

चौधरी चरण सिंह विश्वविद्यालय, मेरठ



2003 -04 एवं आगे के वर्षों के लिये

पाठ्यक्रम : वाणिज्य

बी०कॉम० प्रथम	—	2003—04
बी०कॉम० द्वितीय	—	2004—05
बी०कॉम० तृतीय	—	2005—06
	एवम्	
एम०कॉम० प्रथम	—	2003—04
एम०कॉम० द्वितीय	—	2004—05

विश्वविद्यालय अनुदान आयोग के निर्देशानुसार
एवं पाठ्यचर्या के आधार पर तैयार किया गया पाठ्यक्रम

जुलाई 2003

FACULTY OF COMMERCE AND BUSINESS ADMINISTRATION
REVISED SYLLABUS, 2003
MASTER OF COMMERCE
SCHEME OF EXAMINATION

A candidate seeking admission to M.Com. programme shall offer the following 12 papers divided in two years:

M.Com. 1st Year (2003-04 and onwards):

<u>COURSE</u>	<u>COURSE TITLE</u>	<u>COURSE CODE</u>	<u>M.M.</u>
I	Management Concepts & Organizational Behavior	I 101	75
II	Business environment	I 102	75
III	Managerial Economics	I 103	75
IV	Statistical Analysis	I 104	75
V	Corporate Financial Accounting	I 105	75
VI	Accounting for Managerial Decisions	I 106	75
Qualifying Course: Elementary Accounts		I 180	.100

NOTE 1: Eligibility for admission to M Com. is B.Com. /BA / B.Sc. /BCA /BBA.

NOTE 2: Qualifying course is compulsory for those candidates who have not passed B. Com. or BBA and desire to appear in M.Com. Part I examination.

M.Com. Part II (2004-05 and onwards):

VII	Computer Applications in Business	I 201	75
VIII	Corporate Legal Framework	I 202	75
IX	Corporate Tax Planning & Management	I 203	75

And any of the following three optional groups (each consisting of three courses):

		<u>Area</u>	
Optional Group I		Finance	
XI	Financial Management	I 205	75
XII	Project Planning & Control	I 206	75
XIII	Security Analysis & Portfolio Management	I 207	75
Optional Group II		Marketing	

XIV	Marketing Management	I 208	75
XV	Advertising & Sales Management	I 209	75
XVI	International Marketing	I 210	75
Optional Group III		International Marketing	
XVII	International Business Environment	I 211	75
XVIII	International Marketing	I 212	75
XIX	Foreign Trade Policy, Procedure & Documentation	I 213	75

DETAILED SYLLABUS

Course I: Management Concepts & Organizational Behavior: I 101.

Objective: The objective of this course is to help students understand the conceptual framework of management and organizational behavior.

Contents:

Unit I: Schools of management thought: scientific process, human behavior and social system school, decision theory school, quantitative and system school, contingency theory of management, functions of a manager.

Functions: planning: concept, significance, types; organizing: concept, principles, theories, types of organization, authority, responsibility, power, delegation, decentralization, Staffing, Directing, Co-coordinating, Control: nature, process and techniques.

Unit II: Organizational behavior: Concept, significance, relationship between management and organizational behavior, emergence and ethical perspective, attitudes, perception, learning, personality, transactional analysis.

Unit III: Motivation: process of motivation, theories of motivation- need hierarchy theory, X and Y theories, two factor theory, Alderfer's ERG theory, McClelland's learned need theory, Victor Vroom's expectancy theory, Stacy Adams equity theory.

Group dynamics: definition and importance, types of groups, group formation; team development.

Unit IV: Leadership: concept, styles, theories- trait theory, behavioral theory, Fielder's contingency theory, Harsey and Blanchard's situational theory, managerial grid, Likert's four systems of leadership

Organization conflicts: dynamics and management, sources, patterns, levels and types of conflict, traditional and modern approaches to conflict, resolution of conflicts.

Unit V: Interpersonal and organizational communication: concept of two-way communication. Communication process, barriers to effective communication, types of organizational communication, improving communication'

Organizational development: concept, need for change, resistance to change, theories of planned change, organizational diagnosis, OD intervention.

