

ST. JOSEPH'S COLLEGE OF COMMERCE

(Autonomous)

163, Brigade Road, Bangalore – 560 025

Accredited and Re-Accredited with 'A' Grade by
the National Assessment and Accreditation
Council (NAAC)

Recognized by the UGC as
**“COLLEGE WITH POTENTIAL FOR
EXCELLENCE”**



**Master of Commerce (International Business)
Semester III & IV**

Academic year 2023 – 2024

St. Joseph's College of Commerce
(Autonomous)
Affiliated to Bengaluru City University

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in the year 1882. The Commerce Department was established in the year 1949 and it became an independent college with its own building in Brigade Road in the year 1972.

The college has in its Vision a model for higher education which encourages individuals to dream of a socially just world and in its Mission a strategy to empower individuals in realizing that dream.

With an objective of imparting quality education in the field of Commerce and Management the college has been innovating in all aspects of higher education over a long period of time. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken a lead in reforming curriculum and syllabus, examination and evaluation pattern and teaching and learning methods through the Board of Studies, the Academic Council and the Governing Council comprising of eminent academicians, industry representatives and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000 in which it secured 'five stars', next in the year 2007 an 'A' grade, in the year 2012 again an 'A' grade and recently in February 2021 an 'A++'. It is one of the very few

institutions in the country to have secured A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared as a ‘College with Potential for Excellence’ in the year 2010. In 2011 SJCC was recognized as a Research Centre by Bangalore University. The college has been ranked 93rd in the National Institutional Ranking Framework (NIRF) ratings of Ministry of Education, Government of India, in 2022 and it has been the only institution from Karnataka to make it consistently to the top 100 in the country.

OBJECTIVES OF THE M.COM (INTERNATIONAL BUSINESS) PROGRAMME

1. The programme enables a student to develop not only in academics but also in value added courses and extension activity through embedding these pillars in the system.
2. Choice Based Credit System is adopted for the M.Com IB Programme with Cumulative Grade Point Average for Evaluation.
3. Specialization is available in Accounting, Finance, Taxation, Human Resource, Business Administration, and Capital & Commodities Market with PGD.
4. Relative importance of subjects of study and activities are quantified in terms of credits.
5. The course has inbuilt provisions to learn a skill based paper based on their specializations.
6. Regular sessions on SPSS, Quantitative Techniques and Logical Reasoning, case study analysis, Analysis of Current Business and Economics, Managerial Communication as part of curriculum for students’ professional and personal development.

7. From induction to graduation the curriculum is designed to encourage students to address challenges in a reflective manner.
8. Inputs from industry experts is a crucial part of the course. They facilitate access to applied knowledge.
9. Foreign Trips are arranged for International Exposure towards manufacturing sector, logistic and supply chain.
10. Regular sessions of Tally & Excel, English Pronunciation, SPSS, Group Discussions, Mock personal Interviews, Presentation, Seminars, Case Studies, Quantitative Analysis, Data Interpretation & Verbal Ability as part of regular course for students' professional and personality development.
11. Students will have to do summer internship and project / dissertation.
12. Students are required to devote time to internship and placement activities and are encouraged to take up part time assignments.
13. Engagement in programs of social concerns, psychometric tests, art therapy, counseling sessions, presentation skills and personality grooming.
14. Compulsory rural exposure programme as part of extension activities.

I. ELIGIBILITY FOR ADMISSION:

Admission Requirement and Admission test:

Candidates who have passed B.COM or BBM/BBA of any recognized university and have secured at least 50%

of mark in the aggregate of all core papers/courses studied in the qualifying examinations are eligible for admission into this course.

II. DURATION OF THE PROGRAMME:

The programme of the study is 2 years of four (4) semesters. A candidate shall complete his/her degree within four (4) academic years from the date of his/her admission to the first semester.

III. MEDIUM OF INSTRUCTION:

The medium of instruction shall be English.

IV. ATTENDANCE:

- a. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the courses compulsorily.
- b. A student who fails to complete the PROGRAMME in the manner stated above shall not be permitted to take the end semester examination.

M.COM (International Business) PROGRAMME MATRIX, PROGRAMME STRUCTURE AND SEMESTER SCHEME OF EXAMINATION:

Refer pages 7 to 9

V. TEACHING AND EVALUATION:

M.Com/MBA/MFA/MBS/Ph.D graduates with B.Com/BBA/BBS as basic degree from a recognized university are only eligible to teach and evaluate the courses including part-B courses of I and II semesters

VI. EVALUATION SYSTEM:

Evaluation for PG programme consists of two components, viz. Continuous Internal Assessment (CIA) and End Semester Examination (ESE) with the weightage of 30% and 70% respectively.

Continuous Internal Assessment (CIA) includes a centrally organized MID-TERM Test for 20 marks and other exercises administered by the teacher such as Surprise test / quiz / business case analysis/ Assignment / Presentation/ Research Project/ Research article/ Seminar etc. for an aggregate of 10 marks. Each teaching faculty is required to maintain a record of the Continuous Internal Assessment (CIA). Under the PG programme, a student must score a minimum of 12 marks through CIA.

The End Semester Examination will be conducted at the end of each semester. The duration and maximum marks for the End Semester Examination is 3 hours and for 70 marks.

VII. MINIMUM FOR A PASS:

A PG student has to get a minimum of 40% marks in the ESE (28 on 70) and 40% aggregate in CIA & ESE (40 on

100) for a pass in each course. The minimum SGPA to qualify for the M.Com degree is 5.00 and a pass in all courses.

VIII.CLASSIFICATION OF SUCCESSFUL CANDIDATES:

Grading System for Choice Based Credit System (CBCS) – The College adopts a ten point grading system. The modalities and the operational details are as follows:

- i. Credits – Credits are assigned to courses based on the following broad classification

Course Category	Instruction hours/week	Credits
Major Core	4 hours	4
Allied Required	3 hours	3
Allied Optional	3 hours	3
Graded Courses	2hours	1

- ii. Grade points – The papers are marked in a conventional way for 100 marks. The marks obtained are converted to grade point according to the following table. If a student is absent for the paper the grade point assigned is 0.

% Marks	95-100	90-94	85-89	80-84	75-79	70-74	65-69	60-64	55-59	50-54	45-49	40-44	Below 40
Grade Points	10	9.5	9	8.5	8	7.5	7	6.5	6	5.5	5	4.5	0

- iii. The semester grade point average (SGPA) - is the sum of the product of the credits with the grade points scored in all courses divided by the total credit of Part A and Part B in the semester.

$$SGPA = \frac{\sum \text{Credits} \times \text{Grade Points}}{\text{Total Credits}}$$

Minimum SGPA for a pass is 5.

If a student has not passed in a course or is absent then the SGPA is not assigned.

