PERIYAR UNIVERSITY
SALEM -11

PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)

REGULATIONS AND SYLLABUS

(MASTER OF BUSINESS ADMINISTRATION)
INTERNATIONAL BUSINESS

(STUDENTS ADMITTED FROM 2014- 2015 ONWARDS)
REGULATIONS

1. ELIGIBILITY FOR ADMISSION:

Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass to Bachelor's Degree of any discipline in any Recognized University.

2. DURATION OF THE COURSE:

The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time.

3. SUBJECTS OF STUDY:

The total number of subjects of study will be 16 out of which 15 will be compulsory and the remaining (1) are will be electives / project.

The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.

All subjects carry a maximum of 100 marks each. The project carries 100 marks. There will be no viva voce examination on project.

4. SCHEME OF EXAMINATION:

In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.

The distribution of examination shall be as follows:

FIRST YEAR:

1.1 Principles of Management
1.2 Managerial Economics
1.3 Managerial Communication
1.4 Legal Environment of Business
1.5 Organizational Behavior
1.6 Business policy & Strategic Management
1.7 Financial and Management Accounting
1.8 Research Methodology
Second Year

2.1 Production Management
2.2 Financial Management
2.3 Human Resource Management
2.4 Marketing Management
2.5 International Business
2.6 International Marketing
2.7 International Finance

Elective: 2.8 Project work/ Elective paper: Entrepreneurship

1. The Project Guide should Possess MBA / M.Phil Degree with two year of Teaching Experience in the concern subject and approval must be obtained from the Director PRIDE

2. The copy of the approval must be enclosed at the time of submission of the projects Report.

3. Other conditions will apply as per PRIDE rules and regulations
Question Paper Pattern (Common to all Theory Exams)

Duration: 3 hrs.  Total Marks: 75

PART-A (5x 5 = 25 Marks)

Answer all questions each answer not to exceed one page

1. (a) Question from Unit-I  or  (b) Question from Unit-I
2. (a) Question from Unit-II  or  (b) Question from Unit-II
3. (a) Question from Unit-III or  (b) Question from Unit-III
4. (a) Question from Unit-IV or  (b) Question from Unit-IV
5. (a) Question from Unit-V or  (b) Question from Unit-V

PART-B (5 x 10 = 50 Marks)

Answer all Questions each answer not to exceed four pages

6. (a) Question from Unit-I or  (b) Question from Unit-I
7. (a) Question from Unit-II or  (b) Question from Unit-II
8. (a) Question from Unit-III or  (b) Question from Unit-III
9. (a) Question from Unit-IV or  (b) Question from Unit-IV
10. (a) Question from Unit-V or  (b) Question from Unit-V
1.1. PRINCIPLES OF MANAGEMENT

UNIT-1- Introduction
Definition and Meaning - characteristics of Management - Scope and functional areas of management - Levels of Management and Administration.

UNIT-II - Planning

UNIT-III - Organizing
Organizing and staffing - Nature - Principles - Types - Departmentation - Committees - Centralization Vs Decentralization authority and Responsibility - MBO and MBE -Staffing process.

UNIT-IV - Directing

UNIT-V - Co-ordination and Control
Co-ordination and Control - Meaning - Need - Principles of effective Co-ordination - Problems - Importance of Control - Span of Control.

Reference Books:
1. L.M. Prasad, Principles of Management, Sultan Chan and sons.
2. C.B, Gupta, Business organization and Management, Sultan Chand & sons.
1.2. MANAGERIAL ECONOMICS

UNIT-I

UNIT-II

UNIT-III

UNIT-IV
Profit – Meaning and nature – Profit policies – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

UNIT-V

Reference Books:
1. Gupta G. S.- Managerial Economics
1.3 MANAGERIAL COMMUNICATION

UNIT-I
Role of Communication in Business - Main forms of Communication in Business - Communication process - Coding and decoding - Non-verbal symbols - Verbal symbols - Seven communication roadblocks.

