

BHARATHIAR UNIVERSITY COIMBATORE - 641 046

MBA – International Marketing

(For the CPOP students admitted during the academic year 2012-2013 & Onwards)

Scheme of Examinations – CBCS Pattern

Course title	Ins. Hrs/week	Examinations				
		Duration. Hrs	CIA	Marks	Total	Credits
SEMESTER – I						
1. MBAIM01 Management Principles & Practices	5	3	25	75	100	4
2. MBAIM02 Marketing management	5	3	25	75	100	4
3. MBAIM03 Financial Management	5	3	25	75	100	4
4. MBAIM04 Soft Skill Development	5	3	25	75	100	4
5. MBAIM05 International Business Management	5	3	25	75	100	4
6. MBAIM06 Corporate Communication	5	3	25	75	100	4
7. MBAIM07 Business Application Software lab	5	3	25	75	100	4
SEMESTER – II						
8. MBAIM08 Transport Economics	5	3	25	75	100	4
9. MBAIM09 Recent Trends in India's Foreign Trade	5	3	25	75	100	4
10. MBAIM10 Business laws	5	3	25	75	100	4
11. MBAIM11 Introduction To Over Dimensional Consignment	5	3	25	75	100	4
12. MBAIM12 Vehicle Tracking System	5	3	25	75	100	4
13. MBAIM13 Logistics & Supply Chain Mgt	5	3	25	75	100	4
14. MBAIM14 Research methodology	5	3	25	75	100	4
SEMESTER – III						
15. MBAIM15 E-logistics	5	3	25	75	100	4
16. MBAIM16 Consumer behaviour	5	3	25	75	100	4
17. MBAIM17 Shipping & Port Management	5	3	25	75	100	4
18. MBAIM18 Global Supply chain Integration and International Sourcing	5	3	25	75	100	4
19. MBAIM19 International Marketing	5	3	25	75	100	4
20. MBAIM20 E-Marketing	5	3	25	75	100	4
21. MBAIM21 Summer Placement Project Report & Viva-Voce	-	-	20	80	100	4

SEMESTER – IV						
21.MBAIM22 Exim Procedures and Documentation	5	3	25	75	100	4
22. MBAIM23 Global Marketing Management	7	3	25	75	100	4
23. MBAIM24 Marketing of Logistics Services	7	3	25	75	100	4
24. MBAIM 25 Project work and viva	-	-	20	80	100	4
TOTAL	-	-	-	-	2500	100

MBA IM 01 MANAGEMENT PRINCIPLES AND PRACTICES**Unit – I**

Management: Science, Theory and Practice – The Evolution of Management Thought and the Patterns of Management Analysis – Management and Society: The External Environment – Social Responsibility and Ethics – Global and Comparative Management – The Basis of Global Management.

Unit – II

The Nature and Purpose of Planning: Objectives – Strategies – Policies and Planning Premises – Decision Making – Global Planning.

Unit – III

The Nature of Organizing and Entrepreneurship – Organizational Structure: Departmentation – Line/Staff Authority and Decentralization – Effective Organizing and Organizational Culture – Global Organizing.

Unit – IV

Co-ordination Functions in Organisation – Human Factors and Motivation – Leadership – Committees and Group Decision Making – Communication – Global Leading.

Unit – V

The System and Process of Controlling – Control Techniques and Information Technology – Productivity and Operations Management – Overall Control and toward the Future through Preventive Control – Global Controlling and Global Challenges.

References:

1. Koontz & Weirich, Essentials of Management, Tata McGraw Hill.
2. VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books, I Edition, 2004
3. Stoner & Wankai, Management, PHI.
4. Robert Krcitner, Management, ATTBS.

MBA IM 02 MARKETING MANAGEMENT IN LOGISTICS**Unit - I**

Marketing concepts and tasks - customer value and satisfaction – changing marketing practices – strategic marketing planning and organization - Myths about Services – Concept of Service Marketing Triangle – Service Marketing Mix – GAP Models of Service Quality

Unit - II

Consumer Behavior in Services : Search, Experience and Credence Property, Customer Expectation of Services, Levels of Expectation, Customer Perception of Services- Service Encounters - Customer Satisfaction - Service Quality.

Unit - III

Market Research - Building Customer Relationship - Market Segmentation – Process & Targeting in Services, Retention Strategies – Monitoring Relationship.

Unit - IV

“Hard” & “Soft” Standards – Developing Customer Defined Standards – Creation of Service Vision and Implementation – Service Quality as Profit Strategy – New Service Development – Service Blue Printing – Positioning of Service Quality.