- iv. The cumulative grade point average (CGPA)- is the weighted average of all the courses undergone by a student over all the six semesters of a PROGRAMME.

$$CGPA = \frac{\sum \text{Total credits in the semester} \times SGPA}{\text{Total credits of the PROGRAMME}}$$

SGPA and CGPA will be rounded off to two decimal places. Interpretation of SGPA/CGPA/ Classification of final result for a PG PROGRAMME.

- v. Interpretation of SGPA/CGPA/ Classification of final result for

SGPA/CGPA/ Course Grade Point	Grade	Result/Class Description
9.00 – 10.00	O	Outstanding
8.00-8.99	A+	First Class Exemplary
7.00 – 7.99	A	First Class Distinction
6.00 – 6.99	B+	First Class
5.50 – 5.99	B	High Second Class
5.00 – 5.49	C	Second Class
4.00 – 4.99	P	Pass Class
Below 4	RA	To Re-Appear

IX. PATTERN OF QUESTION PAPER:

**Question Paper Pattern: (3 Hours duration,
Max. Marks: 70)**

Section A	Analytical questions	5 marks x 4 questions	20 Marks
Section B	Essay questions	12 marks x 3 questions	36 Marks
Section C	Compulsory questions/Case study	14 marks x 1 question	14 Marks
Total			70 Marks

X.TEACHING PRACTICE AND SUMMER

CORPORATE INTERNSHIP:

As part of the curriculum, the M.Com Regular and IB students can take up either a Corporate internship of eight weeks during their II semester summer break or can take up 60 hours of Teaching Practice alongside regular classes during their III semester for undergraduate courses. The progression of the corporate internship/ teaching practice is supervised and evaluated by an internal guide allocated by the college.

The student will report to the internal guide once/twice a month, thus enabling the tracking of learning and work progress of the student.

Each candidate shall submit a comprehensive Internship/Teaching Practice Report at the end of the stipulated term. Based on the performance of the student the internal guide will assign marks out of 100 for the performance of the student during the internship/teaching practice. The guides will fill out a Matrix based Evaluation form consisting of various criterion spread across academic, inter-personal and soft skill characteristics expected of an employee by an organization.

M.COM (INTERNATIONAL BUSINESS) PROGRAMME STRUCTURE PROGRAMME MATRIX

Content	I	II	III	IV	Total
I. ACADEMICS					
Major Core	<ul style="list-style-type: none"> International Business Environment Accounting for Decision Making Management Concepts & Organizational Behaviour 	<ul style="list-style-type: none"> Finance for Managers Impex Procedure and Documentation International Financial Institutions & Markets 	<ul style="list-style-type: none"> International Financial Management Advanced Computer Applications for Business 	<ul style="list-style-type: none"> Dissertation/Corporate Internship 	
Allied Required	<ul style="list-style-type: none"> Business Statistics and Analysis Economics for Managers 	<ul style="list-style-type: none"> Operation Research for Business Decisions Business Research Methodology 	<ul style="list-style-type: none"> Bank Management 	<ul style="list-style-type: none"> Business Policy & Strategic Management 	
Major Optional	NA	NA	<ul style="list-style-type: none"> Foreign Exchange Management International Marketing Project Management 	<ul style="list-style-type: none"> International Logistics & Supply Chain Management Security Analysis and Portfolio Management SAP(CRM0) 	
Allied Optional	*3 Hrs/3 Credits (as per list given below)	*3 Hrs/3 Credits (as per list given below)	-	-	
TOTAL	21 Cr	21 Cr	23 Cr	23 Cr	88
II SKILL ORIENTED/VALUE ADDED PROGRAMMES					
QT and LR	1 Cr	1 Cr	-	-	
Analysis of Current Business and Economics	1 Cr	1 Cr	-	-	
SPSS / Statistical packages	-	-	1 Cr	-	
Corporate Internship	-	-	1 Cr	-	
Managerial Communication	1 Cr	-	1 Cr	-	
TOTAL	3 Cr	2 Cr	3 Cr	-	8
III EXTENSION ACTIVITIES, CO-CURRICULAR & OTHERS					
Extension/Extra Curricular & Others		1 Cr		1 Cr	
TOTAL	-	1 Cr	-	1 Cr	2
GRAND TOTAL	24 Cr	24 Cr	26 Cr	24 Cr	98

**M.COM (INTERNATIONAL BUSINESS)
PROGRAMME STRUCTURE (for III & IV
Semesters) SEMESTER SCHEME OF
EXAMINATION
CORE COURSES**

SEMESTER – III

Course Code	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CIA	ESE		
P418 MC 301	International Financial Management	4	30	70	100	4
P411 MC 302	Advanced Computer Applications in Business	4	30	70	100	4
P121 AR 301	Bank Management	3	30	70	100	3
TOTAL		11	90	210	300	11

SEMESTER – IV

Course Code	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CIA	ESE		
P115 MC 401/P422 MC 401	Dissertation/Project (Based on the Specialization) / Corporate Internship	-	-	-	200	8
P115 AR 401	Business Policy and Strategic Management	3	30	70	100	3
TOTAL		3	30	70	300	11

CIA – Continuous Internal Assessment

**M.COM (INTERNATIONAL BUSINESS)
PROGRAMME STRUCTURE (for III & IV
Semesters) SEMESTER SCHEME OF
EXAMINATION
SPECIALISED COURSES
SEMESTER – III**

Course Code	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CIA	ESE		
P418 IB 301	Foreign Exchange Management	4	30	70	100	4
P418 IB 302	International Marketing	4	30	70	100	4
P418 IB 303	Project Management	4	30	70	100	4
TOTAL		12	30	70	100	12

SEMESTER – IV

Course Code	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CIA	ES E		
P415 IB 401	International Logistics & Supply Chain Management	4	30	70	100	4
P415 IB 402	Security Analysis and Portfolio Management	4	30	70	100	4
P415 IB 403	SAP (CRM)	4	30	70	100	4
TOTAL		12	90	210	300	12

CIA – Continuous Internal Assessment

**M.COM (INTERNATIONAL BUSINESS)
PROGRAMME STRUCTURE (for III & IV
Semesters) SEMESTER SCHEME OF
EXAMINATION
GRADED COURSES (VALUE ADDED COURSE)
SEMESTER – III**

Course Code	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CIA	ESE		
P115 MCE 301	Managerial Communication - II	2	GRADED POINTS			1
P115 TP 301	Teaching Practice	-				1
P115 CI 301	Corporate Internship					1
P118 ST 301	Statistical Tools for Data Analysis	2				1
TOTAL		4	-	-	-	3

SEMESTER – IV

Course Code	Title of the Paper	Hours per week	Marks		Total Marks	Credits
			CIA	ES E		
P115 EA 401	Extension Activity	-	-	-	-	1
TOTAL		-	-	-	-	1

M.Com (International Business)

PROGRAMME EDUCATIONAL OBJECTIVES

After undergoing the **M.Com (International Business)** Programme, the student will be able to:

1. Attain higher levels of proficiency for a successful career in commerce, the industry and entrepreneurship with adequate theoretical knowledge about the core and domain disciplines.
2. Demonstrate requisite competency to pursue higher studies, research, life-long learning for continuous growth and development in the chosen profession.
3. Adapt to a rapidly changing environment with newly learnt and applied skills, become socially responsible and value driven citizens, committed to sustainable development.

