand Forecasting** – Types, Methods **(04)**

**Supply** – Law of Supply, Supply Curve, Shift of Supply Curve, Market Equilibrium **(04)**

#### **Module 3.**

**12 Lectures**

**Theory of Production :** Production with one variable input, Law of Variable Proportions. Production with two variable inputs - Laws of Returns to Scale Economies of scale, Iso quant and producer equilibrium **(08)**

**Cost Analysis** – Cost Concepts, short and long run curves **(04)**

#### **Module 4.**

**14 Lectures**

#### **Price and output determination under different market structures-**

Perfect competition, Monopoly, Monopolistic Competition, Oligopoly (Features, Kinked Demand Curve, Price Leadership) and Pricing Strategies

#### **References**

1. Economic Theory and Operations Analysis – Baumoul, J. William – Printice Hall
2. Managerial Economics – Chopra – Tata McGraw Hill
3. Managerial Economics – Varshney and Maheshwari – Sultan Chand and Sons
4. Managerial Economics – D.N. Dwivedi – Vikas Publications
5. Business Economics – M. Adhikari – Excel books

## **1.4. Statistical Analysis :**

### **Module 1.**

**13 Lectures**

**Univariate Analysis** – an overview of central tendency, dispersion and skewness**(03)**

**Probability theory** – types ( Classical, Relative, Subjective), Models (Addition and Multiplication, Conditional, Baye's theorem **(05)**

**Probability Distributions** – Binomial, Poisson, and Normal - characteristics and application **(05)**

### **Module 2.**

**12 Lectures**

**Statistical Decision theory** – Decisions environment, expected profit under uncertainty and assigning probabilities, utility theory **(03)**

**Data Sources** – Primary and Secondary, Primary Techniques (schedule, questionnaire and interview) **(03)**

**Statistical Estimation and Testing** : Point and interval estimation of population mean, proportion and variance. Testing – hypotheses and errors, sample size, large and small sampling tests ( Z, T, F ) **(06)**

### **Module 3.**

**13 lectures**

**Correlation and Regression Analysis – two variables case.** **(06)**

**Index Numbers** – Meaning, Types, Weighted Average indices(Laspeyre's, Paasch's, comparison, price quantity relatives, Test of adequacy, special problems, shifting the base, spicing and overlapping index series, uses and problems . **(07)**

### **Module 4.**

**12 Lectures**

**Statistical Quality Control** – Causes of variations, quality control chart, purpose and logic, constructing control chart, computing control, limits (X and R charts), process under and out of control, warning limits, control chart for attributes – fraction defectives and number of defects, acceptance sampling  
Chi Square Test, Annova, one and two way classifications

### **References :**

1. Statistics for business and Economics - R.P.Hooda - Macmillan New Delhi
2. Quantitative Approach to Managerial Decision - L.W. Hien - Prentice Hall
3. Statistics for management - Levin, Richard, Rubin - Prentice Hall
4. Statistics for Business & Economics - Lawrence Morse - Harper Collins
5. Statistics for Business - Heinz, Kolhar - Harper Collins
- 6.

## **1.5. Finance & Cost Accounting :**

### **Module 1. 13 Lectures**

#### **A Financial Accounting (weightage 30 marks)**

- 1. Introduction: (05)**
  - Nature, scope and importance of financial accounting
  - Basic Accounting concept and convention
  - Recognition of revenues and expenses
  - Accounting cycle and accounting equation
  - GAAP and Accounting Standards – Indian and International
- 2. Final Accounts of companies (practical questions) (08)**

### **Module 2. 12 Lectures**

3. Valuation of goodwill and share (practical questions) (06)
4. Foreign Exchange Accounting or Final account of Co-operative society (Any one) (practical questions) (06)

### **Module 3. 13 Lectures**

#### **B. Cost Accounting (weightage 30 marks)**

- 1. Cost Accounting: (05)**
  - Meaning, importance and scope of cost accounting
  - Element of costing
  - Method and types of costing
  - Cost Classification and cost sheet (Practical question)
- 2. Cost Ascertainment: (08)**
  - Job Costing, Process Costing
  - Contract Costing
  - Operating Costing

### **Module 4. 12 Lectures**

3. Differential Costing, Incremental costing, Product line Costing (06)
4. Reconciliation of Cost and Financial accounts (06)

#### **References :**

1. Advanced Accounting - F.A. Beans - Prentice Hall
2. Advanced Financial Accounting - R.L. Gupta - S. Chand New Delhi
3. Accounting for Management - Dearden and Bhattacharya - Vikas
4. Financial Accounting A Managerial Perspective - R. Narayanswamy - Printice Hall
5. Advanced Accountancy - Shukla & Grewal - S. Chand & co.