Unit - V

Productivity trade off –Importance of Customers role in Service delivery – Intermediary Control Strategies – Managing Demand and Capacity – Inventory Capability – Methodology to Exceed Customer Expectation -Pricing of Services

References:

1. Marketing management – Rajan Saxena – Tata McGraw Hill, 2002.
2. Hoffman & Bateson, Services Marketing, Thomson, 2007.
3. Peter Mudie and Angela Pirrie, Services Marketing, 3/e, Elsevier, 2006.
4. C Bhattacharjee, Services Marketing, Excel, 2006.

MBA IM 03 FINANCIAL MANAGEMENT IN LOGISTICS

Unit - I

Financial Accounting – Meaning, Scope, Principles – Preparation of Financial Statement – Types of Financial Statement – Trial Balance – Trading Account – Profit and Loss Account – Preparation of Final Accounts – Balance Sheet – Ratio Analysis – Fund Flow and Cash Flow Analysis .

Unit - II

Financial Management – Meaning and importance of Finance – Objectives – Functions of Financial Management – Scope of Finance – Finance Manager’s Role – Profit Maximization – Wealth Maximization – Organization of Finance Functions.

Unit - III

Capital Budgeting – Meaning – Definition – Capital Expenditure Evaluations – Concepts – Importance of Capital Budgeting – Payback Period – Net Present Value (NPV) – Internal Rate of Return (IRR) – Discount Cash Flow (DCF) – Break Even Analysis – Fixed Cost, Variable Cost, Marginal Costs, Contribution and Profit.

Unit - IV

Cost of Capital – Meaning – Importance – Determination – Leverages – Types of Leverage – Capital Structure – Meaning – Definition – Theories of Capital Structure – Determination of Capital Structure – EBIT – EPS – Problems and Solutions

Unit - V

Working Capital Management – Types of Capital – Nature of Working Capital - Operating Cycle – Factors Influencing Working Capital – Receivables Management – Cash Management – Working Capital Finance – Advantages and Disadvantages of Working Capital .

References:

1. Dr. V. R. Palanivelu, Financial Management, S. Chand & Company Ltd.
2. Maheswari. S. N., Financial Management
3. Principles & Practices, Sultan Chand & Sons.
4. Panday I. M., Financial Management, Vikas Publishing House.
5. S. N. Maheswari, Management Accounting.

MBA IM 04 SOFT SKILL DEVELOPMENT**Unit - I**

Self Development and Assessment: Attitude - Emotional Intelligence - Interpersonal Skills - Self Development - Motivation - Self-Analysis through SWOT - Enhancing Knowledge through Reading

Unit - II

Communication Skills: Process of Communication - Listening Skills - Reading Skills - Writing skills - Speaking Skills - Presentation Skills - Professional Writing Strategies.

Unit - III

Employability skills: Interview Skills - Preparing For Face-to-Face Interview - Group Discussion - Body Language - Team Building and Team Work.

Unit - IV

Corporate skills: Leadership qualities - Negotiation Skills - Stress Management - Time Management - Stress and Stroke.

Unit - V

Other Skills: Meditation -Improving Perception - Etiquette and Manners - Career Planning - Notes Taking - Complex Problem Solving - Creativity Preparing Cv/ Resume

References:

1. "soft skills", dr.k. alex, s.chand & company ltd, 2011
2. "soft skills", s.hariharan, n.sundarajan, mjp publishers, 2010
3. Raman Sharma, " Technical Communications", OXFORD
4. Sharon Gerson, Steven Gerson "Technical writing process and product", Pearson Education Asia, LPE third edition.

MBA IM 05 INTERNATIONAL BUSINESS MANAGEMENT**Unit - I**

Introduction and Overview: Introduction - The Globalization of the World Economy - The Changing Nature of International Business - Differences in International Business.

Unit - II

Country Factors : National Differences in Political Economy - Political Systems - Economic Systems - Legal Systems - The Determinants of Economic Development - Differences in Culture - Social Structure - Religion - Language - Education - Culture and the Workplace - Culture and Competitive Advantage.

Unit - III

The Global Trade and Investment Environment - Overview of Trade Theory - Mercantilism - New Trade Theory - National Competitive Advantage - Porter's Diamond - Revised Case for Free Trade - Trading System - Regional grouping of countries and its impact.

Unit - IV

Foreign Direct Investment - Horizontal and Vertical Foreign Direct Investment-Benefits and advantages to host and home countries - Global Monetary System - Foreign Exchange Market and its Functions.

