Objective: Imparting systematic knowledge of International Business and enhancing managerial competence

Module 1
Introduction 10 hrs
International Business: Nature theory and competitive advantages
Evolution of international business, nature of international business, stages of internationalization, approaches and theories of international business, comparative cost advantages, political, economic, cultural, tariff and non tariff and technological barriers of international business

Module 2
9 hrs
Modes of entering international business
International business analysis- modes of entry- exporting (direct and indirect) licensing, franchising, contract manufacturing, management contracts, turnkey projects, Foreign direct investment, Mergers and Acquisitions, Joint ventures- Comparison of different modes of entry

Module 3
Globalization 8 hrs
Meaning- Definition and Features- Stages of markets- Production Investment Technology Globalisation, Advantages and Disadvantages, Essential conditions of Globalisation, GATT and WTO, Globalisation and India.

Module 4
MNC’S and International Business 5 hrs
Defination. Distinction among Indian Companies, MNC, Global Company and TNC, Organisational transformation, Merits and Demerits, MNCs and India.

Module 5
International Marketing Intelligence 4 hrs
Information required, Sources of information, International marketing information System, International marketing Research.

Module 6
Introduction to International Trade and International Finance 8 hrs
Trade and Balance of payment, Current items, Capital Items, Disequilibrium of balance of payments and rectification, components of International financial systems, Forex market, Euro currency market, IMF and International Monetary system. Exchange rate determination (Concept only), Capital account convertibility.

Module 7
Export finance and payments 6 hrs
Export credits, Method and sources of credit, Methods of payments in International Business, Financing techniques, ECGC, Exim bank and their role.

Module 8
Export Import Documentation 3 hrs
Export and import procedure, document required their relevance

Module 9
7 hrs
Export promotion
Assistance and Incentives to Indian Exporters, Market development assistance, Cash compensatory scheme, duty drawback scheme, Replenishment licensing scheme, Duty exemption scheme, Role and function of STCI, MMTC, TTCIL, IIFT and other export promotion institution. EPZ, EOU

BOOKS FOR REFERENCE:
MIS 5320: MANAGEMENT INFORMATION SYSTEMS

MODULE I: (05 Hrs)
A SIMPLE MODEL OF MIS: Meaning of MIS, Definition, A Simple model of MIS, What an information system, Characteristics of information, Classification, What is a system, Computer based information systems, Technical operation of a CBIS, Business data processing, Data processing cycle, A business perspective of information systems, Characteristics of MIS.

MODULE II: (08 Hrs)
MANAGEMENT INFORMATION SYSTEMS: What are management information systems, Features of MIS, Importance of management information systems, Pyramid structure of MIS, MIS versus data processing, Structure of MIS, Subsystems of MIS, The Conceptual structure of MIS, Security and international issues of MIS, MIS issues of a multinational organization?

MODULE III: (07 Hrs)
THE CONCEPT OF DATA PROCESSING: Database, Major issues in data management, File management, File organization, File based systems problems, Objectives of DBMS, Database concepts, Database models, Difference between models, Dataware Housing, Data Mining.

MODULE IV: (08 Hrs)

MODULE V: (08 Hrs)

MODULE VI: (05 Hrs)

MODULE VII: (05 Hrs)
HUMAN RESOURCES INFORMATION SYSTEMS: Types of personnel administration data systems, Employee Profile system, Employment control reporting system.

MODULE VIII: (08 Hrs)
FINANCIAL / OPERATIONS DATA SYSTEMS: Payroll data system, Accounts payable systems, Accounts receivable system, Materials requirement planning (MRP), Manufacturing Resource Planning (MRP II).

MODULE IX: (06 Hrs)
DIFFERENT TYPES OF INFORMATION SYSTEMS: Group decision support systems (GDSS), Executive information systems (EIS), Expert systems, Artificial intelligence, ERP, E-CRM, Transaction processing systems, Knowledge work and office automation systems, Computer crimes and ethics, Information security and control, Information out sourcing and Data Resource Management.
BOOKS FOR REFERENCE:

2. Management Information Systems By Davis And Olson Published by TATA MC GRAW HILL
3. Management information systems by THOMAS THARAKAN SURABHI PUBLICATIONS
DTX 5330 : DIRECT TAXES:

Objective: To enable the students to have a better knowledge about computation of net wealth and taxable income under various heads, and also tax liabilities and other legal obligations as per the Income Tax Act.