PROGRAMME OUTCOMES

At the end of the M.Com (International Business) Programme, the student will be able to:

PO1: Disciplinary and Inter - disciplinary Knowledge
Demonstrate the understanding of relevant business, management and organization knowledge, both academic and professional, in line with industry standards.

PO2: Decision making competency

Apply underlying concepts, principles, and techniques of analysis, both within and outside the discipline to generate

all the possible solutions and picks one that shows their understanding of the problem and the outcomes.

PO3: Integrated problem-solving and Research

Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems by analyzing key managerial issues in a particular industry or company and propose appropriate managerial solutions to the situation

PO4 Critical thinking competency

Evaluate evidence, arguments, claims and beliefs by using right type of reasoning as appropriate to the situation and Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems

PO5 Creative thinking competency

Develops, implements and communicates new and worthwhile ideas using both incremental and radical concepts to make a real and useful contribution to their work

PO6: Usage of Modern Technology and Tools

Use tools and technologies of digital nature, communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy

PO7 Leadership and team work

Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.

PO8 Ethical Conduct & Sustainability Practices

Act responsibly and sustainably at local, national, and global levels

PO9 Collaboration & Networking Competencies

Work collaboratively and respectfully as members and leaders of diverse teams.

PO10 Self-directed and Life – Long learning

Establish goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect attainment of the goals.

PROGRAM SPECIFIC OUTCOMES

PSO11 Global perspectives and multicultural competency

Employ effective and appropriate interaction and Team work with people of different nationalities and cultures, demonstrating respect for social, cultural and Linguistic diversity at the local, national and international level.

PSO12 Cross-Disciplinary Integration and Strategic Perspective

Create alternative solutions for business issues and develop systems and processes that meet the specified needs of business for appropriate consideration for social,

cultural, economic and environmental issues and challenges.

P418 MC 301: INTERNATIONAL FINANCIAL MANAGEMENT

COURSE OBJECTIVES:

The student should be able to:

- 1. Illustrate the role and functions of a financial manager in an international business firm in the context of international financial system.*
- 2. Relate the effect of international flows with equilibrium and dis- equilibrium adjustment of BOP and trade deficits.*
- 3. Evaluate the functions and implications of foreign exchange market in international financial decisions.*
- 4. Justify the implications of international tax, overall cost of capital and capital budgeting on investment*

- decisions of international business firm.*
5. *Analyze the factors that influence the each components of working capital management of international business firm and its risks*
 6. *Choose a financing mix for an international project in the context prevalent international financial system.*

Module 1:

Introduction to International Finance - Meaning and scope – International business methods, Importance, rewards and risk of international finance, international financial transactions, components of International financial System. Significance of international FM.

Module 2:

International Flow of Funds – BOP, Fundamentals of BOP, accounting components of BOP, Factors affecting International Trade, Agencies that facilitate international flows – equilibrium, disequilibrium & adjustment of BOP & trade deficits.

Module 3:

India's foreign exchange market - Exchange rate system in India. Country risk analysis – political risk factors – Financial risk factors types of country risk assessment – quantifying country risk – reducing exposure to host govt. takeover, assessment & management of political risk.

Module 4:

International capital budgeting – issues in foreign investment analysis, foreign project appraisal, risk evaluation in foreign projects, growth options & evaluation. International capital structure and cost of

capital, international tax management.

Module 5:

International WCM – factors influencing short-term objectives, financing strategy & options – borrowing strategy & risk management – international cash management, accounts receivable & management & inventory mgmt.

Module 6:

International project finance – Sources of financing to/from India

- Foreign Direct Investment, Overseas Direct Investment, External Commercial Borrowings (basic level).

COURSE OUTCOMES:

After completion of the course the students will be able to

1. Illustrate the role and functions of a financial manager in an international business firm in the context of international financial system.
2. Relate the effect of international flows with equilibrium and dis- equilibrium adjustment of BOP and trade deficits.
3. Evaluate the functions and implications of foreign exchange market in international financial decisions.
4. Justify the implications of international tax, overall cost of capital and capital budgeting on investment decisions of international business firm.
5. Analyze the factors that influence the each components of working capital management of international business firm and its risks
6. Choose a financing mix for an international project in

the context prevalent international financial system.

BOOKS FOR REFERENCE:

1. *Alan Shapiro: Multinational Financial Management, Prentice Hall, New Delhi.*
2. *Apte: International Financial Management, Tata McGraw Hill, Delhi.*
3. *David B. Zenoff & Jack Zwick: International Financial Management.*
4. *Rita M. Rodriguez L. Bigame Carter: International Financial Management.*
5. *V. A. Avadhani: International Finance - Theory and Practice, Himalaya Publishing House.*

6. *J. Fred Weston & Bart: Guide to International Financial Management.*
7. *Robery O. Edmister: Financial Institutions - markets and Management.*
8. *A. V. Rajwade: Foreign Exchange International Finance and Risk Management, Prentice Hall.*
9. *Jeff Madura: International Financial Management, Thomson Learning.*

P411 MC 302: ADVANCED COMPUTER APPLICATIONS IN BUSINESS

COURSE OBJECTIVES:

The student should be able to:

- 1. Illustrate the fundamental roles and benefits of Data Processing Applications in Business in the context of Data process management.*
- 2. Develop a broad framework for conducting information system audit of a hypothetical business firm.*
- 3. Justify the applicability and implications of web publishing under SOHO and BPO infrastructure*
- 4. Justify the applicability and implications of computer applications in business and its impact on Information technology that support data process management in all areas of business.*
- 5. Design a management information systems and expert systems for a hypothetical business organization.*

Module 1:

Introduction to Data Processing – Introduction, Data Processing Cycle, Data Processing Operations, Methods of Data Processing System, Kinds of Data Processing, The fundamental roles of Data Processing Applications in Business.

Module 2:

Information System Audit – Objectives of Information System Audit, Maintenance of System effectiveness, Ensuring System Efficiency, Information System Audit Approached, Information System Audit Methodology, Broad Frame Work for Conducting IS Audit.

Module 3:

Publishing on the Web and Security – Web Publishing, Learning HTML, Multimedia Security – Security Life Cycle, Information Technology and IT enabled services, SOHO infrastructure, the BPO infrastructure, Security Threats.

Module 4:

Information Technology – A Managerial Overview, Computer Systems, Components, Peripherals, Software, Practical Data Processing Applications in Business, Computer Applications in various areas of Business, Computer Related Jobs. Introduction to MS Word, MS Excel (using Formula), Functions (Financial, Statistical)

Module 5:

Developing Information Systems – System Analysis and Design, Phases of System Development Life Cycle, Management Information Systems, and Expert Systems.