Unit - V

Strategy of International Business : Introduction - Strategy and the Firm - Profiting from Global Expansion - Strategic Choice : Mode of Entry and Strategic Alliances - Entry Modes - Strategic Alliances - Exporting, Importing and Counter trade : Introduction - Improving Export Performance - Export and Import Financing.

References:

1. Hill.C.W., International Business : Competing in the Global market place, Irwin-McGraw Hill, 1999.
2. Philip R.Cateora, International Marketing, Irwin McGraw Hill, 9th edn.
3. Shivaramu, International Business, Macmillan India.
4. Francis Cherunilam, International Business, Wheeler Publications.
5. Charles W.L., Hill, International Business, Irwin-McGraw Hill, 1998.

MBA IM 06 CORPORATE COMMUNICATION

Unit - I

Business Communication – components – formal communication network – work team communication – goal – conflict resolution – non – verbal communication – cross cultural communication – business meetings – business etiquette.

Unit - II

Understanding corporate communication – employee communication – managing government relations – media and media relations.

Unit - III

Corporate communication in brand promotion – financial communication – crises communication.

Unit - IV

Report writing: characterizing & business reports – types and forms & reports – project proposals – collection of data – tables constitution – charts – writing the report – documenting the sources – proof reading.

Unit - V

Business presentation: Written and oral presentation – team presentation – business presentation visual aids – electronic presentation – hand outs – career planning – preparing resume – job applications – preparation for interview .

References:

1. Scot Ober, Contemporary business communication, fifth edition, biztantra.
2. Lesiler & Flat lay, Basic Business communication. Tata Mc Graw Hill.

MBA IM 07 Business Application Software Lab

Unit – I

MS Office: Introduction to WORD – POWERPOINT and EXCEL.

Unit – II

Word : Creating a New Document with Templates & Wizard – Opening/Modifying a Saved Document - Converting Files to and from other Document Formats – Keyboard Short-Cuts & Mouse – Adding Symbols & Pictures to Documents – Headers and Footers – Finding and Replacing Text – Spell Check and Grammar Check – Formating Text – Tables – Working within Tables.

Unit – III

Excel : Working with Worksheets – Cells - Multiple Worksheets – Formulas for Quick Calculations – Working & Entering a Formula – Formatting a Worksheet – Creating and Editing Charts – Elements of an EXCEL Chart – Types of Chart – Chart Wizard – Formatting Chart Elements – Editing a Chart – Printing Charts.

Unit – IV

Powerpoint : Creating New Presentations – Auto Content Wizard – Using Template – Applying New Design – Adding Graphics – Headers and Footers – Animation – Special Effects – Controlling Transition Speed – Adding Sounds to Slides – Action Buttons.

Unit – V

Tally : Preparation for installing Tally software – Installation – Working in Tally : Opening New Company – Making Ledger Accounts – Writing Voucher – Sundry Debtors and Creditors Accounts – Preparation of Trial Balance – Books of Accounts – Cash Book – Bank Books – Ledger Accounts – Group Summary – Sales and Purchase Register – Journal Register – Statement of Accounts & Balance Sheet.

References:

1. Office 2000 complete - BPB
2. Windows 98 complete – BPB
3. Jane Calabria and Dorothy Burke, Windows 98 6in1- PHI

MBA IM 08 TRANSPORT ECONOMICS

UNIT -I

Economic Evaluation: Need for Economic Evaluation of Urban Transport Projects – Principles of Economic Analysis – Methods of Economic Evaluation – Comparison of various methods – Case Studies

UNIT -II

Road User Costs: Components of vehicle operating cost – Factors affecting vehicle operating cost – Value of Travel Time Saving, Accident Cost, Sensitivity Analysis – Case Studies

UNIT -III

Transport Economics: The emergence of modern transport economics – The scope of the subject – Characteristics of transport – Transport markets and transport industries Movement – The demand for Transport – The supply of transport – Direct cost of transport, External – Subsidy in Transport – Transport at the national level.

UNIT - IV

Transport Pricing: Demand for transport - Matching supply and demand – Travel demand – Principles of pricing -Average cost and Marginal cost pricing – Market Pricing -Market Segmentation – Pricing Policy – Public and Private Transport Pricing - Pricing of transport services –price discrimination and yield management

UNIT -V

Financing Transport System: Characteristics of Transportation Infrastructure – Investment Needs, Options and Budgetary Support in Transport Sector –Financing Practices – Build, Operate and Transfer (BOT) – BOT variants - Costing Transport – Cost Recovery, Pricing – Alternative Financial Resources – Special Purpose Vehicles

References:

1. Robert F Baker, (eds), Hand Book of Highway Engineering, Van Nostrand Reinhold Company, New York, 1975.
2. Kadiyali L.E; Traffic Engineering and Transport Planning, Khanna Publishers, 1999.
3. Khanna S.K., Justo, C.E.G; Highway Engineering, New Chand and Bros, Roorkee, 1998.

