

PGDIMB-01

INTERNATIONAL MARKETING

BLOCK-1

UNIT-1 Scope and Size of international Markets –

Definitions, Reasons and Motivations Underlying International Trade and International Business, Exchange Rate and Balance of Payments, Basic Modes for Entry, Nature of International Marketing, Role of Government in Foreign Trade, India's Foreign Trade, Regional Economic Groupings

UNIT-2 Conceptual Framework –

Global and Domestic Marketing, Global Marketing: A Conceptual Framework, Some Concepts

UNIT-3 Institutional Framework –

Institutional Set-up; Consultative and Deliberative Bodies, Commodity Organisations, Service Institutions, Government Participation in Foreign Trade

BLOCK-2

UNIT-4 Cultural Environment of International Business–

Definition of Culture, Elements of Culture, Culture Analysis

UNIT-5 Political and Legal Environment for International Marketing–

Political Risk: A Definition, Assessing and Managing Political Risks, Management of Political Risk, International Marketing and the Legal Environment, The Development and Scope of International Law, Legal issues in International Marketing, Legal Environment in India: An Export Perspective, General Agreement on Tariffs and Trade (GATT)

UNIT-6 Trade, Monetary and Financial Environment –

Underlying Rationale, World Trade- A Temporal

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Analysis, Trade Patterns. An Analysis, The Debt Problem, Major Developments in the International Economy, Developments in International Monetary System, Financial Environment, IMF and World Bank

BLOCK-3

UNIT-7 Import- Export Policy of India –

Main Features, Imports, Exports, Export Promotion Capital Goods Scheme, Duty Exemption Scheme, Export Houses, Trading Houses & Star Trading Houses, Export oriented units & Units in Export Processing Zones

UNIT-8 Import- Export Documentations –

Need, Kinds of Documents, Commercial Invoice, Proforma Invoice, Packing List, Marine Insurance Policy/Certificate, Bill of Exchange, Letter of Credit, Bill of Lading, Air Way Bill (AWB) Air Consignment Note, Combined Transport Document (CTD), Export Inspection Certificate, Certificate of origin, Consular Invoice, Shipment Advice, GR/PP/PP/COD Forms, ar4/ar4 a Form, GPI/GPII Form, Shipping Bill, Auxiliary Document, Shipping Instruction Form, Application for Export Inspection, Shipping Order, Mate Receipt, Dock Challan, Documents in Import Trade, Bill of Entry, Export Documentation and Procedures – Step by Step, Simplified Export Document, Some useful tips,

BLOCK – 4

UNIT – 9 International Product Policy and Planning –

International Product Life-cycle, International Product Policy, Planning the International Product Mix, Branding, Labeling, Packaging and Organisation of Product Warranties and Service, International Marketing of Services,

UNIT – 10 International Advertising –

International Advertising strategy, Elements of Advertising Strategy, Media Strategy, Advertising Agency, International Advertising Scene,

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UNIT – 11 International Pricing Policy –

Components of Price, The Process of Price Setting, Pricing in International Market, Information for Pricing Decisions, Sources of Price Information, Issues in International Pricing

UNIT – 12 International Distribution and Sales Policy –

International Distribution Channels, International Distribution Policy, Selecting Distribution Channels and Channel Members, International Physical Distribution Management

PGDIMB-02

International Business Environment

BLOCK -1

UNIT- 1

Introduction –

International Business- Concept, Nature and Importance, Growth of International Business and FDI, Dimensions of International Business, Central Actors in International Business, Differences Between Domestic and International Business, Trades in Goods and Services, State Trading in International Business, International Trading Houses, International Business in World Economy, Globalisation of Business, World's Largest Multinationals

UNIT- 2

International Business Theories –

Foundations of International Business, International Trade Theories- Theory of Mercantilism, Absolute Cost Advantage and Comparative Cost Advantage, Heckscher-Ohlin Model, Leonief Paradox, FDI Theories - Market Imperfections, Product Life Cycle and Transaction Cost Approach, The Eclectic Paradigm

UNIT- 3

International Investment Process and Finance–

Introduction, Internationalisation of Firms, Corporate Life Cycle Theory, Alternate Methods of Entry- Licensing, Franchising, International Joint Ventures, Subsidiaries and Acquisitions, Strategic Alliances. Models for Making Entry Mode Choice, Determinants of International Investment Decisions- FDI as a Response to risks, Factors Influencing Foreign Investment Decisions, Choice of Locations for FDI- Interface between strategy and choice of Location, Transfer Pricing.