COURSE OUTCOMES:

After completion of the course the students will be able to

1. Illustrate the fundamental roles and benefits of Data Processing Applications in Business in the context of Data process management.
2. Develop a broad framework for conducting information system audit of a hypothetical business firm.
3. Justify the applicability and implications of web publishing under SOHO and BPO infrastructure
4. Justify the applicability and implications of computer applications in business and its impact on

Information technology that support data process management in all areas of business.

5. Design a management information systems and expert systems for a hypothetical business organization.

BOOKS FOR REFERENCE:

1. *Computer Application in Business – S. Sudalaimuthu & S. Anthony Raj*
2. *Information Security for Management – Venugopal Iyengar*

P418 IB 301: FOREIGN EXCHANGE MANAGEMENT

COURSE OBJECTIVES:

The student should be able to:

- 1. Illustrate the fundamental roles of Foreign exchange market and determination of foreign exchange rate as implications of Fisher effect.*
- 2. Compare and contrast the settlement of transactions in spot and futures and options market.*
- 3. Justify the use of currency and interest futures and options transactions for the purpose of speculations and hedging in Forex market.*
- 4. Devise strategies of hedging and speculation against the each type forex exposure risks by using money market instruments and currency derivatives.*
- 5. Develop the strategies of hedging against the each type interest rate exposure risks by using interest rate derivatives.*

Module 1:

The foreign exchange market - structure and organization, Exchange rate determination and forecasting, setting the equilibrium spot exchange rate, Theories of exchange rate determination (Purchasing power parity theory, balance of payments theory, Fisher effect).

Module 2:

Mechanics of currency trading-types of transactions and settlement dates-exchange rate quotations, Arbitrage - with & without transaction costs- swaps and deposit markets-option forwards- forward swaps & swap positions, Interest rate parity theory (Covered Interest Arbitrage), Exchange rate forecasting,

Module 3:

Currency & Interest rate futures - Future Contracts, Markets & trading process, future prices spot & forward, Hedging & speculation with currency futures-interest rate futures-foreign currency options- option pricing models, hedging with currency options, Futures Options – Innovations

Module 4:

Foreign Exchange risk management-hedging, speculation, Management of transaction exposure - using forward markets for hedging, hedging with money market, currency options and currency futures, Internal Hedging strategies-speculation in foreign exchange & money markets.

Module 5:

Management of Interest rate exposure-nature & measurement, Forward rate agreements (FRAs), Interest rate options, caps, floors and collars, cap & floors, Options on interest rate futures, some recent innovations-financial swaps.

COURSE OUTCOMES:

After completion of the course the students will be able to

1. Illustrate the fundamental roles of Foreign exchange market and determination of foreign exchange rate as implications of Fisher effect.
2. Compare and contrast the settlement of transactions in spot and futures and options market.
3. Justify the use of currency and interest futures and options transactions for the purpose of speculations and hedging in Forex market.
4. Devise strategies of hedging and speculation against the each type forex exposure risks by using money market instruments and currency derivatives.
5. Develop the strategies of hedging against the each type interest rate exposure risks by using interest rate derivatives.

BOOKS FOR REFERENCE:

1. *Apte, P.G: International Financial Management, Tata McGraw Hill, New Delhi.*
2. *Madura, Jeff: International Financial Management, Cengage Learning, New Delhi.*
3. *Shapiro Alan, C: Multinational Financial Management, Prentice Hall, New Delhi.*
4. *Jeevanandam: Foreign Exchange – Practice, Concepts & Control, Sultan Chand & Sons.*

P418 IB 302: INTERNATIONAL MARKETING

COURSE OBJECTIVES:

The student should be able to:

- 1. Illustrate the steps involved in International marketing management process in the context of E.P.R.G framework.*
- 2. Examine the factors that influence the buying behavior of consumer in the International marketing context.*
- 3. Compare and contrast the International Product and Pricing Strategies adopted by selected MNCs*
- 4. Develop an International promotion mix and distribution channel of a hypothetical / real MNCs*
- 5. Examine the applicability and implications of the use of recent trends in International marketing on global markets.*

Module 1:

International marketing an overview- Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G framework: the International Marketing Management Process; Global Marketing Environment, PESTEL analysis. Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture, M & A, Wholly Owned Subsidiaries Aboard, Strategic Alliances etc. Marketing Research for Identifying Opportunities in International Markets. Instruments of trade policy Tariff/ non-tariff barriers – TRIPS/TRIMS. Countertrade, etc.

Module 2:

International consumer behavior & Socio-cultural influences - Consumer behavior across international borders. Factors affecting global consumer behaviour. Socio-Cultural influences – meaning, characteristics, forms, Issues of cross-cultural segments. Hofstede's cultural typology and its relevance to global consumer behaviour.

Module 3:

International Product and Pricing Strategies - Product Designing: Standardization Vs. Adaptation; Managing Product Lines, International Product Life Cycle, New Product Development; Pricing for International Markets: Factors Affecting International Price Determination; Price Quotations and Terms of Sale/ INCOTERMS.

Module 4:

International Distribution and Promotion- Distribution Channel Strategy – International Distribution Channels, their Roles and Functions; Selection and Management of Overseas Agents; International Distribution Logistics; Planning for Trade Fairs and Exhibitions; International Retailing – definition, Retail formats variations and issues in different markets, International food retailers. International Promotion strategies. Need for adaptation and Globalization.

Module 5:

Emerging Trends in International Marketing- E-tailing- meaning, types of E-Tailers, benefits, Emergence and growth of E-Tailing in India. Expanding use of online marketing formats in global markets advantages and disadvantages. Role of social media marketing.

COURSE OUTCOMES:

After completion of the course the students will be able to

1. Illustrate the steps involved in International marketing management process in the context of E.P.R.G framework.
2. Examine the factors that influence the buying behavior of consumer in the International marketing context.
3. Compare and contrast the International Product and Pricing Strategies adopted by selected MNCs
4. Develop an International promotion mix and distribution channel of a hypothetical / real MNCs
5. Examine the applicability and implications of the use of recent trends in International marketing on global markets.

Recommended Books:

- Keegan, Warren J. (7th Edition, 2002). Global Marketing Management. Pearson Education , New Delhi.
- Cateora, Philip R. and Graham John L.(2005). International Marketing. Tata McGraw- Hill Edition.
- Dana-Nicoleta Lascu, International Marketing, Britantra, ed 2003.