UNIT-II
Active listening - Anatomy of poor listening - Contributors to poor listening - Anatomy of poor speaking - Good listening - Logical Traps.

UNIT-III
Business presentation - Features of good presentations - Planning, Structuring and Delivering presentations - Handling questions - Coping with nervousness - Call a meeting - Conducting meetings - Minutes.

UNIT-IV
Business letters - Stationery - Format and layout - E-mail - Presenting mail - Commonsense and Etiquette. Report Writing - Parts of a Report - Qualities of a good report - Improving writing skills.

UNIT-V

Reference Books:

1.4 LEGAL ENVIRONMENT OF BUSINESS

UNIT-1

UNIT-II
Contracts of Indemnity and Guarantee- Contract of Bailment and Pledge-Contract of Agency

UNIT-III

UNIT-IV
Indian companies Act-1956-Kinds of companies-Formation-Memorandum of Association- Articles of Association-prospectus-Statement in lieu of prospectus-Misstatements in prospectus

UNIT-V

Reference Books:

2. N.D. Kapoor - Business Law - Sultan Chand - Ne'w Delhi.'
1.5 ORGANISATIONAL BEHAVIOUR

UNIT-I

UNIT-II
Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations.

UNIT-III

UNIT-IV
Group Dynamics - Theories of Groups - Group cohesiveness - Group role - Group decision making techniques - Group conflict.

UNIT-V
Leadership - Leadership styles - Theories - Leadership styles in Indian Organizations - Power - Sources of Power - Organization Culture - Types of Culture - Function of Culture – Organizational Effectiveness.

Reference Books:
5. L.M Prasad, Organizational Behaviour, Sultan Chand & Sons.
UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

Reference Books:

1.7 FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT-1

UNIT-II

UNIT-III

UNIT-IV

UNIT-V
Marginal Costing and Profit planning - Cost Volume Profit Analysis - Break even analysis.

Reference Books:

4. Dr. S.N. Maheswari - Financial Management Accounting - Sultan Chand and sons, New Delhi.
1.8 RESEARCH METHODOLOGY

UNIT-I

UNIT-II
Kinds of data - Methods of data collection - Sampling techniques - Survey method - Case Study - Interview techniques - Interview schedule - Questionnaire - Data processing - Report writing.

UNIT-III

UNIT-IV
Testing of hypotheses - Procedure for hypothesis testing - Chi-square test - t test - F test - Limitations of the tests of hypotheses.

UNIT-V
Analysis of Variance (ANOVA) - Setting up ANOVA table - One way and two way ANOVA - Analysis of covariance - Non-parametric tests - Multivariate techniques.

Reference Books:

1. Wilkinson St. Bhandarkar - Methodology and Techniques of Social Research
2. Kothari C.R - Research Methodology: Methods and Techniques
4. Gupta S.P - Statistical Methods
5. Uma Sekaran - Research Methods for Business.
2.1 PRODUCTION MANAGEMENT

UNIT-I
Production Management - Definition - Production System - Difference between services and goods production - Historical development of production management - Product design - Steps - Designing for the customer.

UNIT-II

UNIT-III
Capacity planning - Concepts - Economies of scale - The Experience curve - Determining capacity requirements - Enterprise resource planning - Production scheduling - Nature and Importance of work centers.

UNIT-IV
Materials management - Materials requirement planning - Master production schedule - Purchase management - Vendor selection - Methods - JIT system - Inventory control - Purposes - Inventory models - EOQ models (without shortages) - Break models.

UNIT-V

Reference Books:

2.2 FINANCIAL MANAGEMENT

UNIT-1

UNIT-II
Capital Expenditure Evaluation - Methods and Appraisals - Pay back period, simple and Discounted - Net Present value, Internal Rate of Return - Accounting Rate of Return and Profitability Index - Capital rationing.

UNIT-III
Cost of Capital - Importance, Measurement of specific cost - Computation of Overall Cost of Capital - Capital structure - Determinants and theories.