BLOCK-2

UNIT- 4

Structural Design of MNEs –

introduction, Pattern of Evolution, Managerial

attitudes and Structure, American MNEs, Japanese MNEs, European MNEs, Organisations of ASEA, MNCs and their Deciding Appropriate Structure

UNIT 8 Strategic Planning in MNEs -

Introduction, Types of MNEs, Planning Needs, Planning Focus, Planning Modes, MNE's Planning in Practice, subsidiary Development Path, Pitfalls in Planning, Environmental Volatility and Scanning, scanning Mode, Competitability

UNIT 9 Strategic Characteristics -

Introduction, Ownership Strategy, Choices of Strategy, Strategic Alliances, Integration and Dispersiveness, Managing a Multinational Strategy, Building New Perspectives, Maintaining a Dynamic Balance, Flexible Coordination, Commitment

UNIT 10

UNIT 11 Control and Information in International Business -

Introduction, Objectives of Control in Multinationals, Approaches to Control, National Cultural Traits, Decision Making authority, Ownership and Control, Control and Organisational structure, The Control Process, Reporting and Information System, Control through communication, Accounting Aspects of Multinational Control system, Controlling skill barriers

UNIT 12 Performance Measurement and Evaluation -

Introduction, Basic Concepts, Variables of Performance, Mechanics and Modalities, Tools and Techniques, comparative and Historical Analysis, Productivity, Project performance Evaluation, socio-Economic Performance, Performance Evaluation of International Trading, Evaluation Systems, Performance evaluation, Prerequisites and Precautions, Performance of Transnational in India

UNIT-9 Multinational Corporate Culture and Host Countries

MNCs, Nature and Characteristics, Decision Making, Information, Trade and Transfer Pricing, Technology Transfer, Employment and Labour Relations in Host Country, Management Practices of MNCs, MNCs and Host Countries, Government Policies, Forms of Government Collaboration

UNIT-10

UNIT-10 Human Resource management in MNEs -

Introduction, Approaches to Nationality Problem, Cross Cultural Perspectives, Recruitment, Sources and changes, Selection Criteria and Techniques, Management Development and Training, Cross National Transfer and Transnational Compensation Policy, Managing Managers of Foreign Subsidiaries, Managing Labour Force in Subsidiaries, Human Resource Management Practices

UNIT-11 Production Management and Logistics

Introduction, The Nature of Production System, Sourcing and Procurement, Outsourcing Vs In-house, Outsourcing Approach, Sources Market Make, Sourcing Policies and Practices, Make or Buy Decisions, Location of Production Facilities, Comparative Advantages, A Critique of Comparative Advantages, International Competitiveness, Other Location Determinants, Plant Location Decision, Evidence on Location Advantages, International Logistics, The Nature of Production Facilities, Technology, Design and Size, New Production Techniques, Just in Time, Total Quality Management, and Flexible Manufacturing system

UNIT-12 Negotiations in International Business -

Introduction, Negotiations and Communication, Cross Cultural Negotiation Process, Planning and Preparation for Negotiations, Managing Negotiations, Negotiating Skills, Re Negotiation, Arbitration of Disputes, Comparative Negotiating styles

BLOCK- 5**UNIT- 13****International business and Developing Countries-**

Introduction, Motivations for MNE Operations in LDCs, FDIs in LDCs, MNEs and New International Economic Order, Determinants of FDIs, Impact of FDIs on LDCs, FDIs from LDCs.

UNIT- 14 Regional Trade Groupings's and Cooperation -

Dynamics of Regional Trade Groupings, Regional Groupings: Developed and Developing Countries, Experience During the 1980s, Latin America, Asean, APEC and EAEC, SAARC.