BOOKS FOR REFERENCE:

1. *Varshney, R. L. and Bhattacharya, B. (2001). International Marketing: An Indian Perspective. Sultan Chand, New Delhi.*
2. *Francis Cherunilam, International Marketing, Himalaya Publishing House.*

P418 IB 303: PROJECT MANAGEMENT

COURSE OBJECTIVES:

Students should be able to

- 1. Apply the principles of strategic management process and integrative approach in organizing the project its structure.*
- 2. Design network by using MS PROJECT for planning and controlling of project by Integrating the WBS and PBS with responsibility matrices of a hypothetical project.*
- 3. Examine the applicability of critical chain scheduling and cost control for Resource Scheduling and Allocation for project.*
- 4. Relate the risk management process with Quality Planning with Quality Control for Quality Assurance of a project.*
- 5. Illustrate range of activities from the managing project teams to the procedure of Project Closure/Termination*
- 6. Use contemporary information technology system and software for the management of data of projects for Agile project management.*

Module 1:

Introduction and Strategic Management Process -
Understanding Project Management - What is Project,
What is Project Management, Project Management
Today, Integrative Approach – Brief Introduction to the
nine subsystems: viz., the Management of: Integration,
Scope, Time, Quality, Cost, Communications, HRD,

SJCC/M.Com (International Business)- I & II Sem/P-32

Risk & Procurement.

Project Management Structures - Organizational Culture and Implications, Triple Constraint - Management Principles applied to Project, Project Management Life Cycles and Uncertainty

Module 2:

Project Planning and Network Plan Development – Defining the Scope – Establishing Project priorities and goals, Creating WBS, integrating and coding WBS for the Management Information System, Process Breakdown Structure, Responsibility matrices. Project Planning and Scheduling techniques - Developing the project network using MS PROJECT, Reducing Project Duration

Module 3:

Project Times and Costs, Resource Scheduling - Factors influencing Quality Estimates - Guidelines and Methods for Estimates of Times, Costs & Resources – Developing Budgets, Refining Estimates and Contingency Funds – Database for Estimating Resource Allocation Method - Splitting and Multi-tasking - Multi Project Resources Scheduling - Critical Chain Scheduling - Concept and Application of Critical chain scheduling and limitations - Project implementation Project Resource Requirements – Cost Estimating - Budgeting and Cost Control.

Module 4:

Risk Management Process and Quality Planning - Risk Identification Risk Assessment – Risk Response Development – Contingency Planning – Contingency Funding & Time Buffers – Risk Response Control – Change Control Management. Quality Assurance and Quality Control - Quality Management at different stages of Project

Module 5:

Managing Project Teams and Project Closure/
Termination - HR planning - Acquiring, Developing
and Managing High performance Project Teams -
Project Team Pitfalls - Managing Inter-departmental
Relations Contracting, Requesting Vendor Responses -
Selecting Vendors - Contract Administration and
Closure.

Meaning of closure/ termination - Types of Project
Termination

- Strategic Implications – Project in Trouble –
Evaluation of Termination Possibilities – Termination
Procedures.

Module 6:

Contemporary issues in projects - IT in Projects -
Overview of the Types of Software for Projects -
Criteria for Software Selection - Major Features of
Software like MS Project -Working a Case through MS
Project - Evaluation through Simulation - Project
Review, Cost review etc., through MS Project Agile
project management – Traditional vs Agile method,
Agile project management in action, limitations and
concerns.

COURSE OUTCOMES:

After completion of the course the students will be able to

1. Apply the principles of strategic management process
and integrative approach in organizing the project its
structure.
2. Design network by using MS PROJECT for planning
and controlling of project by Integrating the WBS and
PBS with responsibility matrices of a hypothetical
project.

3. Examine the applicability of critical chain scheduling and cost control for Resource Scheduling and Allocation for project.
4. Relate the risk management process with Quality Planning with Quality Control for Quality Assurance of a project.
5. Illustrate range of activities from the managing project teams to the procedure of Project Closure/ Termination
6. Use contemporary information technology system and software for the management of data of projects for Agile project management.

Reference Material:

- ❖ *Presentation PPTs & Text*
- ❖ *PMBOK – e-Book*
- ❖ *MS-VISIO & MS-PROJECT TOOLS*

P1 21 AR 301: BANK MANAGEMENT

COURSE OBJECTIVES:

Students should be able to

- 1. Illustrate the structure of Indian Banking system and role of its regulatory bodies.*
- 2. Relate the primary functions of bank with Risk, Treasury management and International clearing.*
- 3. Evaluate the mode of computation of NPA in the context of revised guidelines of RBI and its implications on the overall financial performance of bank.*
- 4. Justify the effect of service quality offered by banks in the wake of adoption of new banking technology ranging from banking distribution channel to information system security.*
- 5. Examine the financial performance of bank by using ratio analysis with live financials.*

Module 1:

Indian Banking System and Regulatory Authorities
Banking-Definition and Evolution-Classification of Banking: Commercial Banking, Development banking, Cooperative banking, EXIM bank- structure and functions. Banker and Customer Relationship, know Your Customer (KYC) and Anti-Money Laundering (AML) guidelines.

Regulatory Authorities - Reserve Bank of India, - objectives and functions-Promotional Role- NABARD

and its functions – Securities and Exchange Board of India
– Objectives and functions.

Module 2:

Banking Operations Management and International Clearing system

Risk Management - Definition- types of risks in Banks- Risk Management in Banks- Risk identification, measurement, mitigation- Credit Risk- Market Risk- Operational Risk- Basel Accord-capital adequacy. Balance Sheet Management - Understanding bank's balance sheet- components of assets and liabilities- RBI guidelines on Asset Liability Management (ALM)-Gap Analysis.

Treasury Management - Concepts and treasury functions: funding management-investment management-liquidity management- Debt instruments- Treasury bills, Money Market Instruments, Securitisation, Refinance and Rediscounting facilities -Derivatives

Regulations and compliance management - Banking Regulation Act, IT Act 2000-objectives and features. Cybercrimes and law, Money laundering process-PMLA Act

International clearing systems: CHIPS, CHAPS, Continuous Linked Settlement (CLS), SWIFT, Euroclear, Fedwire, Options clearing Corporation (OCC) - concept of Nostro and Vostro accounts

Module 3:

Management of NPA

Non-Performing Assets- Meaning, causes -originating, internal and external , Special mention Accounts-SMA-0,SMA-1, SMA-2 , classification of assets-substandard, doubtful and loss assets, Effect of NPA on profitability and liquidity, provisions for NPA, NPA Management- preventive and curative, CIBIL and CRISIL, calculations on Gross NPA and Net NPA(concept).