## **1.6 Marketing Management :**

### **Module 1.**

**13 Lectures**

**Introduction :** Concepts, Nature, Evolution of Marketing Approach, Selling V/s. Marketing, Marketing Mix, Building Customer Satisfaction, Strategic Marketing, Types of entities.(06)

**Analyzing Marketing Opportunities :** Marketing Environment, Micro and Macro components, Needs, wants and demands of marketing, marketing concept and philosophy, business buying behaviour, Segmentation and positioning, consumer decision making process. (07)

### **Module 2.**

**12 Lectures**

**Pricing Decisions :** Concepts of Pricing, Objectives, Role of Pricing, Internal and External Factors, Methods, Factors affecting Price Determination, Discount and Rebate.

### **Module 3.**

**13 Lectures**

**Product Decisions :** Concepts, Selling Concept, Scanning the Markets, Societal Marketing concept, Product Line and Product Mix, Branding, Packaging and Labeling, 4 P's of marketing, 4 C's of marketing, new product development and consumer adoption process. (07)

**Promotion Decisions :** Promotion Mix, Personal selling, sales promotion, public relation, media selection, tools and techniques of promotion, market research, social – ethical – legal aspects of marketing services. (06)

### **Module 4.**

**12 Lectures**

**Distribution Channel and Physical Distribution Decisions:** Meaning, Strategies, types, Causes of channel conflicts, nature and function of channels, Channel Management decisions and retailing and wholesaling. (09)

**International and Green marketing :** Cyber relationship marketing. (04)

### **References :**

1. Principles of Marketing - Philip Kotler and Gary Armstrong - Prentice Hall
2. Analysis, Planning, Implementation and Control - Kotler Philip - Prentice Hall
3. Marketing Management - Ramaswamy, Nandkumari S. - MacMillan India
4. Fundamentals of Marketing - Staton, William J.- McGraw Hill
5. Case Studies in Marketing In Indian Context - Srinivasan R. - Prentice Hall



## **1.6 Financial Management :**

### **Module 1**

**13 lectures**

Meaning and scope of finance  
Financial Goal-Profit Maximization vs. wealth maximization  
Finance functions, financing, Dividend  
Span of Financial Management  
Span of Financial Decisions in business  
Sources of finance  
Financial statement analysis (06)

#### **Capital Budgeting (07)**

Nature of Investment Decisions  
Investment evaluation criteria  
NPV & IRR & ARR  
Profitability index  
Payback period  
Capital rationing  
Risk analysis in capital budgeting  
Capital budgeting for multinationals  
Complexities involved in Capital budgeting decisions  
Capital investment evaluation

### **Module 2**

**12 lectures**

#### **Cost of Capital (06)**

Meaning and significance  
Calculation of cost of debt, Preference capital, equity capital & Retained earnings  
Combined cost of capital  
CAPM  
Required rate of return (RRR) & Determinants  
Cost of capital in managerial decisions and Strategy

#### **Operating and financial leverage (06)**

Measurement of leverages  
Effects of operating and finance leverage on profit  
Analyzing alternate financial plans  
Combined, financial and operating leverage

### **Module 3**

**13 lectures**

#### **Capital structure theories (05)**

Traditional and MM Hypothesis without taxes and with taxes  
Determining capital structure in practice

**Dividend policies (08)**

Issues in dividend decisions  
Walters model  
Gordons model  
M-M hypothesis  
Forms of dividend  
Legal and procedural aspects of dividend