UNIT- 15 International Intervention and International Business -

international intervention- needs and Type, World Bank Affiliates and Promotion of International Business, UN Commission on Transnational Corporations, UNCTAD, Technology Transfer and RBPs, ILO Tripartite Declaration, OECD Guidelines, GATT and international Business

UNIT- 16 Multilateral Negotiations -

control of Transnational Corporations over Global Economy, Framework of Negotiations, Basis of Negotiations, Negotiations as the Code of Conduct on Transnational Corporations, issues and Objectives of Negotiations, Structure of the Draft Code, Negotiations on Code of Conduct, Negotiations on Code of Conduct on Transfer of Technology, Origin of Code Negotiations, Role and Relevance of the Code, Structure of the Draft Code and its Major Features, Major Features of the Code, Comments on the Outcome of Negotiations on Code of Conduct on Technology.

E-COMMERCE**PGDIMB- 03****UNIT-1****INTRODUCTION-**

Information Technology and Business, E- Commerce: Electronic Data interchange, Types of E-commerce at International Scenario, Internet Connectivity, Cases, E-governance Cases. PCs and Networking: Computers, Networking, Communication Media, E-mail- Computer Communication System, ISO's Open System, Interconnection Model, Electronic Mail, The X.400 Message Handling System, Internet Addresses, Multipurpose Internet Mail Extension, E-mail Security, E-Mail User Agent Internet: Internet Communication Protocols, Internet services and Resources, Internet mail, Internet search, Various Issues of Concern, HTML, Java, Internet 2, Intranet: Intranet Services, Intranet Implementation, Web master.

UNIT-2**ELECTRONIC COMMUNICATION AND E-COMMERCE-**

Electronic Data Interchange : Introduction, Costs and Benefits for Components, of EDI System, EDI Implementation Issues, UN / EIFACT Standards: introduction, EDIFACT message, Interchange structure, UN / EIFACT message Directions, Internet and Intranets: Commerce and Internet, Commerce and Intranet, Storage area Network, Identification and Tracking Tools: EAN System, EANCOM, Article Numbering, Barloading, The Serial Shipping container code and EAN label, EAN Location NUMBERS, Warehousing Example, RFID.

UNIT-3**CONCERN FOR E COMMERCE GROWTH-**

Business Process Reengineering: Introduction approaches too BPR, Strategic Alignment Model, BPR Methodology, Legal Issues: Introduction, Risks, Paper Document, Various Electronic Documents, Technology for Authenticating Electronic Documents,

Laws for E commerce, EDI Interchange Agreement, Legal Issues for internet Commerce, Cyber Security: Introduction, cyber attacks, Hacking, Firewalls, IDS, Secure Socket layer Authentication and assurance of Data Integrity, Cryptography based solutions, Digital Signature, PKCS, Protocols for Security messaging, Key Management, Public Key Certificate, Authentication Mechanisms, Guidelines for Cryptography Policy, VPN, Developing a Security Policy, CERT -IN.

UNIT-4 ELECTRONIC ENVIRONMENT

Information Technology Act 2000: Trust in the Electronic Environment, Electronic Authentication, Paper vs Electronic World, The IT Act 2000, Cyber Crimes Under IT Act, Adjudication Act, and Public Key Infrastructure: PKI and Certifying Autorotation, PKI in India. Electronic Payment Systems and Internet Banking: Payment Gateway, Internet Banking, S.E.T. Protocol, Electronic Cash, Electronic Cheque, Elements of Electronic Payments.