Course II: Business environment: I 102:

Objective: This course develops ability to understand and scan business environment, analyze opportunities and take decisions under uncertainty.

Contents:

Unit I: Theoretical framework of business environment: concept, significance and nature of business environment, elements of environment- internal and external, changing dimensions of business environment, techniques of environmental scanning and monitoring.

Unit II: Economic environment of business: significance and elements of economic environment, economic systems and business environment, economic planning in India, Government policies- industrial policy, fiscal policy, monetary policy, EXIM policy, public sector and economic development, economic reforms, liberalization and structural adjustment programmes.

Unit III: Political and legal environment of business: critical elements to political environment, Government and business, changing dimensions of legal environment in India, MRTP Act, FEMA and licensing policy, Consumer Protection Act.

Unit IV: Socio-cultural environment: critical elements of socio- cultural environment, social institutions and systems, social values and attitude, social groups, emerging rural sector in India, Indian business system, social responsibility of business, consumerism in India,

Unit V: International and technological environment: multinational corporations, foreign collaborations and Indian business, non-resident Indians and corporate sector, international economic institutions- WTO, World Bank, IMF and their importance to India, foreign trade policies, technological environment in India, policy on research and development, patent laws, technology transfer.

Course III: Managerial Economics: I 103:

Objective: This course develops managerial perspective to economic fundamentals as aid to decision making under given environmental constraints.

Contents:

Unit I: Nature and scope of managerial economics: objectives of a firm, economic theory and managerial theory, managerial economist's role and responsibilities, fundamental economic concepts- incremental principle, opportunity cost principle, discounting principle, equi-marginal principle.

Demand analysis: individual and market demand function, law of demand, determinants of demand, elasticity of demand- meaning, importance, price elasticity, income elasticity and cross elasticity, using elasticity of demand in managerial decisions.

Unit II: Theory of consumer choice: cardinal utility approach, indifference approach, revealed preference and theory of consumer choice under risk, demand estimation for major consumer durable and non-durable products, demand forecasting techniques

Unit III: Production theory: production functions- production with one two variable inputs, stages of production, economies of scale, estimation of production function, cost theory and estimation, economic value analysis, law of variable proportions, law of returns to scale.

Unit IV: Price determination: characteristics of different market structures, price determination, and firm's equilibrium in short-run and long-run under perfect competition, monopolistic competition, oligopoly and monopoly.

Pricing practices: methods of price determination in practice, pricing of multiple products, price discrimination, and international price discrimination and dumping, transfer pricing.

Unit V: Business cycle: nature and phases of a business cycle, theories of business cycle- psychological, profit, monetary, innovation, cobweb, Samuelson and Hicks theories.

Inflation: definition, characteristics and types, causes and effects of inflation.

Course IV: Statistical Analysis: I 104:

Objective: The objective of this course is to make the students learn the application of statistical tools and techniques for decision making.

Contents:

Unit I: Introduction to statistical tools and techniques, their use in statistics.

Probability theory: classical, relative and subjective, addition and multiplication models, conditional probability and Bayes's theorem, Bernoulli theorem.

Theoretical frequency distribution: Binomial, Poisson and normal distribution, their characteristics and applications.

Unit II: Statistical decision theory: decision environment, expected profit under uncertainty and expected monetary value under risk, decision tree, utility of theory.

Simulation: meaning, importance, developing of model, numerical problems.

Unit III: Inferential statistics: sampling of attributes, sampling of large and small variables, test of significance- t, F, Z and chi-square tests.

Unit IV: Analysis of variance: one way and two way classification, design of experiments.

Statistical quality control: meaning, importance, control charts for attributes and variables.

Unit V: Linear programming: meaning, importance, formulation of LPP, graphical method of solution, problems relating to two variables including the case of mixed constraints, cases have no solution, multiple solutions, unbounded solution and redundant constraints.

Simplex method- solution of problems up to three variables including cases of mixed constraints, duality, and transport problem.

Course V: Corporate Financial Accounting: I 105:

Objective: The objective of this course is to expose students to advanced accounting issues and practices.