**Module 4 12 lectures**

**Management of Working capital (06)**

Meaning, significance and types of working capital  
Calculating operating cycle period and estimation of WC requirement  
Financing of WC  
Norms of Bank finance  
Sources of Working capital  
Factoring service

**Management of Cash, Receivable and Inventory (06)**

**References :-**

1. Chandra Hariharan Iyer, Financial management recent trends in practical applications (ISBN 9789381335048), International Book House Pvt. Ltd., 2012.
2. Financial Management - Chandra, Prasanna - Tata McGraw Hill
3. Working Capital Management - Bhattacharya Hrishikas – Prentice Hall
4. Corporate Finance – Brealy Richard, Steward – McGraw Hill
5. Financial Management – I. M. Pnadey – Vikas

## Semester II

### 2.1 Accounting for Managerial Decisions :

#### Module 1.

13 Lectures

##### **1. Introduction to Management Accounting: (06)**

- Meaning, objective, nature and scope of financial, cost and management accounting
- Management accounting and managerial decisions
- Management accountant's position, role and responsibilities

##### **2. Responsibility Accounting: (07)**

- Meaning and significance
- Objectives and determinants of responsibility centres
- Responsibility centres – Cost centre, profit centre and investment centre
- Problem in transfer pricing

#### Module 2.

12 Lectures

##### **3. Budgeting: (06)**

- Definition and essentials
- **Functional and master budget**
- **Fixed and Flexible budget**
- Zero based budgeting and performance budgeting

##### **4. Standard Costing and Variance analysis: (06)**

- Setting of standard and their revision
- Variance analysis – meaning and importance
- **Material, labour, overhead variance**

#### Module 3.

13 Lectures

##### **5. Marginal costing and Break even analysis: (06)**

- Concept
- Difference between marginal costing and direct costing and marginal costing and absorption costing
- CVP analysis
- **Practical applications of break even analysis**

##### **6. Decision regarding sales mix, make or buy, discontinue of a product, acceptance or rejection of extra offer Reporting to Management: (06)**

- Objectives of reporting

- Reporting and needs of reporting at different managerial level
- Types and modes of reporting

**Module 4.**

**12 Lectures**

**7. Financial Statement Analysis: (06)**

- Ratio Analysis
- Cash flow statement
- Capital budgeting

**• Reporting to Management: (06)**

- Objectives of reporting
- Reporting and needs of reporting at different managerial level
- Types and Modes of reporting

**References :**

1. Introduction to Management Accounting – Horngren, Gary, William – Prentice Hall
2. Cost Accounting – Charles, Foster, Srikant Daliar – Prentice hall
3. Management Accounting – I.M. Pandey – Vani Publication Delhi
4. Budgeting Profit Planning and Control – Welsch, Hilton, Gordon – Prentice Hall
5. Management Accounting – Anthony, Robert – Tarapore-wala Mumbai

## 2.2 Computer application in Business :

### Module 1.

13 Lectures

1. **Computer Hardware:** Computer system as information processing system; Types of computer system, hardware options - CPU, input devices, output devices, storage devices, communication devices, configuration of hardware devices and their applications. (07)
2. **Personal Computer:** PC and its main components, hardware configuration, CPU and clock speed, RAM and secondary storage devices, other peripherals used with PC; Factors influencing PC performance; PC as a virtual office.(06)

### Module 2.

12 Lectures

3. **Introduction to Networking:** Need of networking, Types of networks – LAN, MAN, WAN, Network Topologies, Email; internet, intranet, extranet, concept of World Wide Web and internet browsing; browser and its type available in market ( IE, Chrome, Firefox ), multimedia and its advantages, sharing files in a network, IP Address, Remote Desktop (06)
4. **Introduction to Operating System:** Introduction to software, software vs. Hardware, operating system and its functions, application software, programming languages; DOS; windows- window explorer, print manager, control panel, paint brush, calculator, desktop, my computer, setting, find, run; UNIX, New features of Windows 7 with compare to windows XP. (06)