UNIT-4 CASE STUDIES OF E-COMMERCE IN INDIA

PGDIMB-04 MARKETING RESEARCH

BLOCK - 1

UNIT - 1 Marketing Research -

Meaning and Importance - Marketing Research - Meaning and Importance, Stages in the Marketing Research Process, Scope of the Marketing Research Function, Self - Assessment Questions, Further Readings

UNIT - 2 Organisation of Marketing Research in India -

Growing Importance of Marketing Research in India, Expenditure on Marketing Research in India and Major Users, Ways of Conducting Marketing Research in India, Increased Demand for Outside Research Services, Common Applications of Marketing Research, Problems in Conducting Marketing Research in India

UNIT - 3 Research Design -

Research Design - Meaning and Importance, Causality : The Basis of Classification of Various Types of Research Designs, Exploratory Research Design, Descriptive Research Design, Factors Influencing Experimental Validity, Quasi-Experimental Designs, Experimental Designs, Experimental Designs,

BLOCK - 2

UNIT - 4 Data Collection -

Data and the Research Process, Secondary Data - Need and Usage, Sources of Secondary Data, Advantages and Limitations of Secondary Data, Sources of Primary Data, Basic Methods of Data Collection, Sources of Error in Primary Data Collection

UNIT - 5 Sampling –Sampling –

Its Importance and Limitations, Sampling: Basic Concepts, Steps in the Sampling Process, Sampling Designs, Estimation of Sample Size

UNIT - 6 Questionnaire Design and Development –

Questionnaire: Format and Administration, Steps Involved in Designing a Questionnaire, Constructing a Questionnaire, Management of Field Work, Coding and Tabulation, Ambiguities in the Questionnaire Method.

UNIT - 7 Attitude Measurement & Scaling-

Attitude, Levels of Measurement, Formats of Rating Scales, Single- item vs. Multiple-Items Scales, Criteria for Good Measurement

BLOCK-3

UNIT - 8 Qualitative Research –

What is Qualitative Research? Differences between 'Qualitative' and 'Quantitative' Research, Uses of Qualitative Research, Methods of Conducting Qualitative Research, Latest Techniques of Qualitative Research

UNIT - 9 Data Processing –

Coding, Tabulation And Data Presentation –Editing of data, Coding of Data, Classification of Data, Statistical Series, Tables as Data Presentation Devices, Graphical Presentation of Data

UNIT - 10 Description and Inference from Sample Data –

Distinction between Description and Inference, Framework for Analysis Measures of Sample Data, Results from Inferential Statistics

UNIT - 11 Analysis of Association –

Cross- tabulation, Chi-square Test for Analysis of Association, Strength of Association between two Nominal Variable, Correlation Coefficient, simple Linear Difference, Analysis of Difference

BLOCK-4

UNIT - 12 Regression Analysis, Discriminate analysis and Factor Analysis-

Analysis of Variance, Regression Analysis, Discriminate Analysis, Factor Analysis

UNIT - 13 Conjoint Analysis –

What is Conjoint Analysis, Steps in the Application of Conjoint Analysis.

UNIT - 14 Cluster Analysis and Multi-

Dimensional Scaling-Inputs for Cluster Analysis, different Approaches to Cluster Analysis, Factors to be considered while using Cluster Analysis Techniques Multi-dimensional Scaling.

UNIT - 15 Application of Marketing Research in India –

Some Case Studies - Illustration on 'Consumer Research', Illustration on 'Demand Forecasting', Illustration on 'Sales Promotion Campaign', Other Potential Applications.

PGDIMB-05

Sales Management

BLOCK -1

UNIT- 1 Introduction to Sales Management –

Sales and Distribution Strategy – Role in the Exchange Process, Interdependence of Sales and distribution, Sales Management- Formulation of Sales Strategy, Framework For Joint Decision Making in sales and Distribution Management.

UNIT- 2 Personal Selling –

The Growing Importance of Personal Selling, Situations Conductive for Personal Selling, the Changing Role of sales persons, Diversity of selling situations, Qualities of a good Sales Personnel, the scope of Activities in sales Situations

UNIT- 3 Sales Process –

Personal Selling and Marketing Effort- Difference between Advertising and Personal Selling, Significance of Personal Selling, Theories of Selling- AIDAS Theory, Right Set of Circumstances theory, Buying Formula theory, Personal Selling Process- Prospecting, Preparation to Meet Individual Prospects, Making the Sales Presentation, Draw attention, hold interest and build desire, sales resistance, Meeting the sales resistance, Closing the Sales.

