

# **INTB 5310 : INTERNATIONAL BUSINESS**

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

## **Module 1**

**10 hrs**

### **Introduction**

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**

**8 hrs**

Globalization

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**

**5 hrs**

MNC'S and International Business

Definition. Distinction among Indian Companies, MNC, Global Company and TNC, Organisational transformation, Merits and Demerits, MNCs and India.

## **Module-5**

**4 hrs**

International Marketing Intelligence

Information required, Sources of information, International marketing information System, International marketing Research.

## **Module-6**

**8 hrs**

Introduction to International Trade and International Finance

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**

**6 hrs**

Export finance and payments

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

## **Module-8**

**3 hrs**

Export Import Documentation

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.EOUs

**BOOKS FOR REFERENCE:**

1. International Business by Charles Hill –TataMcGrawhill Publication -10th Edition
2. International Business by P.Subba Rao –Himalaya Publishing House-1st Edition
- 3.International Business by Francis Cherunilam –Wheller Publishing –Millenium Edition
- 4.International Business by Daniel and Radebaugh –Pearson Education- 10th Edition

## **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)**

MIS AND NETWORKS : Batch Processing, Online Processing (Quick Response Systems), Components of a Telecommunication Systems, Communication Networks, Network Topologies, Implementation of LANS – Transmission Media, Wireless LAN (WLAN), Internet, World Wide Web (WWW), E-Mail, Intranet.

### **MODULE V:**

**(08 Hrs)**

ANALYSIS AND DESIGN OF MIS: Software Engineering, Systems Analysis, System Design, Systems Analysis and Design, Entity Relationship Diagram, Systems Development life Cycle, Project Management.

### **MODULE VI:**

**(05 Hrs)**

MIS DEVELOPMENT & IMPLEMENTATION: MIS Planning, Project Preparation, Needs Analysis, MIS Design, Selection, MIS Implementation, Management Challenges.

### **MODULE VII :**

**(05 Hrs)**

HUMAR 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 INFORMATIONS 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:**

1. Management information systems by James O'Brien Golgotha publications.
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, Income Tax Rules 1962, 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**

**Wealth tax Act,1957**

**10 hours**

### **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
  3. Students Guide To Income Tax By Dr. Vinod .K. Singhani Tax Man Publications
- Income Tax Law And Practice By Gaur And Narang Kalyani 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**

Corporate level strategy: Introduction, The balanced score card, Grand strategies, Growth/Expansion, strategy, Diversification Strategy, Stability strategy, Retrenchment strategy, combination strategy.

### **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 advantage Business 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

Lawrence R.Jauch, William F Glueck, Business Policy and strategic management, Mc Graw Hill international editions, Fifth edition

## PRMG – 5350: PRODUCTION MANAGEMENT

### MODULE-I

2 hrs

#### Introduction

Definition, Systems Approach to Prod.- Historical Evolution of POM- Factors affecting POM- Productivity- meaning, determinants, measurement, Inter-relationship of Production with other departments. Objectives of POM

### MODULE-II

6 hrs

#### Plant Location

Meaning, Importance, New theory (Weber's). Plant Layout: Meaning & Principles Types of P. Layouts with advantages, disadvantages and their applications

### MODULE - III

6 hrs

Physical facilities of the organization

### MODULE-IV

10 hrs

#### Materials Management

Meaning, Objectives. Purchasing: Meaning, Principles and purchasing cycle. Vendor Rating & Selection. Inventory control-Meaning, Types, Reasons carrying inventory, Concept of EOQ, Inventory control systems & techniques

### MODULE-V

6 hrs

#### Material handling

Meaning, principles, MH Equipments, Selection criteria, Relation with Plant layout decision, Standardization, Codification & Simplification

### Module -VI

12 hrs

#### Production Planning & Control

Meaning, Objectives & Functions. *Quality Control*: Definition, Costs of quality, SQC- Control charts

### MODULE-VII

6 hrs

Time & Motion study- Meaning of Work study, Method Study & procedure, Time study & procedure. Determination of Standard time, Tools & Techniques of Work study.

### MODULE-VIII

8 hrs

Maintenance - Definition, Need, Types of Maintenance with merits & demerits. Maintenance scheduling, procedure & tools. Modern philosophies of maintenance.

### MODULE -IX

4 hrs

Waste Management- Scrap & Surplus disposal

Automation: Meaning, Considerations & Advantages. Forms of Automation

### BOOKS FOR REFERENCE:

1. Buffa, Modern Production and Operations Management, Wiley Eastern Ltd.
2. Brown, Production Management, Richard D. Irwin Inc.
3. K.N Sontakki, Production and Operations Management, Kalyani Publishinshers
4. C.S.V Murthy, Production and Operations Management, Himalaya Publishers
5. K. Aswathappa, G. Sudarsana Reddy, M Krishna Reddy, Production and Operations Management, Himalaya Publishers.



## **BZL0 – 536 : Business Law**

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**

Intellectual Property Legislations: Meaning and scope of intellectual properties – Patent Act of 1970 and its amendments as per WTO agreement, back ground, objects, definition, inventions, patentee, true and first inventor, procedure for grant of process and product patents, WTO rules as to patents, rights to patentee – infringement – remedies.- The Copy Rights Act , Meaning – Its uses and rights.

### **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**

Consumer Protection Act 1986: Back ground – definitions – consumer, consumer dispute, complaint, deficiency, service, consumer Protection Council, Consumer redress agencies, District forum, State Commission and National Commission.

### **MODULE: VII**

**5 hrs**

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

### **MODULE: VIII**

**5 hrs**

Cyber Laws 1999: Objectives, definitions and salient features, provisions pertaining to piracy and related offences and personalities. Competition Law 2003: Meaning and scope, salient features, offences and penalties under the Act.

### **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