MBA IM 09 RECENT TRENTS IN INDIA'S FOREIGN TRADE**Unit I**

World Trade – International Scenario – Trade Performance – Growth in Value, volume, Unit values and terms of trade – India's Merchandise trade – Export growth and share in world export's.

Unit II

Trade Composition – Export Composition – Composition of Exports by Major Markets – India's Major manufacture Exports – India's Share in world expose by commodity- wise – Need for India's export basket diversification.

Unit III

Direction of trade – Commodity Composition of India's Imports – India's trade share and Export – Import ratio with Major trade Partners.

Unit IV

World trade in Services – World Export's of Commercial services by Major Category – India's Services Trade – India's Services Exports – India's Sector wise rank and share in World Exports/Imports of services – India's Exports - India's Services Imports – India's Balance of Trade in Services of Services.

Unit V

Recent Trade Policy Measures – Foreign trade Policy Measures – Special Economic Zones – Trade Promotion in the North East Region(NER) – Contingency Trade Policy and Non-Tariff Measures(NTMs)-WTO Negotiations and India – Trade Policy Review(TPR) of India – Bilateral and regional Cooperation- Challenges and outlook.

References:

1. TR Jain, M Trehan, R Trehan, "Indian Economy", FK Publications.
2. S.Ramesh Babu, "India's Foreign Trade", Chugh Publication.

MBA IM 10 BUSINESS LAWS

Unit-I

Concept of Law, Rule of Law, Mercantile Law. Indian Contract Act, 1872 – Elements of valid contract, Classification of contracts, Offer and acceptance, Consideration, Capacity to contracts, Free consent, Legality of object and consideration, Illegal agreements, Termination of contracts, Breach of contract, Indemnity and guarantee.

Unit-II

Negotiable Instruments Act, 1881 – Definition and characteristics of negotiable instruments, Parties to a negotiable instrument and their capacity, Holder and holder in due course, Dishonour, Discharge from Liability , Banker and customer, Hundis.

Unit- III

Sale of Goods Act, 1930 – Classification of goods, Conditions & Warranties, Passing of Property, Rights of an unpaid seller, Remedies for breach of Contract of Sale of Goods.

Unit-IV

Companies Act, 1956 – Nature and kinds of companies, Formulation, Memorandum, Articles, Prospectus, Capital – shares , debentures, borrowing powers, minimum subscription, Directors; Winding up of companies.

Unit-V

Consumer Protection Act, 1986 – Objectives of the Central Council and State council, Composition and jurisdiction of district forum, Mode of complaints, Procedures of complaints, Penalty. Laws relating to - Patents, Trademarks, Copyright, Packaging, Fair Trade Practices, Shops and Establishments, Partnership, Cyber Laws.

References:

1. N. D. Kapoor : Mercantile Law including Industrial Law, Sultan Chand.
2. P. P. S. Gogna : A Textbook of Business Law, S. Chand & Co.
3. S. S. Gulshan & G. K. Kapoor : Business Law, New Age International.

MBA IM 11 INTRODUCTIONS TO OVER DIMENSIONAL CONSIGNMENT (ODC) CARRIERS

Unit -I

ODC – Prime mover- Trailer- Puller- MAN,FM -9, Volvo engine valve actuating mechanism, Turbo charger-Construction and operation, Diagnosis and service Maintenance - Intercooler- checks before starting the MAN engine –Inspection work and care procedures before starting the MAN engine.

Unit -II

ODC cooling and lubrication system - Engine cooling systems of various heavy vehicles-Cooling system troubleshooting Lubricating system components- Basic principles of Diesel fuel injection- Fuel system in MAN- Types - Fuel injection system.

Unit -III

Automotive mover clutches, Gears box, Drive line and suspension - Clutch components- troubleshooting – 9 speed gear box- Drive line, Propeller shaft- Final drive- Hypoid gear- Differential- Rear axle- Important rear axle drives- Suspension spring- Introduction -Types- Front wheel (dead axle) - Front axle steering-power steering.

Unit -IV

ODC Tyres and Brakes - Tyre-Introduction, types - MAN tyre specification- Wheel and tyre trouble shooting-Automotive brakes-Air brakes- Air brake Servicing-Brake system of MAN-Fifth wheel.