Module 4:

Banking Technology

Electronic Banking-CORE Banking - Distribution Channels-Electronic payment Systems-ATM-Internet Banking- Mobile Banking- Electronic Funds Transfer Systems-NEFT-RTGS- Point of Sales- IMPS-SWIFT- Global Developments in banking Technology- Impact of Technology on Banks- effect on Service Quality and on Customers - Information System Audit- Information System Security-preventive vigilance in Electronic Banking-Contemporary Issues in Banking Techniques – Analysis of Rangarajan Committee Reports – Banking Software

Module 5:

Analysis and Interpretation of Key performance ratios of bank

Analysis and interpretation of Key performance ratios of bank- Net profit Margin, Operating profit and operation expenses ratio, Return on assets, Return on Equity, interest income and Non-interest income ratios, interest

expenses ratio and Net Interest Margin

BOOKS FOR REFERENCE:

1. *Khan M.Y. (2018). Indian Financial System(Tenth edition), McGraw Hill Education (India) Private limited*
2. *Indian Institute of Banking and Finance (IIBF) (2019). Principles and Practice of Banking(3rd edition), Macmillan*
3. *Indian Institute of Banking and Finance (IIBF)(2018), Bank Financial Management, Macmillan*
4. *Neelam C. Gulati (2010). Principles of Banking Management, Excel Books*
5. *Indian Institute of Banking and Finance (IIBF) (2019). Accounting and Finance for Bankers(3rd edition), Macmillan*
6. *Indian Institute of Banking and Finance (IIBF) (2019). Legal and regulatory aspects(3rd edition), Macmillan*
7. *Dr. Nishikant Jha, Nirav Goda (2015). Financial Reporting Analysis, Himalaya Publishing House*
8. *C. Jeevanandam , Foreign Exchange Practice, concepts and control, Sultan Chand and Sons*

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

- Chart showing the structure of Indian Financial System.
- Draft the application forms for validation of KYC norms

- Fill out an application for Bank Loan
- Compare and interpret of different banks financial statements
- Project on the technology adopted by different banks
- Procedure under Insolvency and Bankruptcy code
- Classify assets as per RBI guidelines using bank financial statements
- Compare different Reference rates such as T-bill rates, LIBOR, EURIBOR, SIBOR etc

COURSE OUTCOMES:

After completion of the course the students will be able to

1. Illustrate the structure of Indian Banking system and role of its regulatory bodies
2. Relate the primary functions of bank with Risk, Treasury management and International clearing.
3. Evaluate the mode of computation of NPA in the context of revised guidelines of RBI and its implications on the overall financial performance of bank.
4. Justify the effect of service quality offered by banks in the wake of adoption of new banking technology ranging from banking distribution channel to information system security.
5. Examine the financial performance of bank by using ratio analysis with live financials.

P115 MCE 301: MANAGERIAL COMMUNICATION – II

COURSE OBJECTIVES:

Students should be able to

- 1. Explain the role of cross cultural communication in business in an intercultural business set up.*
- 2. Justify the use of appropriate oral communication in the context of a small group communication.*
- 3. Compare and contrast different modes of a business correspondence in writing.*
- 4. Explain the role business etiquette and protocol as effective form of a managerial communication.*

Module 1:

Cross Cultural Communication In Business - Focus on the importance of culture in our everyday lives, and the ways in which culture interrelates with and effects communication processes. Understanding the concept of culture, Overcoming ethnocentrism, Recognizing cultural signs and improving Intercultural communication skills.

Module 2:

Effective Oral Communication: (Small Group Communication)

- Small Group Interaction, Impromptu and Prepared Speeches, Tele conferencing, Video conferencing, Interview Skills, Group Discussions.

Module 3:

Business Writing And Creative Expression: (Work place

Messages & Employment Messages) - Email writing (Netiquette), Memos, Minutes of a Meeting, Curriculum Vitae writing, Application Letters, Job-Inquiry Letters.

Module 4:

Business etiquette & protocol - Understand how business etiquette has evolved from its earliest days to today's modern concepts and why actions speak louder than words. Etiquette awareness : Cubicle etiquette, Dress etiquette, Business Etiquette, Handshake Etiquette, Guest Etiquette, Party Etiquette, Business dining Etiquette, Gift giving and International business etiquette.

Methodology

Role-Plays, Cases, Lectures, Individual & Group Exercises, Films, Presentations by Students and Videos.

Evaluation

Quiz, Assignments &

Presentation - 50% End Term

Exam 50%

COURSE OUTCOME:

After completion of the course the students will be able to

1. Explain the role of cross cultural communication in business in an intercultural business set up.
2. Justify the use of appropriate oral communication in the context of a small group communication.
3. Compare and contrast different modes of a business

- correspondence in writing.
4. Explain the role of business etiquette and protocol as effective form of managerial communication.

BOOKS FOR REFERENCE:

1. *Eats, Shoots & Leaves (The Zero Tolerance Approach to Punctuation)*, Lynne Truss, Profile Books, Indian Edition: Viva Books, 2007.
2. *The Power of Now, 1st Edition*, Eckhart Tolle, Hodder Mobius, 2001.
3. *I'm O.K., You're O.K., 1st Edition reprint*, Dr. Thomas A. Harris, Harper Collins, 2004.
4. *High School English Grammar & Composition, Revised Edition*, Wren & Martin, edited by: Prof. Dr. N.D.V.Prasad Rao, S. Chand & Co. Ltd., 2006.
5. *Advanced English Grammar, Revised Edition*, Martin Hewings, Cambridge University Press, 2006.
6. *Common Errors in English, 1st Edition*, Prof.S.Jagadisan & Dr. N. Murugaian, Neelkamal Publications, 2002.
7. *Concise Oxford Dictionary, 11th Edition*, Edited by Catherine Soanes & Angus Stevenson, Oxford University Press, 2004.
8. *Roget's Pocket Thesaurus, 10th Edition*, Houghton Mifflin Harcourt, 2008

P118 ST 301: STATISTICAL TOOLS FOR DATA ANALYSIS

COURSE OBJECTIVES:

Students should be able to

- 1. Use Minitab for editing the data , sampling size selection and sampling error*
- 2. Analyze the given data by using descriptive statistics tools*
- 3. Use appropriate Parametric tool for testing the given hypothesis*
- 4. Select appropriate Non Parametric tool for testing the given hypothesis*
- 5. Interpret the R & R Square value while using simple linear regression analysis*
- 6. Develop appropriate graphs and charts for the presentation of data on the basis of given data/distribution*

Module 1:

Data Processing

Data Reading, editing - Data interpretation - Sampling size selection and sampling error - Use of mini tab

Module 2:

Analysis of Data

Analytical and Descriptive Statistics: Measures of Central Tendency: Calculation of Mean, Median, Mode, Variance, Standard Deviation, Range, Sample

mean, Sample Variance, Sample S.D., Coefficient of Variation.

Module 3:

Parametric Hypothesis Testing

One sample testing: Tests for mean and variance: z test, student's test, Chi square test and test for proportions. Two sample testing: Paired – comparison tests: Test the difference between two means (equal and unequal known variances), Test the difference between two means (equal and unequal unknown variances), Contingency table tests, and F test.

Module 4:

Non Parametric Hypothesis Testing

Mood's Median Test, Levene's test, Wilcoxon Signed Rank Test, Kruskal Wallis test, One way ANOVA test, Mann Whitney U test, Spearman Rank Correlation coefficient test.

Module 5:

Advanced Data Analysis Techniques

Simple Linear Regression: Method of Least Squares, R and R² value interpretation.

