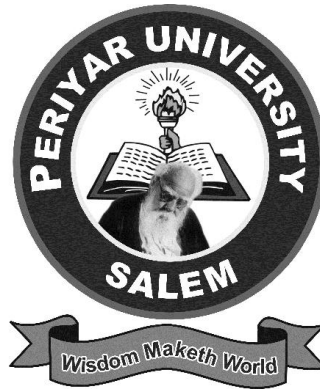


Annexure - 9

PERIYAR UNIVERSITY

SALEM – 636 011



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.

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

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:

S.N	Paper Code	Title of the Paper	Exam Duration	Maximum Marks
1	PGDIB01	Fundamental Concepts of International Business	3	100
2	PGDIB02	International Trade Regulations and Integration	3	100
3	PGDIB03	International Business Environment	3	100
4	PGDIB04	International Financial System	3	100
5	PGDIB05	International Operations Management	3	100
6	PGDIB06	International Marketing Management	3	100
7	PGDIB07	International Pricing and Promotion	3	100
8	PGDIB08	International Organisation and HRM	3	100
9	PGDIB09	India and International Business	3	100
10	PGDIB10	Project Work	-	200
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
9. Financial – Source of Finance
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:

Overview – of International Business – Evolution of International Business – Development - Factors Leading to growth of International Business – Domestic Factors – Global Factors.

Unit – II:

Theories of International Trade - Mercantilists version – Classical approach - factor Proportions theory – Neo – Factor Proportions theories – Country Similarity theory – National Competitive – advantage theory – Gains – Terms of Trade.

Unit – III:

Modes of International Business – Determinants – of entry mode – Trade mode – Contractual Modes – Foreign investment - types – FDI – FII – Green Field - Investments – Mergers and Acquisitions.

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:

Balance of Payments – Structure – Equilibrium, disequilibrium and adjustment – Different approaches – Effects and control of BOP – Bot.

Paper – II: International Trade Regulations and Integration

Unit – I:

Free Trade – Trade Protection – Factors: Economics and Non – economics – forms of Trade regulation at national level – Tariff and Non tariff barriers – Regulation of FDI

Unit – II:

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

Unit – III:

Trading Blocs and Integration – European Union – SAARC – NAFTA – ASEAN – Formation and functioning.

Unit – IV:

GATT – Objects and Principles – Evaluation of GATT - The Uruguay Round – Evaluation – UR agreement – Features – Issues of UR agreement – UR agreement and India – UNCTED – Features.

Unit – V:

World Trade – Organisation (WTO) – GATT and WTO – Principles and functions – Structure – GATS – TRIMS – TRIPS – dispute Settlement – Anti Dumping Measures – Globalisation – WTO and India.

Reference Books:

1. International Business: Text and Case, Francis Cherunilam, PHT
2. International Business – Concept, Environment and Strategy, Vyuptakesh sharan, Pearson Education.

Paper – III: International Business Environment

Unit – I:

Political and Legal Environment: Concepts – Political Systems – Legal System – Home Country, Host Country Perspectives – Political Risks – Meaning – forms, Evaluation – Management of Political Risk – Categories of Laws – Standardisation of Legal issues.

Unit – II:

Economics Environment: Forms of Economics System – Economic Indicators – Income and its Distribution – Inflation – Consumption behavior – Availability of resources – Infrastructure – Strength of external sector.

Unit – III:

Process of analysing economic environment – Structure of the economy – Economic Conditions – Economic environment and business – economic policies - The growing economic power of developing countries.

Unit – IV:

Socio – Cultural Environment – Introduction – Meaning of Culture – Elements of Culture – Organisation of Culture – Cultural adaptation – Cultural shock – Cultural transmission – Cultural conformity – Cultural Lag – Cultural traits – Cultural stereotype – Cultural diversity – Management of Cultural diversity.

Unit –V:

Social Environment – Religion – Ethnodomination – Language Culture and organization behaviour – etiquettes – Demographic environment – Natural Environment – Technological Environment – Introduction – absorption – Technology transfer –Issues and methods.

Paper – IV: International Financial System

Unit – I:

International Monetary System – The Pre-Bretton Woods Period – The Bretton Woods System – Managed Floating System – EMS, ECU and Euro – Impact of the Euro – The Euro Dollar market – Meaning and Scope – Features – Origin and Growth – Participants.

