

INTERNATIONAL MARKETING (MBA -15907)

Unit-II

International Monetary System, International Trade Barriers: Tariff and Non Tariff. Regional Blocks: European Union, NAFTA, SAARC, ASEAN, International Marketing Research.

Unit-III

Direction & composition of Indian exports: EXIM policy of India, export promotion organizations, export, incentives, export quality control, export finance, shipment and procedures, Export documents.

Unit-IV

Processing of an export order: organization and structure of export and import houses. International product policy: Product standardization & adaptation, international product mix, International product life cycle, new product development, exports packaging, International pricing policy: Factors influencing selection of pricing policies, international pricing strategies. International distribution system: Factors influencing selection of international distribution channels, types of international distribution channels, role of internet in international distribution International communication policy: communication strategies in international marketing, international promotion mix.

Strategic Management (MBA-15401)

Unit III

Corporate level strategies-- Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy. Mergers & Acquisitions. Corporate Restructuring. Business level strategies—Porter's framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies. Location and timing tactics. Concept, Importance, Building and use of Core Competence. Strategic Analysis and choice—

Corporate level analysis (BCG, GE Ninecell, Hofer's product market evolution and Shell Directional policy Matrix).

Unit IV

Industry level analysis ;Porter's five forces model. Qualitative factors in strategic choice. Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans. Strategic control and operational Control. Organizational systems and Techniques of strategic evaluation.

Organizational Development (MBA-15966)

Unit-III

OD Interventions: AN overview, Team Interventions, (process consultancy) Intergroup and Third Party Peace Making Interventions, (organizational mirror interventions and partnering) Comprehensive Interventions, (real time strategic change) Structural Interventions(MBO and Appraisal), Training Experience: T-group, Behavioral Modeling, Career Anchors Life, career planning, coaching & mentoring, instructional training . Normative re-educative strategy of changing and applied behavior science

Unit-IV

Issue in Consultant-Client Relations: Entry and contracting, defining the client system, trust, the nature of the consultant's expertise, diagnosis and appropriate, interventions, depth of intervention, on being absorbed by the cultural, the consultant as a model, the consultant team as a microcosm, the dependency issue and terminating the relationship, ethical standards in OD, Implications of OD for the Client. Contemporary Issues in OD.OD and Quality Movement, OD-Now and Beyond.

International Human Resource Management MBA15967

Units 3,4

SERVICES MARKETING

MBA -15906

Unit III

Delivering and performing service through employees and customers: service culture, employee's role, strategies to deliver quality, cycle of failure, mediocrity and success, self service technologies and Customer Participation.

Delivering services through intermediaries: Nature, requirements and types of intermediaries, role of electronic channels in service delivery. Managing demand and capacity, Waiting line strategies integrated.

Unit IV

Services Marketing communications and Services Marketing Triangle, Pricing of services: Pricing approaches, Pricing Strategies.

Service Quality and productivity: Integrated gaps model of service quality, Prescriptions for

closing quality gaps.

Service Marketing Applications: Marketing of Financial, Healthcare, Information Technology, Entertainment, Hospitality, Travel and Tourism, Transport and Educational Services.

Banking & Insurance Operations (MBA-15927)

Unit III

Banker as lender, Types of loans, Overdraft facilities , Discounting of bills, Financing book dates and supply bills, Charging of Security bills, pledge, mortgage, assignment. Prudential norms for asset classification and capital adequacy. Management of NPAs. Asset liability management and risk management in banks, Basel norms. Money laundering.

Unit IV

Introduction to Insurance, Elements of Insurance Risk, Players in Life and Non-Life Insurance sector, Insurance documents, Role and responsibilities IRDA, Provisions of Insurance Act 1938. Insurance Ombudsman. Types of Insurance, Life Insurance and General Insurance Products including unit linked plans , Alternative risk transfer mechanism and Re-Insurance, Nature of Re-Insurance risk, Legal framework of life and general insurance Banc assurance- concepts , critical issues , functional aspects , Indian Scenario, Future Prospects, Insurance Accounting , Financial Analysis and valuations, Solvency and performance measures.

Entrepreneurship and Managing Small Medium Business (MBA - 15402)

UNIT III :-

Small & Medium Enterprises: Small & Medium Industry: Meaning and importance – definition of SME – role & importance in India Economy, steps for starting small Industry: Decisions to become entrepreneur – Steps to be taken – Search for a business idea, source of ideas , idea processing, selection idea, input requirements, Nature and Components of SME environment, SME Funding, Sources of Finance for SME's.

UNIT IV:-

Project Management: Technical, Financial, Marketing Personnel and Management feasibility Reports, Financial schemes offered by various financial institutions like Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture capital funding, Angle Capitalist, Role of Central Government and State Government in Promoting Entrepreneurship with various incentives, subsidies, grants.

International Finance (MBA - 15926)

UNIT – II

Foreign Exchange Market: Function and structure of the Forex markets, Major participants, Types of transactions and settlements dates, Foreign Exchange quotations, Factors influencing Foreign exchange rates, Parity Conditions in International Finance and currency forecasting: PPP, the Fisher effect, The International Fisher Effect, Interest Rate Parity Theory, The relationship between forward and future spot rate.

UNIT – III

Foreign Exchange Risk Management: Measuring and Managing Transaction exposure, Measuring and managing Economic exposure, and Measuring and Managing translation exposure, Country Risk Analysis, Foreign Exchange and derivative markets: Currency Futures and option markets, Swap and interest rate derivatives.

UNIT – IV

International Sources of Finance: Long Term- International Capital Markets (ADR's, GDR's), Foreign Bond Market, Foreign Banks, Euro Markets, World Bank and IMF, Short Term: Banker's Acceptance, Discounting, Factoring, Forfating, EXIM Bank of India.