

**BHARATHIAR UNIVERSITY - COIMBATORE - 641046.**

**PG Diploma in International Business**

REGULATION AND SYLLABUS (FROM THE ACADEMIC YEAR 2008 - 2009).

**1. ELIGIBILITY FOR ADMISSION TO THE COURSE**

Any Degree

**2. DURATION OF THE COURSE**

The course shall extend over a period of one year comprising of two semesters. Examination shall be conducted at the end of the semester for the respective subjects.

**3. COURSE OF STUDY AND SCHEME OF EXAMINATION**

Paper	Subject	Lecture Hrs	Exam Duration	Max Marks
I Semester				
I	Marketing Management	6	3 Hrs	100
II	Logistics Management	6	3 Hrs	100
III	Global Business Environment	6	3 Hrs	100
IV	Foreign Exchange Management	6	3 Hrs	100
II Semester				
V	Foreign Trade Procedures and Documentation	6	3 Hrs	100
VI	International Marketing Management	6	3 Hrs	100
VII	Export - Import Finance	6	3 Hrs	100
VIII	India's Foreign Trade and Legislation	6	3 Hrs	100
IX	Project Work			200

**4. MEDIUM OF INSTRUCTION**

The medium of instruction and examination is English only.

**5. PASSING MINIMUM**

- a) A candidate shall be declared to have passed in a paper if a student obtains not less than 40% of marks in that paper.
- b) A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper.

**6. QUESTION PAPER PATTERN**

Max: 75 Marks

Section A: Objective type questions with no choice (10 Questions)  $10 \times 1 = 10$

Section B: Short answer questions of either / or type  $5 \times 5 = 25$   
(10 questions - 2 each from every unit)

Section C: Essay type questions of either or type  $5 \times 8 = 40$   
(10 questions - 2 each from every unit)

Note: Only Simple problems may be asked in Section - B in problem oriented subjects

**I SEMESTER  
PAPER - I MARKETING MANAGEMENT**

**UNIT - I**

Need and scope of market and marketing - Classification of markets - Objectives and Functions of Marketing management concept - Marketing Research - Market Information system - Consumer marketing and Rights - Buyer behaviour.

**UNIT - II**

- a) Marketing system -Marketing Mix- Marketing process-Market mechanism. Role of marketing in the economic development-Market segmentation.
- b) Product planning and development-New product decisions-product line and product mix-Major product line strategies.

**UNIT - III**

Price systems - Role of pricing - Objectives, policies and strategies - Procedures for price determination - Pricing in theory and practice - Management of pricing - Basic methods of price setting.

**UNIT - IV**

Promotional activities - Need and importance - Promotional mix - Sales promotion - Methods of sales promotion - Advertising function and objectives - Medias of advertising - Personal selling process - Communication process - Sales management - Objectives - Establishment of sales policies - Sales organization structure - Objectives and principles - Sales force management: Selection - training and control of sales force living sales territories, evaluation of salesman report.

**UNIT - V**

Case Studies (based on the above units).

**Books For Reference :**

1. Marketing management : Philip Kotler
2. Marketing : R. S. Pillai & Mrs. Bagavathi
3. Marketing : J. C. Gandhi
4. Principles of Marketing : Rajan Nair

**PAPER - II LOGISTICS MANAGEMENT**

**UNIT - I**

Marketing logistics system - concept, objectives and scope - Logistics interface with marketing - Logistics system elements - Importance and relevance to export management - Managing towards logistics excellence.

**UNIT - II**

The general structure of Shipping Industry - Type of ships - Operating systems - Liner operations and tramp operations - Conference system - Chartering principles - Freight structure and practices - U. N. Convention on liner code of conduct.

**UNIT - III**

Co-ordination : Role of intermediaries – freight forwarders – freight broker – stevedores – shipping agents – PORTS : Major and minor ports in India – Issues in India shipping – Port infrastructure development – Shipment of government controlled cargo – Organisation and functions of transchart.

#### **UNIT - IV**

Containerisation – Concept, Operation of the system – types of containers – benefits of containerization – Inland container depots, problems and prospects – Clearance procedure of ICD's – CONCOR – Multimodal transportation – International Air Transport – Advantages and constraints – Aircargo Tariff Structure – IATA.

#### **UNIT - V**

Case Studies (based on the above units).

#### **Books For Reference :**

1. Logistics Management & World Seabome Trade : Dr. Krishnaveni Muthaih
2. Study on shipping conferences : IIFT
3. System approach on problems of shipping and export strategy for the 80's : IIFT
4. Freight tariffs and practices of shipping conferences : IIFT

### **PAPER - III GLOBAL BUSINESS ENVIRONMENT**

#### **.UNIT - I**

Environmental adjustment needs – Analysing the international marketing environment – Vital importance of continuous monitoring, adopting to the changing environment.