Unit -V

Automotive Electrical and electronic equipments - Automotive Electrical system – Electric circuit components-Starting system -Starting motor construction and operation- Charging system –operation and service-Electronic ignition systems-Sensor-Automotive application

References:

1. Automobile engineering, Dr.Kirpal singh;
2. Diesel Engineering, Sean Bennett;
3. Automobile Engineering, G.B.S NARANG
4. Owner's manual of MAN Force Trucks Pvt .Ltd.

MBA IM 12 VEHICLE TRACKING SYSTEM

Unit-I

Introduction to vehicle tracking system - Active and Passive tracking system - Typical architecture - vehicle tracking system benefits - Advantages and disadvantages - common uses - unconventional uses.

Unit-II

Introduction to global positioning system - radio frequency identification tags - Received signal strength indication – Location based service – Inertial tracking devices – GPRS (general packet radio service).

Unit-III

GIS in vehicle tracking system – vehicle tracking system – GPS boon to fleet owners – practical uses of GPS – features and function of vehicle tracking system – positive and negative of vehicle tracking system.

Unit-IV

Methods of VTS in ancient era – modern VTS – GPS and GPRS – Types of GPRS units – Transportation law about VTS – Relation between GPRS and telecommunication – VTS hardware – GPRS accessories – VTS initialization and maintenance – VTS trouble shooting.

Unit-V

Introduction to sensors – Types of sensors – Vehicle tracking and traffic parameter collection - Alert monitoring via GPRS – intelligent of VTS – GPS manufactures, suppliers, vendors – criteria to select best VTS.

References:

- 1) ."Comments to Access Board Docket Number 2007-1" (PDF). Office of Technical Information Services, APTA. January 20, 2009.
- 2) ."Real-Time Muni Arrival Information Just a Free Call Away". San Francisco MTA. July 13, 2005.
- 3) ."Cell phone bus tracking applications developed". Metro Magazine. April 2009.
- 4) . Dr. Dennis D. McCrady. "The GPS Burst Detector W-Sensor". Sandia National Laboratories.

MBA IM 13 LOGISTICS AND SUPPLY CHAIN MANAGEMENT**Unit - I**

Overview of Logistics : Nature and concepts – Evolution of the Logistics Concept – Logistical Mission and Strategic Issues – Logistics in India – Growing Importance of Logistics Management – Logistical Competitive Advantage – Strategic Logistics Planning Process – Components of Logistics Management – Functions of Logistics Management

Unit - II

Supply Chain Management : Introduction – Value Chain – Functions and Contributions – Supply Chain Effectiveness and Indian Infrastructure – Framework for Supply Chain Solution – Outsourcing and 3PLs – Fourth-party Logistics (4PLs) – Supply Chain Relationships – Conflict Resolution Strategies for Harmonious Relationships.

Unit - III

Elements of Logistics & Supply Chain Management : Introduction – Positioning of Information in Logistics and Supply Chain Management – Logistics Information System (LIS) – Operational Logistical Information System – Emerging Technologies in Logistics and Supply Chain Management.

Unit - IV

Warehousing and Distribution Centres : Introduction– Concepts of Warehousing– Types of Warehouse– Functions of Warehousing– Warehousing Strategy– Warehouse Design– Operational Mechanism of Warehouse.

Unit - V

Logistics Administration : Introduction– Evolutionary Trends of Logistics and Supply Chain Organization– Basic Organization Principles– Factors Influencing Organizational Structure.

References:

1. Douglas M.Lambert, James S. Stock and Lisa M. Ellram (1998), Fundamentals of Logistics Management, The McGraw Hill Companies, New York.
2. Gaurdin, Kent N., Global Logistics Management (2001), Blackwell Publishers Ltd., Oxford.

MBA IM 14 RESEARCH METHODOLOGY

Unit I

Research methodology – meaning of research - model of scientific research – types of research – research process – steps involved in research problem – research problem – formulation of research problem – research design – components of research design – hypothesis – types of hypothesis – advantages of hypothesis.

Unit II

Methods and techniques of data collection – questionnaire method – interview – types of interview – selection and training of interviews – observation – survey method – purpose of survey – types of survey – merits of survey method - limitations of survey method – pilot surveys

Unit III

Sample design – sampling process – methods of sampling – sampling errors and non – sampling errors – simple random sampling – systematic random sampling – stratified random sampling – cluster sampling – purposive sampling – quota sampling – sampling plan – selection of the sample.