UNIT-IV

UNIT-V

Reference Books:

6. Dr. VR Palanivelu Sultan chands sons Ltd New Delhi.
2.3. HUMAN RESOURCE MANAGEMENT

UNIT-1

UNIT-II
The Concept of Best-fit employee: Importance of Planning -Forecasting - Internal and external sources. Selection process screening.

UNIT-III
Training and executive development; Training Needs - Types of training methods, purposes, benefits Resistance.

UNIT-IV
Sustaining employee interest; Compensation plan - Reward - Motivation - Theories of motivation.

UNIT-V

Reference Books:
2.4 MARKETING MANAGEMENT

UNIT-I
Markets and marketing - Scope of Marketing - Fundamental concepts, Marketing and customer value - Nature and contents of a marketing plan.

UNIT-II

UNIT-III

UNIT-IV
Product Characteristics and Classification - Product and brand relationships - Developing Pricing Strategies and Programmes - Setting and Adapting the Price.

UNIT-V
Role of Marketing Communication - Developing Effective Communication - Deciding and managing Marketing Communication Mix - Advertising versus Promotion - Direct Marketing and Interactive Marketing - New Product Development Process.

Reference Books:
1. Philip Kotler and Kevin Lane Keller; Marketing Management, Prentice Hail India.
3. V.S. Ramaswamy and S. Namakumari; Marketing Management, MacmiiJan India.
INTERNATIONAL BUSINESS

Unit – I


Unit II


Unit III

Global Strategic Management: Structural Design of Multi-National Enterprises (MNEs)-Strategic Planning – Strategic Considerations – National Vs Global Competitiveness.

Unit – IV

Control and Evaluation of International Business: Control of MNEs – Strategic Planning – Strategic Considerations – National Vs Global Competitiveness

Unit V

Conflict in International Business & Negotiations: Factors causing conflict – Conflict resolution actions – The role of Negotiations in International Business – The role of International Agencies in Conflict resolution

Reference Books

INTERNATIONAL MARKETING

Unit-I

Introduction to International Marketing, Nature, scope and different complexities of International Marketing, International Marketing Environment, Basis of International Trade, India and World Trade,

Unit -II

Balance of Trade, Balance of Payments and Instruments of Trade Policy, Devaluation, Revaluation, Appreciation & Depreciation, Export documents and procedure.

Unit -III


Unit -IV

Market Entry and overseas distribution system, Overseas Market Research, Marketing Plan for Exports Multinationals and their role in International Marketing.

Unit -V

Management of Risks in international marketing, Instruments of Financial Transactions in international marketing, New Techniques (Joint Ventures, Sub Contracting & BOP) in international marketing.

Reference Books:

1. R.S.N.Pillai Bagavathi : Marketing Management
2. Philip Kotler  : Marketing Management
3. David Carson  : International Marketing
4. John Fayerwearther  : International Marketing
5. Philip B. Cateora nad John M. Hess : International Marketing
6. Varshney and Bhattacharya : International Marketing management.
INTERNATIONAL FINANCE

Unit -I


Unit -II:


Unit -III

Foreign Exchange Market - Function and Structure of the Forex markets - Major Participants - Types of Transactions and Settlements dates - Foreign exchange Quotations - Process of Arbitrage - Speculation in the forward market - Currency Futures and Options Markets- Overview of the other markets Euro currency market - Euro credit market.

Unit –IV


Unit -V


References

ENTREPRENEURSHIP

Unit – I

Unit – II

Unit – III

Unit – IV

Unit V

Reference Books
1. Entrepreneurship Development – E.Gordeon, K.Natarajan
2. Entrepreneurial Development, S.S.Khanka, S.Chand & Co.,
3. Entrepreneurship New Venture Creation, David H.Holt Prentice Hall of India, New Delhi
5. Entrepreneurship Development in India, Gupta, Srinivasan, Sutan Chand & Sons, New Delhi