Contents:

Unit I: nature and objects of financial accounting: basic concepts and principles, accounting standards (only outlines), Depreciation accounting.

Unit II: Liquidation of companies: preparation of statement of affairs, deficiency account, liquidator's final statement of account, receiver's receipt and payment account, list of contributories.

Accounts of holding companies having more than one subsidiary.

Unit III: Double account system including accounts of electricity companies.

Human resource accounting: meaning, importance and presentation.

Unit IV: Inflation accounting: meaning, objective, role, limitations of historical accounting during inflation, inflation accounting techniques-CPP and CCA, numerical problems.

Unit V: accounts of insurance companies: general insurance business- revenue account, P&L account, P&L appropriation accounts and balance sheet.

Accounts of life insurance Corporation of India and other companies doing similar business.

Course VI: Accounting for Managerial Decisions: I 106:

Objective: The objective of this course is to acquaint students with the accounting concepts, tools and techniques for managerial decisions

Contents:

Unit I: Introduction to accounting: management accounting as an area of accounting, objectives, nature and scope of financial accounting, cost accounting and management accounting; management accounting and managerial decisions, management accountant's position, role and responsibilities.

Responsibility accounting: meaning and significance of responsibility accounting, responsibility centres- cost centre, profit centre and investment centre, problems in transfer pricing, objectives and determinants of responsibility centres.

Unit II: budgeting: definition of budget, essentials of budgeting, types of budget- functional, master etc., fixed and flexible, budgetary control, zero-base budgeting, performance budgeting

Standard costing: standard costing as a control technique, setting of standards and their revision, variance analysis- material, labor and overhead variances, disposal of variances, relevance of variance analysis to budgeting an standard costing.

Unit III: analysis of financial statements: horizontal, vertical and ratio analysis; funds flow and cash flow analysis as per accounting standard 3.

Unit IV: marginal costing and break even analysis: concept of marginal cost, marginal costing and absorption costing, marginal costing vs. direct costing, cost volume profit analysis, break even analysis, assumptions and practical applications of break even analysis, decisions regarding sales-mix, make or buy decisions, discontinuation of product line etc.

Unit V: contemporary issues in management accounting: value chain analysis, activity based costing, quality costing, target and life cycle costing.

Reporting to management: objectives of reporting, reporting needs at different managerial levels, types of reports, modes of reporting, reporting at different levels of management.

Qualifying course: Elementary accounts: I 280:

Objective: The objective of this course is to impart the elementary knowledge of accounts to non-commerce students who join M.Com. Programmed.

Contents: unit I; meaning and scope of accounting, need, development, definition of accounting, book-keeping and accounting, persons interested in accounting, braches of accounting, objectives of accounting, accounting principles, accounting standards in India.

Unit II; accounting transactions, accounting cycle, journal, subsidiary books, cash book, ledger, trial balance, rules of debit and credit, compound journal entry, opening entry, closing entry, reconciliation statement. Rectification of errors, suspense account, bill of exchange.

Unit III: final accounts: manufacturing account, trading account, profit and loss account, and balance sheet with adjustments.

Unit IV: depreciation, consignment, joint venture, accounts of non-trading institutions,
Unit V: royalty accounts, hire purchase accounts, partnership accounts- general adjustments, valuation of goodwill, incoming and outgoing of a partner, dissolution of a firm (only basic problems).

M.Com. Part II (2004-05 and onwards):

Course VII: Computer applications in business: I 201:

Objective: The objective of this course is to provide an understanding of computers, computer operating system and application of relevant softwares in managerial decision making.

Contents:

Unit I: Computer hardware: computer system as information processing system, computer system differences- types of computer systems, hardware options- input devices, output devices, storage devices, communication devices, configuration of hardware devices and their applications.

Personal computers: PC and its main components, hardware configuration, CPU and clock speed, RAM and secondary storage devices, other peripherals used with PC, factors influencing PC performance, PC as a virtual office.

Unit II: Modern information technology: basic idea of LAN and WAN, E-mail internet technologies, access devices, concept of a world wide web and internet browsing, multimedia.