MODULE: I 4 hours
Introduction To Taxation-Direct And Indirect Tax, Income Tax Act 1961, Finance Act, Scheme of IT An Over-View Basic Concepts- Assessee, Person, Assessment Year, Previous Year, Agricultural Income, Income, GTI, Total Income, Average Rate Of Tax Capital And Revenue.

MODULE: II 5 hours
Residential Status And Incidence Of Tax, Determination of residential status, Kinds of income, incidence of tax, Tax free income

MODULE : III 16 hours
Income from Salary: Chargeability, Various Allowances, Perquisites, And Their Valuation, Treatment of Provident Fund, profit the Lieu of salary, Deductions From Gross Salary, Retirement Benefits (Practical Problems).

MODULE: IV 6 hours
Income from house property: Chargeability, annual value and its determination, deductions from annual value, (practical problems)

MODULE: V 9 hours
Profits and Gains of Business and Profession: Meaning Of Business and Profession, Incomes Chargeable Computation Of Taxable Income, Treatment fringe benefit tax, Deemed Profit And Incomes Treatment Of Depreciation.

MODULE: VI 7 hours
Capital Gains: Meaning of important terms, Computation of capital gains exemptions from LTGC.

MODULE: VII 6 hours
Income from Other Sources: Incomes taxable, deductions allowed, Grossing up of income, computation of taxable income Clubbing of income & set off and carry forward

MODULE: VIII 12 hours
Deductions from gross total income Assessment of individuals: Computation of total income and tax liability.

MODULE: IX 5 hours
Assessment procedure, income tax authorities and their powers, Collection and Recovery of Tax.

MODULE: X 10 hours
Wealth tax Act,1957

BOOKS RECOMMENDED
1. Direct Tax Law And Practice By Dr. Bhagawathy Prasad New Age Publications
2. Direct Tax Law And Practice By Dr. H.P Mehrotra Sahitya Bhavan Publications
STMG – 5340 : STRATEGIC MANAGEMENT

The objective is to consider implications of strategic decisions for business firms and for individuals in a changing environment. To study the generation, and dissemination of knowledge about key strategic management issues to managers, consultants, students, and researchers.

**MODULE 1:**  
(6 Hours)
Strategic Planning and strategic management, Defining strategy, levels at which strategy operates, approaches to strategic decision making, the strategic management process, Strategic intent: Vision, mission and objectives

**MODULE 2:**  
(4 Hours)
ENVIRONMENTAL AND RESOURCE ANALYSIS
Environmental analysis: The organizations environment, External and internal environment, components of external and internal environment, Environment scanning, Organisations responses to the environment.

**MODULE 3:**  
(6 Hours)
Industry analysis: A framework for industry analysis, Michael porter’s analysis, usefulness of Industry analysis
Competitive analysis: Forces shaping competition in an industry, interpreting the five force model, Strategic group, and competitor analysis
Internal analysis: Resource based strategy, the resource based view, Resources, capabilities and competencies, approaches to internal analysis, carrying out SWOT

**MODULE 4:**  
(6 Hours)
STRATEGY FORMULATION AND CHOICE

**MODULE 5:**  
(6 Hours)
The concept of corporate restructuring, the process of restructuring, mergers and acquisition, takeovers, co operative strategies, Reasons for strategic alliances, risks and costs of strategic alliances

**MODULE 6:**  
(8 Hours)
Global strategies:Globalisation,risks, global expansion strategies, the MNC mission statement, deciding which market to enter, market entry strategy, international strategy and competitive advantageBusiness level strategy, Strategic analysis and choice

**MODULE 7:**  
(6 Hours)
STRATEGY IMPLEMENTATION AND FUNCTIONAL STRATEGIES
Strategy implementation: Issues in strategy implementation, Activating strategy, resource allocation, strategy-structure relationship, the functional structure, divisionalisation,

**MODULE 8:**  
(4 Hours)
strategic business units (SBU),Behavioural issues in strategy implementation, Operational strategy, financial strategy, Marketing strategy and Human resource strategy
MODULE 9: (8 Hours)
STRATEGIC LEADERSHIP AND CONTROL
Strategic leadership and competitive advantage, Strategic evaluation and control: Importance, barriers, evaluation criteria, strategic control, operational control, evaluation techniques for operational control, the control process, characteristics of an effective control system