UNIT- 4 Computer Systems & Applications In Sales Management –

Role of Sales Management, Organisations as an Information Processing System, Need of Computers, Execution of an Order, Information Sought from Sales Management, Process of obtaining information for a Sales Management System, Working of Computerised System, Uses of Computerised Sales Management System.

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BLOCK-2

UNIT- 5

Communication Skills –

Working of Communication, Communication Objectives, Communication Media and their Characteristics, Selecting Media options, Non Verbal Communication, Oral Communication, Impersonal Communication, Non Verbal behavior in Interpersonal Interactions, Written Communication, Writing sales Letters and Other Materials.

UNIT- 6 Sales Presentation –

Presentation, Types of Sales Presentation, Typical Structure of Sales Presentation, Planning the Presentation strategy, Presentation skills, Principles of Effective Presentation

UNIT- 7 Negotiation Skills –

Meaning of Negotiation, Difference between Selling and Negotiating, The Negotiating Continuum, Steps of Negotiation, Negotiation Strategies, Principles of Sales Negotiations

UNIT- 8 Retail Communication: Sales Displays –

Objectives of Sale Displays, Principals of Display, Types of Display, Managing Displays Effectively, Training Retailers, Motivating the Retailer

BLOCK- 3

UNIT- 9

Job Analysis, Recruitment & Selection –

Nature of the Sales Job, Sales Job Analysis, Recruitment, Recruitment Sources, Selection, Selection Tools

UNIT- 10 Training the Sales Force –

Logic of Training, Training Process, Area of Sales Training, Process and Methods of Identifying Training Needs, Learning Styles Designing and Conducting the programme, Trainer's Abilities, Training Follow up

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UNIT- 11 Compensation and Motivation of Sales Force –

Types of Compensation (Direct and Indirect), Case Studies on Compensation Schemes, Factors Influencing Design Of Compensation Schemes, Criteria for Designing a Compensation Package, Motivation of Sales force, Motivation and Needs, Sales person and Motivational Technique

UNIT- 12 Monitoring and Performance Evaluation –

Monitoring-Needs and Objectives, Parameters used to Monitor Sales force, Content of a Sales report, Basic Sales reports and their Analysis, Performance Appraisal Evaluation, Salesmen's Evaluation- Some Basic Issues, Setting Performance With Norms, Comparing Performance With Norms,

BLOCK- 4

UNIT- 13 Sales Planning –

Product wise Sales Planning, Territory Management Meaning, Reason of Sales Territories, Steps in Territory Planning, Approaches to Territory Design, Territory Coverage Planning, Territory Expense Planning, Control Systems, Improving Territory Productivity, Sales programme Planning .

UNIT- 14 Sale's Organisations –

Need for sales Organisation, Developing a sales Organisation, Centralisation and Decentralisation in Sales Organisation, Basic Types of Organisational Structure, Developing Territories, Field sales Organisations, Specialisation in a Field Sales Organisations, Role of the Sales Executive

UNIT- 15 Sale's Forecasting and Sale's Quota's-

Sales Forecasting, Managing Sales Forecasts, Sales forecast Differentiation, Monitoring the Sales Forecast, Sales Forecasting For New Products, Sales Quota- Meaning and importance, Attributes of a Good Sales Quota Plan

UNIT- 16 Sale's budgeting and Control –

Meaning and Importance of Sales Budgeting, Purpose of the Sales Budget, Methods of Sales Budgeting, Preparation of Sales Budget, Budget Implementation and Establishment of Feedback Mechanism, Flexibility in Budgeting, Introduction and Purpose of Sales Control. Sales Control System, Methods of Sales Control, Marketing Cost Analysis, Usefulness of Marketing Cost analysis, Sales Management Audit.

BLOCK- 5 Case Studies

CASE-1 Puripen; Selecting the Communication Mix

CASE-2 Devox (India) Limited: A Less Expensive But Complaining Customer

CASE-3 National Electrical Engineer's Limited: Sale's Contest For Sale's Staff Motivation

CASE-4 The Genuine Charcoal Filter: Sale's Monitoring & Control System

CASE-5 Asia Pacific Electrical's Limited: Territory Planning and Management

CASE-6 Rqllimited: Budgeting and Cost Control System's