Introduction to operating systems: software needs, operating systems, application softwares, programming languages, DOS, windows- window explorer, print manager, control panel, paintbrush, calculator, desk top, my computer, settings, find, run, UNIX.

Unit III: word processing: introduction and working with MS – word in MS office, word basic commands, formatting – text and documents, sorting and tables, working with graphics, introduction to mail-merge.

Spread sheets; working with excel- formatting functions, chart features, working with graphics in excel, using worksheet as data base in accounting, marketing, finance and personnel areas.

Unit IV: presentation with power-point: power-point basics, working with graphics in power-point, show time, sound effects and animation effects.

Introduction to lotus smart suite for data sheet analysis: structure of spreadsheet and its applications to accounting, finance and marketing functions of business, creating a dynamic/ sensitive worksheet, concept of absolute and relative cell reference, using various built-in functions- mathematical; statistical, logical and finance functions, goal seeking and back solver tools, using graphics and formatting o worksheet, sharing data with other desk-top applications, strategies of creating error- free worksheet.

Unit V: Introduction to accounting packages: preparation of vouchers, invoice and salary statements, maintenance of inventory records, maintenance of accounting books and final accounts, financial reports generation, practical knowledge on wings accounting and wings trade (softwares), tally etc.

Introduction to statistical packages: usage of statistical packages for analysis in research- lotus and excel, SPSS, SYSTAT.

Course VIII: Corporate legal framework: I 202:

Objective: The objective of this course is to provide knowledge of relevant provisions of various laws influencing business operations.

Contents

Unit I: The Companies Act, 1956: definition, type of companies, memorandum of association, articles of association, prospectus, share capital and membership, meetings and resolutions, company management, managerial remuneration, winding up and dissolution of companies.

Unit II: The Negotiable Instruments Act, 1881: Definition, types of negotiable instruments, negotiation, holder and holder in due course, endorsement and crossing of cheque, presentation of negotiable Instruments.

Unit III: SEBI Act, 1992: organization and objectives of SEBI, powers under Securities Contract Regulation Act, 1956 transferred to SEBI, role of SEBI in controlling the security markets.

Unit IV: MRTP Act, 1969: monopolistic trade practices, restrictive trade practices, unfair trade practices.

The Consumer Protection Act, 1986: salient features, definition of consumer, rights of consumer, grievance redressed machinery.

Unit V: Fema Act, 1999, WTO- regulatory framework, basic principles and charter, provisions regarding preferential treatment of developing countries, technical standards, anti-dumping duties, TRIPS and TRIMS,

Course IX: Corporate tax planning and management: I 203:

Objective: This course aims at making students conversant with the concept of corporate tax planning and Indian tax laws as also their implications for corporate management.

Contents:

Unit I: introduction to tax management: concept of tax planning, tax avoidance and tax evasion, corporate taxation and dividend tax, tax planning for new business- tax planning with reference to location, nature and form of organization of new business.

Unit II: tax planning for financial management decisions: tax planning relating to capital structure decision, dividend policy, inter-corporate dividend and bonus shares.

Unit III: tax planning for managerial decisions: tax planning in respect of own or lease, sale of assets used for scientific research, make or buy decisions, repair, replace, renewal or renovation and shut down or continue decisions.

Unit IV: special tax provisions: tax provisions relating to free trade zones, infrastructure sector and backward areas, tax incentives for exporters, tax planning with reference to amalgamation of companies.

Unit V: tax payment: tax deduction and collection at source, advance payment of tax.

Course X: Financial management: I 204:

Objective: The objective of this course is to help students to understand the conceptual framework of financial management and its applications under various environmental constraints.

Contents:

Unit I: Financial management: meaning, nature, scope of finance, financial goals- profit vs. wealth maximization, finance function- investment, financing and dividend decisions.

Capital structure theories: traditional and MM hypothesis- without taxes and with taxes, determining capital structure in practice.

Unit II: capital budgeting: nature of investment decisions, investment evaluation criteria- net present value, internal rate of return, profitability index, pay back period, accounting rate of return, NPV and IRR comparison, capital rationing, risk analysis in capital budgeting.