Unit IV

Interpretation - meaning - Techniques of interpretation - Report writing:- Significance - Report writing:- Steps in report writing -Test of Significance:- Assumptions about parametric and non-parametric tests. Parametric Test - T test, F Test and Z test - Non Parametric Test - U Test

Unit V

Correlation analysis – method of studying correlation – correlation coefficient – regression – correlation and regression analysis – regression co – efficient – limitations of regression analysis – chi – square test – analysis of variance (ANOVA).

References:

1. Research Methodology by P. C. Tripathi.
2. Research methodology methods and techniques by C. R. Kothari.
3. Research methodology by Ranjit Kumar.
4. Research methodology by R. Panneerselvam.

MBA IM 15 E-LOGISTICS**Unit -I**

Introduction to E-logistics – Difference in traditional logistics and E-logistics – forward logistics – Reverse logistics – Logistics renovation toward E-logistics – importance of E-logistics – New trends and technology in logistics.

Unit -II

E-logistics method of documentation – Electronic data interchange among carries, shipper and customers – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems.

Unit -III

Advanced ship notices(ASNs) – Shipment and package tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency identification (RFID).

Unit -IV

Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits.

Unit -V

Forward E-logistics – Reverse E-logistics – Challenges of E-logistics – environmental issues – e-business strategy – Application for E-logistics – Business to business – Business to consumers – Exception based status alert – Transportation documentation.

References:

1. Louis columbus, Realizing e-business with application service providers, LWC publication.
2. B Stanford, E-business: Key Issues, Applications and Technologies, Ohmsha publication.

MBA IM 16 CONSUMER BEHAVIOUR

Unit I

consumer behaviour : decision process – consumer behaviour knowledge – understanding consumers and market segment – alternative marketing strategies – characteristics of demographic segmentation – market segmentations – limitations.

Unit II

Environmental influence on consumer behaviour: define culture – characteristic – values – types and needs of culture – role and process of social class – define social groups and groups – socialization of family members – functions of family – family life cycle – family purchasing decision.

Unit III

Personality theories – personality and marketing – brand personality – nature and roles of motives – classification of motives – structure of motives – process of information – learning – nature – characteristic of learning – define attitudes – characteristics – functions – theories and models – strategies of changing attitudes.

Unit IV

Consumer decisions– problem recognition – information search process – information evaluation process – purchasing process – post purchase behavior Opinion leadership & process, Dynamics, motivation and opinion leadership, Measurement and corporate strategy of opinion leadership. Innovation, Characteristics of consumer innovator, Diffusion of innovation.

Unit V

Modelling behaviour – definition – types – models – research strategies – methods – characteristics – roots of consumerism – nature of organisational buying behaviour – influences on organisational buying behaviour – organisational buying decisions.

References:

1. Consumer Behaviour by David L. Loudon & Albert J. Della Bitta.
2. “Management of Organizational Behaviour” by Hersey P and Balanchard H.B.
3. Consumer behaviour by James F. Ingel Roger. D. & Blackwell – Dryden press.
4. Schiffman.L.G. & Kanak.L.L., Consumer Behaviour, PHI/Pearson.

MBA IM 17 SHIPPING & PORT MANAGEMENT

Unit – I

International Trade – General Introduction to International Trade – Overall Perspective of Shipping as a Function – Principles and Practices of Shipping – Roles and Functions of Intermediaries – Inco Terms – The Markets of Maritime Transport – Ship Types.

Unit – II

Cargo & Trade Routes – International Seaborne Trade – Containerization, Port – Terminal Management – Economic Impact of Ports – Economic Impact of Ports on Regional Economy – Location Characteristics – Organization Structure in Ports

Unit – III

Interface of Rail & Road Infrastructure – Inter Modal Connections – Port Operations – Services rendered by Ports – Performance Indicators – Terminal Operations – Factors affecting Terminal Productivity – Cargo & Container Handling Equipments.

Unit – IV

Marketing of Port Services – Identifying Stakeholder – Concept of Hinterland – Identifying Customer Needs Handling Competition & adding values – Port Development to tap the potential of Coastal Shipping Cabotage Law & Practices affecting coastal movement of cargo.

Unit – V

I.T Infrastructure in Ports & Terminal – Comparative Analysis Coastal Shipping Vs inland Movement, Environmental issues connected with ports & terminals health and safety issues, port security issues, International Ships and port Facility code.

References:

1. Patrick Alderton Port Management and Operations.
2. Kenneth Christopher, Ports Security Management, Auerbach Publications.
3. David Pinder and Brian Slack, Shipping and Ports in the Twenty First Century, Routledge Taylor & Francis Group.
4. Dong-Wook Song, Photis Panayides, Maritime Logistics, Koganpage Publications.