Unit – II:

Foreign Exchange Market (Forex) – Functions – Methods – transactions – Methods – Determination of Exchange Rates – Theories – Exchange Control – Exchange rate Systems – Exchange Rate Classification – Convertibility – Capital Account Convertibility – Benefits and limitations – Devaluation – Currency exchange Risks – Management.

Unit – III:

Management of Exchange Rate and Interest rate Risk – Translation exposure – Transaction exposure – Real operating Exposure – Hedging – Features and types – Interest rate risk – Technique – Forward rate – swap – futures – Caps – Floors.

Unit – IV:

International Economic Organisations – IMF – Purpose – Vision – Organisation and Management – Financing Facilities and Policies – Lending – Technical assistance – Liquidity – World Bank – Purpose – Guiding Principles – Lending Programmes – IDA.

Unit – V:

International Finance Corporation – Mission and objectives – Features – ASIAN Development Bank – UNCTAD – Function – Principles – UNCTAD – X – UNIDO – International Trade Center.

Paper – V: International Operations Management

Unit – I:

International Organisational Structure – Functional – Product – Export Department – International Division – Global division – Global Product Structure – Global area Structure – Global functional Structure – Matrix Structure – Process of Control.

Unit – II:

Global Technology Management – Meaning – Development – Acquisition of Technology Through Purchase – Technology Transfer – problems – Modification of Technology – Protection of Technology – Import of Used technology – Procedure.

Unit – III:

Locational decisions – Factors behind Selection of Location – options – sourcing of inputs – Modes of Procurement – Make of buy Decisions – Vendor Selection – Aspects – Methods.

Unit – IV:

Management of Inventory – Factory – Methods – Just in Time – Original Equipments and Stock of Spares – International Logistics – Transportation – Issues and types – packing – Storage facility.

Unit – V:

Quality Issues in 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:

Branding – Packing and Labeling – Business environment and
product Strategies – Alternative Product Strategies – product
Communication

Paper – VII: International Pricing and Promotion

Unit – I:

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

Unit – II:

Pricing methods and approaches – Transfer Pricing – Dumping – Steps in Pricing – Retrograde Pricing – Information requirements for export pricing – Insurance Coverage – Types

Unit – III:

International Distribution – International Channel System – Marketing environment – Internal distribution – Issues – Supply Chain management – modes of transport.

Unit – IV:

Marketing environment and Promotion Strategies – Marketing Communication – Decisions – Communication mix – Export Promotion organization – Role and types - Strategies and issues in international promotion.

Unit – V:

Trade fairs and exhibitions – Personal selling in international Marketing – Management of Personal Selling - Management of sales force – Personal selling process – problems of in international marketing Communication – Globalization Vs Localization

Paper – VIII: International Organisation and HRM

Unit – I:

Organisational Structure: Introduction – Built in Export Department – Separate Export Department – Export Sales subsidiary – International division – Advantages and disadvantages.

Unit – II:

Global Structure – Global product Structure – Global geographic Structure – Global functional structure – Global Customer Structure – Global matrix structure – Characteristics – Advantages and disadvantages.

Unit – III:

International human resource management – Strategy – Structure and control systems – Factors affecting international HRM – Staffing Policy – Staffing Policy determinants.

Unit – IV:

Culture shock and Compensation – Recruitment and Training – Sources – Process – Management of Industrial relations – cultural Change Management.

Unit – V:

Strategic formulation – Levels – Planning – Steps – Process of Control – Features of effective control system – Design of Control – Globalisation norms of International HRM – Business ethics – labour issues.

Paper – IX: India and International Business

Unit – I:

Trade policy and regulation of India – Trade Strategies – Trade Strategy of India – Exim Policy – Evaluation of the Policies – Regulation and Promotion of Foreign trade.

Unit – II:

Export Promotion – Organizational set up – Incentives – Production assistance and facilities – marketing assistance – EPZs, EOUs, TPs 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:

Globalisation of India Business Obstacles to globalization – Factors favouring globalization – Indian globalization strategies – Review of the effects – Future courses of action.

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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