Cost of capital: meaning and significance of cost of capital, calculation of cost of debt, preference capital, equity capital and retained earnings, combined cost of capital (weighted).

Unit III: leverages: meaning, importance, measurement, effects of operating and financial leverage on profit, calculation of different leverages, analyzing alternate financial plans.

Evaluation of alternative ways of existing and new financing for expansion plans, effect on EPS and dividend rates.

Unit IV: Dividend policies: issues in dividend decisions, Walter's model, Gordon's model, MM hypothesis, dividend and uncertainty, relevance of dividend, dividend policy in practice, forms of dividends, factors affecting dividend decisions, stability in dividend policy, corporate dividend behavior.

Capitalization: meaning, importance, approaches, over and under capitalization, over-trading.

Unit V: Meaning, significance and types of working capital, calculating operating cycle period and estimation of working capital requirements, financing of working capital and norms of bank finance, sources of working capital, factoring services, various committee reports on bank finance, dimensions of working capital management- management of cash, receivables and inventory

Course XI: Project planning and control: I 205:

Objective: the objective of this course is to enable students learn the process and issues relating to preparation, appraisal, review and monitoring of projects.

Contents:

Unit I: Identification of investment opportunities: project ideas, screening of ideas, environment scanning and opportunity analysis, and Government regulatory framework;

Market and demand analysis: information required for market and demand analysis, sources of information- primary and secondary, demand forecasting.

Unit II: Technical analysis: materials and inputs: production technology, production mix, plant location and layout, selection of plant and equipment

Cost of project and means of financing: major cost components, means of financing, planning capital structure, various financing schemes of financial institutions.

Unit III: profitability, financial projections & tax considerations: cost of production, break even analysis, projected balance sheet, profit and loss account and cash flow statement, provisions and considerations for computing taxable income.

Appraisal criteria and appraisal process: methods of appraisal under certainty, uncertainty and risk, investment appraisal in practice, process followed by financial institutions, project appraisal techniques.

Unit IV: Social cost benefit analysis: rationale for social cost benefit analysis, methodology of SCPA, L&M approach and UNIDO approach, measurement of the impact on distribution, SCBA in India.

Unit V: Network techniques for project implementation, monitoring and control: PERT and CPM techniques, critical path, event slacks and activity floats, scheduling to match availability of manpower, measures of variability and probability of completion by a specified date, project implementation practices in India.

Course XII: Securities analysis & portfolio management: I 206

Objective: The objective of this course is to help students understand various issues in securities analysis and portfolio management.

Contents:

Unit I: Investments: nature and scope of investment analysis, elements of investment, avenues of investment, approaches to investment analysis, concept of return and risk, security return and risk analysis, measurement of return and risk.

Financial assets: types and their characteristics, sources of financial information.

Security markets: primary market- role, functions and methods of selling securities, allotment procedure, new financial instruments; secondary market.

Unit II: public issue: SEBI guidelines on public issue, size of issue, pricing of issue, promoters' contribution, appointment of merchant bankers, underwriters, brokers, registrar and managers, bankers and allotment of shares.

Secondary market: role, importance, type of brokers, trading mechanism, listing of securities in stock exchange, screen based trading, depository' role and need, depositories act, 1996.

Valuation of securities: bonds, debentures, preference shares and equity shares, fundamental analysis, economic analysis, industry analysis and company analysis.

Unit III: Technical analysis: trends, indicators, indices and moving averages applied to technical analysis

Efficient market hypothesis: weak, semi-strong and strong market and its testing techniques.

Unit IV: portfolio analysis: estimating rate of return and standard deviation of portfolio, effect of combining the securities, Markowitz risk-return optimization, single index model or market model, portfolio total risk, portfolio market risk and unique risk, Simple Sharpe's optimization solution.

Unit V: capital market theory: capital market line, security market line, risk free lending and borrowings, factor models, principle of arbitrage, arbitrage portfolios.

Portfolio performance evaluation: measure of return, risk adjusted measure of return, market timing, evaluation criteria and procedures

Course XIII: Marketing Management: I 207:

Objective: The objective of this course is to facilitate understanding of the conceptual framework of marketing and its application in decision making under various environmental constraints.