### Module 3.

13 Lectures

5. **Word Processing:** Introduction and working with MS-Word 2007 in Ms-Office; word basic commands; formatting – text and documents; working with tables; working with graphics; Introduction to mail-merge. (04)
6. **Spread Sheet: working with MS EXCEL 2007** – formatting worksheet, functions, chart features; working with graphics in excel; sort and filter option, using worksheets as database in accounting, marketing, finance and personnel areas. (04)
7. **Presentation with Microsoft PowerPoint 2007:** Power point basics, creating presentations in easy way; working with graphics (Adding a Picture, Adding ClipArt, Editing Picture and ClipArt, Adding Shapes, Adding Smart Art, Adding a Photo Album); working with table. Show time, sound effects and animation effects. (05)

### Module 4

12 Lectures

8. **Advanced Excel:** Structure of spread sheet and its application to accounting, finance & marketing functions of business; creating a dynamic/sensitive work sheet, concept of absolute and relative cell references; using various built-in

- functions-mathematical, statistical,, logical, and finance functions; goal seeking and back solver tools, strategies of creating error-free worksheet. **(05)**
9. **Introduction to accounting packages:** preparation of voucher, invoice and salary statement; maintenance of inventory records; maintenance of accounting books and final accounts; balance sheet, financial reports generation. Practical knowledge on wings accounting and wings trade (softwares). **(04)**
10. **Introduction to statistical packages:** usage of statistical packages for analyses in excel, SPSS;SYSTAT **(03)**

### **References:**

1. Microsoft Office – Dienes, Sheila S. – BPB Publication Delhi
2. Management Information System – O’Braian – Tata McGraw Hill New Delhi
3. Principles of Database System – J.O. Ullman – Galgotia Publication New Delhi
4. Introduction to Database Systems – Date C.J. – Addison Wesley Massachusetts
5. <http://office.microsoft.com/en-001/training>

## **2.3 E- Commerce :**

### **MODULE 1:**

**13 Lectures**

#### **INTRODUCTION TO E-COMMERCE**

**(06)**

Meaning and concept of E-Commerce; History of E-Commerce; Traditional Commerce and E-Commerce; Different types of E-Commerce – B2B, B2C, C2C, B2E, G2C; Need and Role of E-Commerce; Advantage and Disadvantage of E-Commerce – organization, Consumer, Society; E-Business and E-Commerce; Value Chain in E-Business.

#### **E-COMMERCE TECHNOLOGIES**

**(07)**

Internet & WWW; Internet Protocols – OSI Model, TCP/IP, TCP, UDP, IP, DNS, FTP, SLIP, PPP; Multimedia technology – ISDN, ATM, Cell relay, desktop Video Conferencing; Information Publishing Technology - HTML, URL, HTTP, HTML FORM, HTTPD, CGI SERVICES, Web Server and client; Advance Technologies – Mobile Agents, WAP, XML, web 2.0, REST web services, Web Mashup.

### **MODULE 2:**

**12 Lectures**

#### **E-COMMERCE STRATEGIES**

**(06)**

Consumer Oriented – strategies for marketing, sales & promotion, e-CRM, order delivery Cycle; Business Oriented - strategies for purchasing & support activities (SCM), Strategies for Web Auction, Virtual Communities, Web Portal.

#### **ELECTRONIC PAYMENT SYSTEM**

**(06)**

Introduction to payment system; Online Payment System – prepaid e-payment service, postpaid e-payment system; SET protocol; Operational, Credit & legal risk of e-payment system.

### **MODULE 3:**

**13 Lectures**

#### **ELECTRONIC DATA INTERCHANGE**

**(05)**

Meaning; EDI and Paperless trading; EDI architecture; EDI standards; VAN; Cost of EDI Infrastructure; Internet based EDI; FTP- based messaging.

#### **E-COMMERCE INFRASTRUCTURE**

**(05)**

Cluster of servers; Virtualization techniques; Cloud Computing; Server Consolidation using cloud; Introduction to Hadoop, HDFS, Google Apps Engine.

## **SECURITY & LEGAL ISSUES**

**(03)**

Computer security classification; E-Commerce threats; Security of Clients and sever; Cyber law introduction; Copyright and intellectual Property concept relating to e-commerce.