MBA IM 18 GLOBAL SUPPLY CHAIN INTEGRATION AND INTERNATIONAL SOURCING

Unit -I

Introduction : Global Sourcing and Supply Defined – Research Approaches – current state of Global Sourcing and Supply – Global reach supplier and procurement centre locations – Firm Performance requirements –Reasons to Source globally – Results Achieved from global sourcing – Implementation of requirements important to Global Sourcing Effectiveness.

Unit -II

A Prescriptive Model for Global Sourcing and Supply – Five-level Model – Global Sourcing and Supply Process Models – Critical Success factors Impacting Global Sourcing and Supply Excellence – Global Sourcing Performance outcomes-Global Sourcing and Supply Critical Success Factors

Unit - III

Individual Features That Relate to Global Sourcing Excellence – Using Scenario Comparisons to Identify Global Sourcing Drivers – Key Performance Findings – Organization – Decision Making and Governance – Organizing for Integrated Global Sourcing – Global Strategy Development – Using Terms to Support Global Sourcing

Unit- IV

Cross-Enterprise Integration – Integration Across the Organization – Formal Improvement Process and information Sharing With Suppliers – Integration Through Communication Technology and information System – Human Resource Requirements for Integrated Global Sourcing –international Purchasing Offices and Sourcing In Emerging Markets – International Purchasing Offices.

Unit -V

Emerging Market/Lower –Cost Country Sourcing – China Sourcing – Global Sourcing and Supply Trends and Strategic directions - Competitive Challenges – Survey Respond Suggestion for improvement – Global Sourcing and Supply Strategy Trends.

References:

- 1.) Fred Sollish, Strategic Global Sourcing Best Practice, Wiley Publications.
- 2.) Mort Harris, Integrated Supply And Analysis, Hillcrest Publications.
- 3.) Bhuvan Unhelkar, Global Integrated Supply Chain Systems, Idea group Publications

MBA IM 19 INTERNATIONAL MARKETING

Unit - I

International Marketing: Nature and Importance – International Marketing Orientation – International Marketing Management Process – International Marketing Environment – Screening and Selection of Markets – International Market Entry Strategies – Exporting, Licensing, Contract Manufacturing, Joint Venture M & A – Strategic Alliances.

Unit - II

International Product and Pricing Strategies: Product Designing – Product Standardization Vs. Adaptation – Managing Product Line – New Product Development – Pricing for International Markets – Factors Affecting International Price Determination – Price Quotations and Terms of Sale.

Unit - III

Managing International Distribution and Promotion: Distribution Channel Strategy – Their Roles and Functions – Selection and Management of Overseas Agents – International Distribution Logistics – Planning for Trade Fairs and Exhibitions – International Promotion Mix – Advertising and other Modes of Communication.

Unit - IV

India's Foreign Trade Policy – Direction and Composition of India's foreign trade – Export – Import Policy of Current Year – Export procedures and documentation – Export import procedures – Certificate related to shipments – Documents related to payment – Documents related to Inspection – Documents related to excisable goods

Unit - V

Emerging Trends in International Marketing: Regionalism v/s Multilateralism – Trade Blocks – Important Grouping in the World – Legal Dimensions in International Marketing (Role of WTO) – Marketing Research for Identifying Opportunities in International Markets.

References:

1. Keegan, Warren J. (7th Edition, 2002). Global Marketing Management. Pearson Education, New Delhi.
2. Kotabe Masaaki and Helsen Kristiaan (2nd Edition, 2001). Global Marketing Management. John Wiley & Sons (Asia) Pte Ltd.
3. Onkvisit, Sak and Shaw, John J. (2004). International Marketing: Analysis and Strategy, Edition, Prentice Hall.

MBA IM 20 E-MARKETING

Unit - I

e-Marketing – e-Business – Difference between e-Commerce and e-Marketing – Difference between e-Marketing and Interactive marketing.

Unit - II

Advantages of e-Marketing : Reduction in costs through automation and use of electronic media, Faster response to both marketers and the end user, increased ability to measure and collect data, Opens the possibility to a market of one through personalization, Increased interactivity.

Unit - III

Disadvantages of e-Marketing: Lack of personal approach, Dependability on technology, Security, privacy issues, Maintenance costs due to a constantly evolving environment, Higher transparency of pricing and increased price competition, Worldwide competition through globalization.

Unit - IV

e-Marketing Plan – Situation Analysis – Industry Analysis – Competitor Analysis – e-Marketing Mix – Current Target Markets Demographics – Product Positioning – Macroeconomic Considerations - PESTE – Microeconomic Considerations – SWOT Analysis.