Contents:

Unit I: Introduction: concept, nature, scope and importance of marketing, marketing concept and its evolution, marketing mix, strategic marketing planning- an overview.

Market analysis and selection: marketing environment- macro and micro components and their impact on marketing decisions, market segmentation and positioning, buyer behavior, consumer vs. organizational buyers, consumer decision- making process.

Unit II: product decisions: concept of a product, classification of products, major product decisions, product line and product mix, branding, packaging and labeling, product life cycle, strategic implications, new product development and consumer adoption process.

Unit III: pricing decisions: factors affecting price determination, pricing policies and strategies, discounts and rebates.

Distribution channels and physical distribution decisions: nature, functions and types of distribution channels, distribution channel intermediaries, channel management decisions, retailing and wholesaling

Unit IV: Promotion decisions: communication process, promotion- mix- advertising, personal selling, sales promotion, publicity and public relations, determining advertising budget, copy designing and its testing, media selection, advertising effectiveness, sales promotion- tools and controlling techniques.

Marketing research: meaning, scope and process.

Unit V: marketing organization and control: social, ethical and legal aspects of marketing, marketing of services, international marketing, green marketing, cyber marketing, relationship marketing and other developments in marketing.

Course XIV: Advertising and Sales Management: I 208:

Objective: The objective of this course is to acquaint students with the theory and practice of advertising as well also management of a firm's sales operations.

Contents:

Unit I: advertising: definition, advertising as a tool of marketing, advertising effects- economic and social, advertising and consumer behavior, advertising scene in India.

Advertising objectives and advertising budgets; advertising media- print media, broadcasting media, non- media advertising, media planning and scheduling, advertising on internet, media selection decisions.

Unit II: media design and development: copy development, types of appeal, copy testing; measuring advertising effectiveness: managing advertising ad agency, client relationship, promotional scene in India, techniques for testing ad effectiveness; self regulatory laws in advertising,

Unit III: Selling: concept, objectives and functions of sales management, fundamentals of selling, selling process, salesmanship, product and customer knowledge.

Sales planning: importance and types of sales planning, sales planning process, sales forecasting, determining sales territories, sales quota and sales budget; principles of determining sales organization

Unit IV: sales force management: estimating manpower requirements for sales department, planning for manpower- recruitment, selection, training and development, placement and induction, motivating and leading sales force, compensation and promotion policies, sales meetings and contests.

Unit V: control process: analyzing of sales volume, cost and profitability, managing expenses of sales personnel, evaluating sales force performance.

Course XV: International marketing I 209:

Objective: The objective of this course is to expose students to the conceptual framework of international marketing management'

Contents:

Unit I: introduction to international marketing: nature, significance, complexities in international marketing, transition from domestic to international marketing, international market orientation- EPRG framework, and international market entry strategies.

International marketing environment: internal environment, external environment- geographical, demographic, economic, socio-cultural, political and legal environment, impact of environment on international marketing objectives;

Unit II: foreign market selection: global market segmentation, selection of foreign markets, international positioning

Product decisions: product planning for global markets, standardization vs. product adaptation, new product development, management of international brands, packaging and labeling, provision of sales related services.

Unit III: pricing decisions: environmental influences on pricing decisions, international pricing policies and strategies.

Promotion decisions: complexities and issues, international advertising, personal selling, sales promotion and public relations.

Unit IV: distribution channels and logistics: functions and types of channels, channel selection decisions, selection of foreign distributors, agents and managing relations with them, international logistics decisions.

International marketing planning, organizing and control: issues in international marketing planning, international marketing information system, organizing and controlling, international marketing operations.

Unit V: emerging issues and developments in international marketing: ethical and social issues, international marketing of services, information technology and international marketing, impact of globalization, WTO.

Course XVI: International business environment: I 210:

Objective: This course exposes the students to the environment dynamics of international business and their impact in international business operations of a firm.

Contents:

Unit I: international business: nature, importance, scope, framework for analyzing international business environment – geographical, economic, socio-cultural, political and legal environment.