### **MODULE 4:**

**12 Lectures**

### **WEB DESIGNING**

**(06)**

Website – concept, types – static & dynamic, strategies; Web design – concept, principles; Developing a web page using frames, tables, link, list, forms, header and body section tags.

### **MODULE 9: XML**

**(06)**

Introduction; XML editors; XML syntax; XML elements; attributes; validation; validator; XML and Javascript; XML technologies; XML server.

### **PRACTICAL:**

1. HTML
2. XML
3. REST web service
4. Web Mashup

### **References**

1. Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3rd Edition. Tata McGrawHill Publications, 2008.
2. Kamlesh K.Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGrawHill Publications, 2008
3. Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley, 2004
4. E- Commerce Strategies, Technology and applications (David) Tata McGrawHill
5. Introduction to E-commerce (jeffrey) Tata- Mcgrawhill
6. E-Business and Commerce- Strategic Thinking and Practice (Brahm) biztantra
7. Google Aps engine (Severance) O'reilly
8. Hadoop : The Definitive Guide (White) O'reilly
9. Web Technology : Ramesh Bangia
10. HTML – The complete Reference :



## **2.4 International Business Environment :**

### **Module 1.**

**13 Lectures**

**Chapter 1.** Meaning, Nature, Scope, Dimensions, Framework, Types, Importance, Difference between Domestic and International Business, IBE in 21<sup>st</sup> Century.(06)

**Chapter 2.** Impact of International Economic Environment, Role of Regional Trade Groups, Market Agreements, Theory of Custom Unions, Regional Economic Integration (Trade Blocks), WTO, UNCTAD, GSTP, International Commodity.(07)

### **Module 2.**

**12 Lectures**

**Chapter 3.** Regional Economic Cooperation, Theories of Custom Union, EU, NAFTA, ASEAN, SAFTA and other groups, Trade Theories, types of foreign investments, FDI, New Policies, Mergers and Acquisitions.

### **Module 3.**

**13 Lectures**

**Chapter 4.** MNC – Meaning, Scope, Importance, Conceptual Framework, Technology Transfers, Benefits, Problems, Perspective, Global sourcing, SEZs, Tariffs and non- Tariff barriers. (06)

**Chapter 5. Global Competitiveness :** Technology and globe, IT revolution and IBE, Technological leadership and followership, Impact of technology on globalisation, Global Supply chain management, international logistics. (07)

### **Module 4.**

**12 Lectures**

**Chapter 6. International Financial Market and exchange :** Introduction, growth in different countries, cross border alliances, emerging markets, world financial markets, Exchange rate systems and quotes, forward contracts, exchange rate arrangement in India, overview of exchange systems and its future and scope, Information and communication, Role of International Human Resource Management, banking growth .**Case Studies**

### **References :**

1. Global Business Management – Adhikary, Manab – MacMillan New Delhi
2. Going International Strategies for India – B. Bhattacharya – Wheeler New Delhi
3. International Business Environment – Black & Sundaram- Prentice Hall

4. International Economics – B.O. Soerstem – MacMillan London
5. Global Business Environment – Monis H., Tayeb – Sage Publication

## **2. 5 International Marketing :**

### **Module 1.**

**11 Lectures**

**Introduction :** Definition, Features, Needs, Advantages, Disadvantages, EPRG framework, International Strategies, Trade Barriers, Tariff of International Trade, WTO and Liberation, Role of MNC in International Trade.

### **Module 2.**

**12 Lectures**

**International Marketing Environment:** Internal and External Environment, Impact of Environment, Foreign Market Selection, Global Market Segmentation, International market Positioning,

### **Module 3.**

**15 Lectures**

**Product-Pricing-Promotion and distribution Decision :** Product Planning for global Market, Standardization V/s Adaptation, New Product Development and limitations, Management of Internationals brand, Packaging and labeling, Factors influencing pricing decisions, Promotion Decisions(Complexities and Issues), International Advertising, Personal Selling, Sales Promotion, Public Relation, Promotion mix, International Logistic Decisions.