Unit - V

Marketing Strategy and Objectives – Objectives – Segmentation Method – Budget – Implementation – Evaluation – Contingency Plan.

References:

1. “E-Marketing: Theory and Application”, Stephen Dann, Susan Dann, 2011.
2. “eMarketing eXcellence”, PR Smith, Dave Chaffey, 2012

MBA IM 21 SUMMER PLACEMENT PROJECT REPORT & VIVA-VOCE

MBA IM 22 EXIM PROCEDURES AND DOCUMENTATION

Unit I

Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing –Registration Formalities –Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Payment Terms – Letter of Credit – Liberalization of Imports – Negative List for Imports – Categories of Importers

Unit II

Aligned Documentation system – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading –GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies – Import Documents – Transport Documents – Bill of Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.

Unit III

Steps in Export Procedure – Export Contract – Forward Cover – Export – Finance Institutional Framework for export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection Marine – Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents.

Unit IV

Realization of Exports Proceeds – Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents – Town of Export Excellence.

Unit V

Policy and Institutional Framework for Exports and Imports Foreign Trade Policy – Highlights – Special Focus Initiatives – Duty Drawback – Deemed Exports – ASIDE – MAI & MDA – Star Export Houses – EPCG Scheme – Incentives for Exporters – Export Promotion Councils – Commodity Boards – FIEO – IIFT – EOUs – SEZs – ITPO – ECGC – EXIM Bank.

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MBA IM 23 GLOBAL MARKETING MANAGEMENT

Unit – I

New Global Environment – Global Marketing Objectives – Theoretical - Specific Advantages (CSAs) – FSAs, CSAs, and Regionalization – Extending Porter’s “Five Forces” Model – Rivalry between – Cultural Foundations: Introduction – The Meaning of Culture – Culture and “How to Do Business – Industrial Buyers – The Limits to Cultural Sensitivity.

Unit – II

Country Attractiveness – Regional and Country Indicators – Systematic Entry Screening – Country Data Sources – Researching Competitors – Forecasting Country Sales – Industry Sales – Forecasting Market Share – Export - The Impact of Entry Barriers – The Exporting Option – Licensing, Strategic Alliances, Licensing – Strategic Alliances – Manufacturing Subsidiaries – Global Expansion Paths.

Unit – III

Local Marketing - Buyer Decision Making – Market Segmentation - Local Marketing in Mature Markets - Pan-European Marketing - Marketing in Japan - Marketing in Australia and New Zealand - Marketing in North America - Marketing in Latin America - Marketing in the New Asian Growth Markets - Marketing in India - Local Marketing in Developing Countries - Marketing in Russia and the NDCs.

Unit – IV

Global Marketing Strategy - Global Marketer’s Mindset - Global Market Planning - Global Market Segmentation - Targeting Segments - Global STP Strategies - Global Products and Services - Which Features to Standardize? - Pitfalls of Global Standardization - Global Product Lines - Developing New Global Products - Globalizing Successful New Products - Global Services - Controlling Local Service Quality - Global Branding - Counterfeit Products

Unit – V

Global Pricing, Coordination and Distribution - Rationalizing Local Channels-Global Channel Design - Global Advertising - Global Advertiser’s Decisions - Global Promotion, E-Commerce and Personal Selling -- International Trade Fairs - Direct Marketing - Integrated Marketing Communications - Organizational Structure - The Global Network -Globalizing Management- Organizational Culture - Global Customers - Conflict Resolution.

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MBA IM 24 MARKETING OF LOGISTICS SERVICES

Unit – I

Introduction to Marketing – Types of Market – Marketing Process - Marketing Environment – Market Segmentation – Targeting and Positioning – Global Marketing Environment for Goods and Services.

Unit – II

Customer Relationship Management – Introduction – Customer Service – Nature and Concept – Components – Customer Service Priorities and Standards – Customer Service Costs– Customer Retention – Customer Satisfaction – Customer Service Strategic Management.

Unit – III

Pricing Strategy – Methods of Pricing – Selecting the final Price – Responding to Competitor's Price Changes – Marketing Channels – Channel Design – Channel Flows.

Unit – IV

Marketing of Service – Services Market Segmentation Positioning, understanding customer preference and Differentiation of Services – Issues in marketing of services – Service Delivery Process – Service Mapping – Distribution Strategies for Services – Services Marketing Mix – Characteristics of Services – Service Quality – Marketing of Shipping Services – Port Services.

Unit – V

Marketing Strategy and Planning – Types of Logistic Services – Domestic and International, Export and Import – Sea Freight Services – Air Freight Services – Custom clearance, Forwarding, Loading and Unloading.

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