International economic environment- world economic and trading situation, economic institutions and agreements- WTO, UNCTAD, IMF, World Bank, Generalized system of preference, SGTP, international commodity agreements.

Unit II: regional economic co-operation: types and rationale of regional economic groups, theory of customs union, EU, NAFTA, ASEAN, SAFTA and other groupings.

Multinational corporations: conceptual framework of MNCs, MNCs and host and home country relations, technology transfer-importance and types.

Unit III: foreign exchange markets: determining exchange rates, fixed and flexible exchange rate system, participants in the foreign exchange markets, cash and spot exchange market, exchange rate quotas, LERMS. Factors affecting exchange rates- spot rates, forward exchange rates, forward exchange contracts, overview of FEMA.

Unit IV: foreign exchange risk: transaction, exposure, translation, economic exposure, management of exposure - internal techniques, netting, marketing, leading and lagging, pricing policy, assets and liability management, management of risk in foreign exchange market: forex derivatives- swaps, futures, options and forward contracts.

Unit V: foreign investment: capital flows- types and theories of foreign investment, foreign investment flows and barriers, recent developments in international business, ecological issues, social aspects, IT And international business.

Course XVII: International Marketing: I 211

Objective: The objective of this course is to expose students to the conceptual framework of international marketing management'

Contents:

Unit I: introduction to international marketing: nature, significance, complexities in international marketing, transition from domestic to international marketing, international market orientation- EPRG framework, and international market entry strategies.

International marketing environment: internal environment, external environment- geographical, demographic, economic, socio-cultural, political and legal environment, impact of environment on international marketing objectives;

Unit II: foreign market selection: global market segmentation, selection of foreign markets, international positioning

Product decisions: product planning for global markets, standardization vs. product adaptation, new product development, management of international brands, packaging and labeling, provision of sales related services.

Unit III: pricing decisions: environmental influences on pricing decisions, international pricing policies and strategies.

Promotion decisions: complexities and issues, international advertising, personal selling, sales promotion and public relations.

Unit IV: distribution channels and logistics: functions and types of channels, channel selection decisions, selection of foreign distributors, agents and managing relations with them, international logistics decisions.

International marketing planning, organizing and control: issues in international marketing planning, international marketing information system, organizing and controlling, international marketing operations.

Unit V: emerging issues and developments in international marketing: ethical and social issues, international marketing of services, information technology and international marketing, impact of globalization, WTO.

Course XVIII: Foreign trade policy, procedure & Documentation: I 212

Objective: The objective of this course is to familiarize students with the policies, procedure and documentation relating to export- import transactions.

Contents:

Unit I: international trade: theories of international trade- absolute and comparative advantage theories, modern theory of trade- Hecksher- Ohlin theory, terms of trade, theory of international trade in services, balance of payment and adjustment mechanism.

Commercial policy instruments: tariffs, quotas, anti-dumping countervailing duties, technical standards, exchange controls and other non-tariff measures.

Unit II: India's foreign trade and policy: competition and direction of foreign trade, India's foreign trade policy, export promotion infrastructure and the institutional set up, deemed exports and rupee convertibility, policy on foreign collaborations and counter trade arrangements, Indian joint ventures abroad, project and consultancy exports.

Unit III: instruments of export promotion: export assistance and promotion measures, EPCG scheme, import facilities, duty drawback, duty exemption scheme, tax concessions, marketing assistance, role of state trading houses, 100% export- oriented units, export houses and trading houses, EPZs, SEZs.

Documentation framework: types and characteristics of documents, export contract and in exposure co terms, processing of an export order.

Unit IV: export financing methods and terms of payment: methods of payment, negotiations of export bills, documentary credit and collection. Pre and post shipment export credit, bank guarantees, foreign exchange regulations, cargo credit and exchange risks: marine insurance- procedures and documentation for cargo loss claims, ECGC schemes for risk coverage and procedure for filing claims, institutions for credit- pre and post shipment.

Unit V: quality control and pre- shipment inspection: process and procedure, excise and customs clearance regulations, procedures and documentation, management of imports: procedure for procurement through imports, import financing, customs clearance of imports, managing risk involved in importing, transit-risk. Credit- risk and exchange- risk.