Module 6:

Graphs and Charts

7 Quality Control Tools/Graphical Methods For Data Interpretation: Histogram, Box and Whisker plots, Scatter plots, Run/time charts, Stem & Leaf diagram,

Probability plots, Frequency & Cumulative frequency curves. Probability Distributions: Binomial, Poisson and Normal Distributions.

COURSE OUTCOMES:

After completion of the course the students will be able to

1. Use Minitab for editing the data , sampling size selection and sampling error
2. Analyze the given data by using descriptive statistics tools
3. Use appropriate Parametric tool for testing the given hypothesis
4. Select appropriate Non Parametric tool for testing the given hypothesis
5. Interpret the R & R Square value while using simple linear regression analysis
6. Develop appropriate graphs and charts for the presentation of data on the basis of given data/distribution

P415IB401: INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

COURSE OBJECTIVES:

The students should be able to

- 1. Distinguish between the concept of international Logistics and international supply chain Management in value addition to a product and services*
- 2. Compare and contrast the elements of international Logistics and international supply chain Management in value addition to a product and services*
- 3. Examine the trends and advantages of Liner and tramp operations of sea transport industry in the context of supply chain management.*
- 4. Determine the modality of shipping of goods by sea transport and Air transport under UN convention on code of conduct for linear shipping conferences*

Module 1:

Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive advantages of Logistics – Functions of logistics management – Principles – Logistics Network – Integrated Logistics system. Supply chain management – Nature and concepts – Value chain – Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.

Module 2:

Elements of Logistics and Supply chain management –

Inventory carrying – Ware housing – Material handling
– Order processing
– Transportation – Demand forecasting – Impact of forecasts on Logistics and Supply chain management – Performance measurements.

Transportation – Position of Transportation in Logistics and Supply chain management – Road, Rail, Ocean, Air, Transport Multi model transport – Containerization – CFS – ICDS – Selection of transportation mode – Transportation Network and Decision – Insurance Aspects of logistics.

Module 3:

General trends in shipping industry- Characteristics of shipping industry – Linear operations and tramp operations – World sea borne trade and World shipping, the conference system, freight structure and practice.

Co-ordination – Role of intermediaries – Forward and clearing agents, Freight brokers, stevedores and shipping agents.

Module 4:

Shipper – Ship owner consultation arrangements: The need, scope and machinery for consultations; types of consultation machinery All India shippers' council, Shippers associations and FIB and various standing committees set up for resolving shippers' problems, UN convention on code of conduct for linear shipping conferences.

International Air Transport: International setup for air transport

-Air Freight Rate – Air transport and PDM approach to

export distribution problems and prospects.

COURSE OUTCOMES:

After completion of the course, the students will be able to

1. Distinguish between the concept of international Logistics and international supply chain Management in value addition to a product and services
2. Compare and contrast the elements of international Logistics and international supply chain Management in value addition to a product and services
3. Examine the trends and advantages of Liner and tramp operations of sea transport industry in the context of supply chain management.
4. Determine the modality of shipping of goods by sea transport and Air transport under UN convention on code of conduct for linear shipping conferences

BOOKS FOR REFERENCE:

1. *Supply Chain Logistics Management - Bowersox, Closs & Cooper – McGraw-Hill, 2nd Indian ed.*
2. *World Class Supply Management - Burt, Dobbler, Starling, TMGH, 7th ed.*
3. *Global operations & Logistics- Philippe - Pierre Dornier, John Wiley & sons Inc,*
4. *Douglas Long International Logistics: Global Supply Chain Management Springer- Verlag New York, LLC;2004*

5. *Philippe-Pierre Dornier, Panos Kouvelis, Michel Fender Global Operations and Logistics: Text and Cases Wiley, John & Sons, Incorporated 1998*
6. *Alan Branch Global Supply Chain Management in International Logistics Routledge 2007*
7. *Kent N. Gourdin Global Logistics Management: A Competitive Advantage for the New Millennium Blackwell Publishing 2006*
8. *SridharR. Tayur (Editor), Michael J. Magazine (Editor), RAM Ganeshan (Editor) Quantitative Models for Supply Chain Management Kluwer Academic Publishers 1998*

P415 IB 402: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

COURSE OBJECTIVES:

The students will be able to

- 1. Illustrate the steps involved in investment management process from the perspectives of financial advisor of client.*
- 2. Calculate the Risk and return of each avenue of investment (financial Assets) for construction of portfolios.*
- 3. Conduct Fundamental Analysis, Technical analysis and Efficient Market Hypothesis analysis to decide whether to buy or sell or hold financial asset.*
- 4. Examine the profile of each avenues of investment of capital and Money market instruments*
- 5. Use derivatives for speculation and hedging the risks of stock in futures and options market*
- 6. Construct optimum portfolio by using Markowitz's efficient portfolios and Sharpe single index Model.*

Module 1:

Introduction to Securities & Investment - Concept, Investment Vs. Speculation, Arbitrage, Gambling, Investment Objective, Investment Process, Investment Constraints, Investment Strategy, Selection of Securities, Buying, Selling, & Holding Decisions & Strategies, Market Indices, Credit Rating & Agencies, Credit Rating & their Functions, Work & Operations.

Module 2:

Risk & Return - Expected Return, Historical Return,

Systematic & Unsystematic Risk, Beta Coefficient, CAPM, SML & CML, Factor Model & Arbitrage Pricing Theory.

Module 3:

Security Analysis - Fundamental Analysis, Economic Analysis, Economic Forecasting, Indicators, Industry Analysis, Classification Schemes, Industry Life Cycle, Company Analysis, Measuring Earnings, Forecasting Earnings, Technical Analysis, Charting, Different Tools for Technical Analysis, Efficient Market Hypothesis.

Module 4:

Financial Instruments - Corporate Bonds, Government Bonds, Special Bonds, Bond Returns & Systematic Risk, Unsystematic Risk, Bond Management Strategy, Preference Shares, Valuation Analysis, Equity Shares, Dividend Policy, Equity Valuation & Analysis, Money Market Instruments.

Module 5:

Derivatives - Financial Derivative Markets, Global Perspectives, Indian Context, Options, Types Pricing, Valuation & Analysis, Option Models, Futures, Kinds of Futures, Hedging, Speculation, Swaps, Warrants & Convertibles.

Module 6:

Portfolio Analysis & Management - Risk & Return, Markowitz Model, Risk Return Optimization, Sharpe Portfolio Optimization, Portfolio Investment Process, Investment Timing & Evaluation, Portfolio Revision, Mutual Funds, Managed Portfolio & Performance.