### **Module 4.**

**12 Lectures**

**Emerging Issues and Ethics in Marketing :** International Marketing Information System, Organizing and Controlling, Ethical and Social Issues, Information and Technology In International Marketing, Impact of Globalisation on International marketing, Unfair Practices and solutions to prevent and control.

### **References :**

1. International Marketing – S.C. Jain – CBS Publications New Delhi
2. The Essence of International marketing – Paligoda, Stanley J. – Prentice Hall
3. International Marketing - Fayerweather, John – Prentice Hall
4. Global Marketing Management – Keegan Warren J. – Prentice Hall
5. International marketing - Fernandis Meruchellian – Rushabh Publication

## **2.6 International Finance :**

### **Module 1.**

**13 Lectures**

## **International Financial System and financial Market and Instruments:**

Introduction: Brettonwood conference, European Monetary System (05)

International Capital and money market instrument, Features, Integration and approach, Arbitrage Role of Intermediaries. (08)

**Module 2. 12 Lectures**

## **International Instrument, Institutions and Financial Management:**

GDRs, ADRs ,IDRs, Euro Bonds, Euro Loans, Repos, CPs, Derivatives, Floating Rate Instruments, Loan Syndication, Euro Deposits, IMF, IBRD, Development banks(06)

Complexities and issues in management of financial functions in international firms, Borrowing decisions (06)

**Module 3. 13 Lectures**

## **Working Capital Management and investment and financing decision:**

Cash, Receivable, inventory, short term sources , MNC Risk Management (05)

Sources of International finance, Financial structure, cost of capital for overseas investments, Contribution of International Institutions (08)

**Module 4. 12 Lectures**

## **Portfolio management-diversification and Accounting – Reporting:**

Portfolio Investment, Benefits, Spreading of risk, CAMP, Diversification, Rates and Covered Interest Parity (06)

Currency Translation, Transfer Pricing of multinational, Performance measurement, consolidation, BoP with sum, Reform(Basel Norms) (06)

## **References :**

1. International Finance - Avdhani V.A - Himalaya Publicaiton
2. Multinational Finance - Buckley Adrian - Prentice hall
3. International financial management - Henning, Piggot, Scott - Mc Graw Hill
4. International Business Finance - Wood and Bayren - Macmillan
5. International Finance - Levi, Maurice - McGraw Hill

## **2.6 Information Technology in business :**

**Module 1 13 Lectures**

## **Information Technology and EDI :**

Basic, Features, Changes in Environment, Effects, Inventions in writing, radio, tapes, wireless satellite communication (06)

Concept of EDI, Basics, standards, Edi in action, Financial EDI (FEDI), application, Benefits, Future (07)

**Module 2. 12 Lectures**

**Internet Mechanism and Services:**

Introduction, Evolution, Development, Technological foundation, Distributed Computing, Client Server Computing, Application, environment, Generic top level domain, country code, India, allocation of second level domains, IP address, education governance, OSIRM, ISO, layers, Transmission mechanism, data processing, e mail, FTP, IRC, w3c, (concept, evolution, members recommendation, ) browsing, searching, retrieval

**Module 3. 13 Lectures**

**Exploring www and data security:**

www, architecture, hyperlink, hypertext, HTML, HTTP, URL, web standards, versions, naming, documents, SXL, tips (07)

Network security, PINA, SSL, digital signature & certificate, encryption, server security, firewall, password, biometrics, payment security, virus protection, hacking (06)

**Module 4. 12 Lectures**

**Web browsing search engine and modern systems:**

Browser, functions, advanced facility, internet explorer, navigator, Netscape, directory, features of search engine, types, approached for web selection, major, specialised, popular, guidelines and general approach for searching (06)

ERP- application and advantages and disadvantages, implementation (03)

SAP – application, implementation, modules, advantages and disadvantages(03)

**References:**

1. Introduction to e commerce – Kamlesh and Deeksha Agarwala – MacMillan India

2. E Commerce cutting edge – Kamlesh Bajaj and Nag Dabjani – Tata McGraw Hill
3. Computer Network and internet – Douglas Comer – Pearson Education
4. managing with information – Kanter – Prentice hall
5. Fundamental fo Information Technology – Deepak Bharihoke – Excel Books New Delhi