MODULE 10: (6 Hours)
STRATEGY AND TECHNOLOGY MANAGEMENT
Designing a technology strategy, Technology forecasting and R & D Strategies, Strategies for acquisition and absorption of technology, emerging issues: Social audit

SUGGESTED BOOKS:

VSP Rao, V Hari Krishna, Strategic management: Text and cases, Excel Books
Azar kazmi, Business Policy
Charles Hill and Gareth R. Jones, Strategic Management: an integrated approach, biztantra, sixth edition
Alex miller, strategic management, Irwin Mc graw hill, third edition
<table>
<thead>
<tr>
<th>MODULE-I</th>
<th>2 hrs</th>
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<tbody>
<tr>
<td><strong>Introduction</strong></td>
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<tr>
<td>Definition, Systems Approach to Prodn.- Historical Evolution of POM- Factors affecting POM- Productivity- meaning, determinants, measurement, Inter-relationship of Production with other departments. Objectives of POM</td>
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<th>MODULE-II</th>
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<td><strong>Plant Location</strong></td>
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<td>Meaning, Importance, New theory (Weber's).Plant Layout: Meaning &amp; Principles Types of P. Layouts with advantages, disadvantages and their applications</td>
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<th>MODULE- III</th>
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<td><strong>Physical facilities of the organization</strong></td>
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<th>MODULE-IV</th>
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<td><strong>Materials Management</strong></td>
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<td>Meaning, Objectives. Purchasing: Meaning, Principles and purchasing cycle. Vendor Rating &amp; Selection. Inventory control-Meaning, Types, Reasons carrying inventory, Concept of EOQ, Inventory control systems &amp; techniques</td>
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<th>MODULE-V</th>
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<td><strong>Material handling</strong></td>
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<td>Meaning, principles, MH Equipments, Selection criteria, Relation with Plant layout decision, Standardization, Codification &amp; Simplification</td>
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<th>Module -VI</th>
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<td><strong>Production Planning &amp; Control</strong></td>
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<tr>
<td>Meaning, Objectives &amp; Functions. <em>Quality Control</em>: Definition, Costs of quality, SQC- Control charts</td>
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<th>MODULE-VII</th>
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<td><strong>Time &amp; Motion study</strong>- Meaning of Work study, Method Study &amp; procedure, Time study &amp; procedure. Determination of Standard time, Tools &amp; Techniques of Work study.</td>
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<th>MODULE-VIII</th>
<th>8 hrs</th>
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<td><strong>Maintenance</strong>- Definition, Need, Types of Maintenance with merits &amp; demerits. Maintenance scheduling, procedure &amp; tools. Modern philosophies of maintenance.</td>
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<th>MODULE -IX</th>
<th>4 hrs</th>
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<td><strong>Waste Management</strong>- Scrap &amp; Surplus disposal Automation: Meaning, Considerations &amp; Advantages. Forms of Automation</td>
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**BOOKS FOR REFERENCE:**

2. Brown, Production Management, Richard D. Irwin Inc.
3. K.N Sontakki, Production and Operations Management, Kalyani Publishers
4. C.S.V Murthy, Production and Operations Management, Himalaya Publishers
Objective: The objective of this course is to help the students to understand the basic elements of business law and its various techniques useful for effective management of companies as well as firms.

MODULE: I 5 hrs
Introduction, Meaning and Scope of Business Law – Sources of Indian Business Law.

MODULE: II 20 hrs
INDIAN CONTRACTS ACT OF 1872: Definition – types of contracts – essentials – offer, acceptance, consideration, capacity of parties, free sent, legality of object and consideration, various modes of discharge of a contract, remedies for breach of contract.

MODULE: III 10 hrs

MODULE: IV 5 hrs
The Trade Marks Act, 1999 its meaning, registration, procedures – infringement – Authorities concerned -remedies

MODULE: V 5 hrs
International business law: Writing or execution of Wills, Administration of estates and trusts, forming of corporations, regulating Federal securities and international laws for business.

MODULE: VI 5 hrs

MODULE: VII 5 hrs
Foreign Exchange Management Act 1999: Objectives, scope and salient features, offences under the Act.

MODULE: VIII 5 hrs

BOOKS FOR REFERENCE
1. N.D Kapoor Business Law
2. Maheshwari And Maheshwari Principle Of Business Law
3. Ashwathappa And Ramachandra Business Law
4. Gulshan Business Law