PERIYAR INSTITUTE OF DISTANCE EDUCATION

(PRIDE)

P.G. DIPLOMA IN INTERNATIONAL BUSINESS

NON-SEMESTER

REGULATION AND SYLLABUS

(Effective from the academic year 2007 – 2008 and thereafter)
P.G.DIPLOMA IN INTERNATIONAL BUSINESS
ONE YEAR PROGRAMME

REGULATIONS

(Effective from the Academic Year 2007-2008 and thereafter)

1. CONDITION FOR ADMISSION

The candidate who has passed BBA, B.Com, B.A., B.C.A., and B.Sc. of this University or any other University accepted by the syndicate as equivalent thereto subject to such conditions as may be prescribed therefore shall be permitted to appear and qualify for the P.G. Diploma in International Business degree Examination of this University after a course of one academic year.

2. DURATION OF THE COURSE

The course for the P.G. Diploma in International Business shall consist of one Academic year.

3. COURSE OF STUDY

The course of study shall comprise the following subjects according to the syllabus and books prescribed from time to time.

<table>
<thead>
<tr>
<th>S.N</th>
<th>Paper Code</th>
<th>Title of the Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PGDIB01</td>
<td>Fundamental Concepts of International Business</td>
</tr>
<tr>
<td>2</td>
<td>PGDIB02</td>
<td>International Trade Regulations and Integration</td>
</tr>
<tr>
<td>3</td>
<td>PGDIB03</td>
<td>International Business Environment</td>
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<tr>
<td>4</td>
<td>PGDIB04</td>
<td>International Financial System</td>
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<tr>
<td>5</td>
<td>PGDIB05</td>
<td>International Operations Management</td>
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<tr>
<td>6</td>
<td>PGDIB06</td>
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<td>7</td>
<td>PGDIB07</td>
<td>International Pricing and Promotion</td>
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<td>8</td>
<td>PGDIB08</td>
<td>International Organsation and HRM</td>
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<td>9</td>
<td>PGDIB09</td>
<td>India and International Business</td>
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<tr>
<td>10</td>
<td>PGDIB10</td>
<td>Project Work</td>
</tr>
</tbody>
</table>
4. EXAMINATIONS

The examination shall be three hours duration to each paper at the end of the year. The candidate failing in any subject(s) will be permitted to appear for each failed subject(s) in the subsequent examination.

The external examiners should conduct the Practical Examinations at the end of the year.

5. SCHEME OF EXAMINATIONS

The Scheme of Examinations for the year shall be as follows:

<table>
<thead>
<tr>
<th>S.N</th>
<th>Paper Code</th>
<th>Title of the Paper</th>
<th>Exam Duration</th>
<th>Maximum Marks</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>PGDIB01</td>
<td>Fundamental Concepts of International Business</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>PGDIB02</td>
<td>International Trade Regulations and Integration</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
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<td>PGDIB10</td>
<td>Project Work</td>
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**Total Marks** 1100

Institutional Training

Every student has to undergo an institutional training before the completion of the course. All the students will have to submit their institutional report. Each student will be attached with one faculty guide, with whom he/she shall be in continuous touch during the training
period. The faculty guide will be required to evaluate the report for 100 Marks.

**Preparation of Feasibility Report**

To develop entrepreneurial culture among the students, the feasibility report is introduced as one of the subject for PGDIB. The student has consult any real entrepreneurs prepare and submit this report to the university at the time of their university examination.

1. Introduction
2. General Information
3. Detail regarding
   a) Capacity of the unit
   b) Combination if product
   c) Specific properties of the product
   d) Product strategy
4. Market Analysis
5. Technical Analysis
6. Equipments
7. Project Location
8. Raw Material and other inputs
10. Production Cost
    a) Total cost of production
    b) Unit cost of production
    c) Future cost of production
    d) Time frame for the actual starting of the project
**Project Report**

The student has to avail 30 working days for project data collection and analysis in consultation with the faculty guide. The report has to be submitted before the commencement of the written examinations.

Project report evaluation consists of report evaluation and the conduct of viva voce examination. Report evaluation for (200 marks) will be undertaken by an external examiner and the internal examiner jointly.