COURSE OUTCOMES:

After completion of the course the students will be able to

1. Illustrate the steps involved in investment management process from the perspectives of financial advisor of client.
2. Calculate the Risk and return of each avenue of investment (financial Assets) for construction of portfolios.
3. Conduct Fundamental Analysis, Technical analysis and Efficient Market Hypothesis analysis to decide whether to buy or sell or hold financial asset.
4. Examine the profile of each avenues of investment of capital and Money market instruments
5. Use derivatives for speculation and hedging the risks of stock in futures and options market
6. Construct optimum portfolio by using Markowitz's efficient portfolios and Sharpe single index Model

BOOKS FOR REFERENCE:

1. *Avadhani. V. A.: Security Analysis & Portfolio Management, Himalaya Publishing House.*
2. *Bhalla. V. K.: Investment Management, S. Chand*
3. *Fischer & Jordan: Security Analysis & Portfolio Management, Prentice Hall.*
4. *Prasanna Chandra: Investment Analysis & Portfolio Management, Tata McGraw Hill.*

P415 IB 403: SAP (CRM)

COURSE OBJECTIVES:

The students should be able to:

- 1. Describe the role of SAP CRM marketing solution in meeting needs of customers across different segments in the Industry.*
- 2. Examine the processing of data in ERP and SAP right from Login to Logout process Firm.*
- 3. Justify the organizational management of Master data and its functions in SAP CRM.*
- 4. Show the range of activities performed in the context of CRM sale and service.*
- 5. Design the range of activities performed in the context of market channelization and scenarios.*
- 6. Conduct the CRM analytics by using SAP CRM marketing solution*

Module 1:

SAP CRM is a marketing solution which can provide the complete understanding of the marketing concepts that can show case the needs of the customers across different segments in the industry.

Module 2:

Introduction - Introduction to SAP, Overview of ERP and SAP, Login Process, Customization of screens, user creation, sending messages, technical and functional, logout process, SAP Services, Cooperative business scenarios, CRM Architecture, Component Integration.

Module 3:

Master Data and functions -Organizational Management, Business Partner, Product catalogs, Warranty Management, Solution Database, Territory Management. Transactions, Date Management, Text Management, Pricing, credit management, multilevel categorization, funds management and claims management.

Module 4:

CRM Sales and Service- Account Planning, Activity Management, Opportunity Management, Quotation and Order Management, Taxes and Rebate processing, Contract Management, Product Service letters, Web requests.

Module 5:

Marketing Channelization and Scenarios: Web channel through B2B and B2C – ICSS Service- Internet Customer Self Service, Campaign Management, Segmentation, Lead to cash, Email worklist, Template designer, Survey tool.

Module 6:

CRM Analytics-Embedded Competitor Analysis in Opportunity Management, Dash board on Home page, Applications and Case Studies regarding analytics.

COURSE OUTCOME:

After completion of the course the students will be able to

1. Describe the role of SAP CRM marketing solution

- in meeting needs of customers across different segments in the Industry.
2. Examine the processing of data in ERP and SAP right from Login to Logout process Firm.
 3. Justify the organizational management of Master data and its functions in SAP CRM.
 4. Show the range of activities performed in the context of CRM sale and service.
 5. Design the range of activities performed in the context of market channelization and scenarios.
 6. Conduct the CRM analytics by using SAP CRM marketing solution

P115 AR 401: BUSINESS POLICY AND STRATEGIC MANAGEMENT

COURSE OBJECTIVES:

The students should be able to:

- 1. Illustrate the steps involved in Strategic Management Process from the perspective of Top Management and Board of Directors.*
- 2. Examine the relationship between Long term behavior of variables of external environment and strategic analysis of stakeholders' expectations and Strategy formulations.*
- 3. Evaluate the implications of five generic strategies from the performance of Business firm that have adopted.*
- 4. Describe a plan for allocation of necessary resources and choice of Organisation structure to carry out implementation of Strategy.*
- 5. Evaluate the implication and applicability of functional strategy in the context of corporate strategy.*
- 6. Evaluate the Strategic performance and its applicability of Corporate Restructuring, Business Cost Reengineering, Benchmarking, TQM, Six Sigma in achieving desired strategic performance.*

Module 1:

Nature and Scope of Strategic Management:- Characteristics, Dimensions – Approaches to Strategic Decision Making, Strategic Management Process – Components of Strategic Management Model, -Policy & Strategic Management, Strategic role of Board of Directors and Top Management, Strategic Implications of Social and Ethical Issues.

Module 2:

Strategy Formulation and Strategic Analysis- Company's Goals, Mission and Social Responsibility, Vision – Objectives Analysis of Board Environment – External Environment Factors Economic, Social, Political, Ecological, International, Industrial – Competitive Forces and Strategy, Industry Analysis (Michael Porter's Model) Analysis of Strategic advantage, -Resource Audit, Value Chain Analysis, Core Competencies, SWOT Analysis, Analysis of Stakeholders Expectations.

Module 3:

Strategic Choices/Options- The five generic competitive strategies; Tailoring strategies to fit specific industry and company situations; External Growth Strategies – Mergers, Acquisition, Joint Ventures and Strategic Alliance; Competing in foreign markets; Evaluation of Strategic Alternatives, -Product Port Folio Models,

Module 4:

Strategy Implementation- Implementation Issues, Planning and Allocating Resources, – Financing Planning, Manpower Planning, Organizational Structures, -Factors affecting choice of structure, Degree of Flexibility and Autonomy.

Module 5:

Functional Strategy- i) Marketing Strategy – Nature, Significance, Formulating Marketing Strategy, ii) Production Strategy – Need, Formulation of Production of Strategy for an organization. iii) Research and Development (R&D) Strategy –Need, Formulating R and D Strategy iv) Human Resource

(HR) Strategy – Acquisition of Human Resources, motivation and maintenance of HR v) Financial Strategy – Need, Financial Objectives, Making Strategic Financial Decisions vi) Logistics Strategy

Module 6:

Strategic Review- Evaluating the Strategic Performance – Criteria and Problems –Concepts of Corporate Restructuring, Business Process Reengineering, Benchmarking, TQM, Six Sigma

COURSE OUTCOME:

After completion of the course the students will be able to

1. Illustrate the steps involved in Strategic Management Process from the perspective of Top Management and Board of Directors.
2. Examine the relationship between Long term behaviour of variables of external environment and strategic analysis of stakeholders' expectations and Strategy formulations.
3. Evaluate the implications of five generic strategies from the performance of Business firm that have adopted.
4. Describe a plan for allocation of necessary resources and choice of Organisation structure to carry out implementation of Strategy.
5. Evaluate the implication and applicability of functional strategy in the context of corporate strategy.
6. Evaluate the Strategic performance and its applicability of Corporate Restructuring, Business Cost Reengineering, Benchmarking, TQM, and Six Sigma in achieving desired strategic performance.

BOOKS FOR REFERENCE:

1. *Crafting and Executing Strategy* by Thompson, Strickland, Gamble and Jain – 14th Edition Tata McGraw Hill
2. *Strategic Management -Formulation, Implementation and Control* By John A Pearce II, Richard B. Robinson Jr. 9th Edition (The Mc-Graw Hill Companies)
3. *Management Policy and Strategic Management (Concepts, Skills and Practices)* By R. M. Srivastava, Himalaya Publishing House
4. *Essence of Strategic Management* –By Bowman, Cliff, Prentice Hall N. J.