**6. QUESTION PAPER PATTERN**

Time: 3 Hours

Max Marks : 100

Passing Min: 50

**PART – A: (5X5=25)**

(Answer All Questions)

Two Questions from each unit with Internal Choice

**PART – B: (5X15=75)**

(Answer All Questions)

Two Questions from each unit with Internal Choice

**7. PASSING MINIMUM**

The candidate shall be declared to have passed the examinations in a Theory/Practical of study only if he/she secures not less than 50% of the total prescribed marks for the subject in the University Examinations.
8. **Classification of Successful Candidates**

Candidates who secure not less than 60% of the aggregate marks in the whole examination shall be declared to have passed the examination in First Class. All other successful candidates shall be declared to have passed in Second Class. Candidates who obtain 75% of the marks in the aggregate shall be deemed to have passed the examination in First Class with Distinction provided they pass all the examinations prescribed the course at the first appearance.

9. **COMMENCEMENT OF THIS REGULATION**

These regulations shall take effect from the academic year 2007-2008, i.e., for students who are admitted to the first year of the course during the academic year 2007-2008 and thereafter.
Paper – I: Fundamental Concepts of International Business

Unit – I:


Unit – II:


Unit – III:


Unit – IV:

Theoretical framework of FDI – Theories of FDI – Benefits and costs of FDI – M & AS and the value of the firm – Control of MNC’S/

Unit – V:

Paper – II: International Trade Regulations and Integration

Unit – I:

Unit – II:
Regional Economic Integration - Levels of economics Integration – Benefits and Costs – Forms of Integration - Commodity agreements – Cartels – State Trading.

Unit – III:

Unit – IV:

Unit – V:

Reference Books:

1. International Business: Text and Case, Francis Cherunilam, PHT
Paper – III: International Business Environment

Unit – I:

Unit – II:

Unit – III:

Unit – IV:

Unit – V:
Paper – IV: International Financial System

Unit – I:


Unit – II:


Unit – III:


Unit – IV:


Unit – V:

Paper – V: International Operations Management

Unit – I:


Unit – II:


Unit – III:


Unit – IV:


Unit – V:

Quality Issues is International trade - Need and Importance – Quality Certifying organizations – Quality Norms – Acceptance – Patents and property rights – procedure for registration.
Paper – VI: International Marketing Management

Unit – I:
International Market Intelligence – Sources of information
Marketing Information System – International Marketing research –
Types – Phases – Research agencies – problem in International research.

Unit – II:
Marketing Selection – Process – Determinants of market Selection –
Market Profile Market segment Selection – Market Coverage Strategies –
Concentrated marketing Strategy- market Segmentation and differentiation – Market Expansion Strategies.

Unit – III:
Market Entry Strategies – Exporting – Licensing and franchising –
Contract Manufacturing – Turnkey contracts – Fully Joint Ventures –
Third country Location – Mergers and acquisitions – Strategic alliance –
Counter trade.

Unit – IV:
International Product Decisions – Product and Product Mix –
Product Life cycle – New Product development.

Unit – V:
Paper – VII: International Pricing and Promotion

Unit – I:

Pricing Objectives – Exporters Costs – Factors affecting pricing – Export price quotations

Unit – II:


Unit – III:


Unit – IV:


Unit – V:

Paper – VIII: International Organisation and HRM

Unit – I:

Unit – II:

Unit – III:

Unit – IV:

Unit – V:
Unit – I:


Unit – II:

Export Promotion – Organizational set up – Incentives – Production assistance and facilities – marketing assistance – EPZs, EOU, TP and SEZs – Export turaeses and trading houses.

Unit – III:

Trade and BOP of India – Foreign trade during various plans – Major exports – Major imports – Direction of trade – Balance of Payments of India – Major problems of India’s export sector.

Unit – IV:

India in the global setting – India and emerging market – India in global trade – consequences – Liberisation and integration with the global economy.

Unit – V:

Paper – X: Project and Viva Voce

A Detailed project should be submitted on any area of international business. The projects period should be atleast 2 weeks in any organisation engaged in international business. The detailed report will be prepared by a qualified staff guide who possesses an MBA degree Master of Foreign Trade / Master of International Business / MBA (International Business) of equivalent to that.

The report will be jointly evaluated by an internal examiner and an external examiner jointly for 200 marks. The passing minimum is 50% marks.

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