#### **UNIT - II**

The national physical endowment – Topography – Climate – The nature of Economic activity – Rostow's view. Infrastructure – Transportation. Energy – communication – Urbanisation – Tax structure, Inflation foreign investment.

#### **UNIT - III**

Cultural environment: Material culture – language – Aesthetics – design, colour, music, brand names – educational – religious – Attitudes and values – Eastern Vs Western Culture.

#### **UNIT - IV**

Legal environment – Bases for legal system – Jurisdiction International Legal disputes – International dispute resolution crime, Corruption and law – Commercial law within countries – Impact on International law on Business of human Rights.

#### **UNIT - V**

Case Studies (based on the above units).

#### **Books For Reference :**

1. International Marketing : Onkvist & Shaw
2. International Marketing : Philip R. Careora

3. Environmental Economics : M. Karpagam  
4. Environmental Pollution : Katyal, Timmy & Satake.

## **PAPER – IV FOREIGN EXCHANGE MANAGEMENT**

### **UNIT – I**

Foreign exchange – Administration of Foreign Exchange – Foreign Exchange transactions – purchases and sales transactions – Authorised dealers – Foreign currency accounts – Funding of Vostra accounts – Multinational Banking.

### **UNIT – II**

Foreign exchange market – Functions – Exchange rates – Exchanges quotations – spot and forward transactions – Merchant rates – TT Selling rate- TT Buying rate-Forward exchange contract-Features of Forward exchange contract.

### **UNIT – III**

Foreign exchange risk and exposure – External techniques of exposure management – Internal techniques of exposure management. External technique of exposure management.

### **UNIT – IV**

Inter Bank Deals- cover deals trading, SWAP Deals – Arbitrage operations-Managing foreign exchange reserves-Fiscal and Monetary policies in India- Devaluation –pros and cons.

### **UNIT – V**

Case Studies (based on the above units).

Note: Question paper shall cover 80% Theory and 20% Problem.

### **Books For Reference :**

- |                                            |                    |
|--------------------------------------------|--------------------|
| 1. International Finance                   | : Maurice. D. Levi |
| 2. Foreign Exchange, International Finance | : A. V. Rajwade    |
| 3. Global Financial Markets                | : Ian H. Giddy     |
| 4. Foreign Exchange Arithmetic             | : C. Jeevanandham  |
| 5. International Economics                 | : Methane          |

## **II SEMESTER**

### **PAPER – V FOREIGN TRADE PROCEDURES AND DOCUMENTATION**

#### **UNIT – I**

Export Trade Control: Different categories of Exporters – Export licensing procedures and formalities – Role of ECGC in export promotion – Deemed exports and its benefits.

#### **UNIT – II**

Registered Exporters: Definition of export House and Trading House – Incentives given to Free trade Zones and 100% EOU's – salient features and benefits – Norms governing the establishment and governing of the units – Project exports and consultancy exports.

### **UNIT - III**

Import Trade Control : License – Duty Entitlement Passbook Scheme – Harmonized IEC code number adopted for classification of import trade control items – Import of capital goods under EPCG scheme – Import of raw materials and components under OGL actual user condition – Import for stock and sale – Restricted and Banned items for imports – Canalisation of Imports and various canalizing agencies.

### **UNIT - IV**

Warehousing in connection with imports – Bonded warehousing – Special facilities provided for NRI's and the norms for import of various items by them – Import of Capital goods and raw materials for Free Trade Zones and 100% EOU's – Customs Procedures for Imports – Customs duty and Indian Customs tariff.

Export and Import Documentation: Acceptance of document of L/C, D/A, D/P and Deferred Payment Basis – Approved methods of RBI regulations – Suppliers credit.

### **UNIT - V**

Case Studies (based on the above units).

### **Books For Reference :**

- |                                                         |                      |
|---------------------------------------------------------|----------------------|
| 1. How to Import                                        | : Nabhis Publication |
| 2. How to Export                                        | : Nabhis Publication |
| 3. Export Marketing                                     | : T. A. S. Balagopal |
| 4. A Guide on Export Policy Procedure and Documentation | : M. L. Mahajan      |
| 5. New Export-Import Policy                             | : Nabhis Publication |

## **PAPER - VI INTERNATIONAL MARKETING MANAGEMENT**

### **UNIT - I**

International Marketing – Definition – National & International Marketing – Special features of International Marketing – Difficulties & Barriers in International Marketing – Future of Global Marketing.

### **UNIT - II**

Managing Marketing – Defining customer value & satisfaction – retaining customers – delivering customer value & satisfaction – Implementing total quality marketing – Competitive marketing strategies – Balancing customer and Customer Orientations.

### **UNIT - III**

International Marketing decisions – Products strategies and product planning – Branding and Packaging decision – Pricing strategies.

### **UNIT - IV**

Managing direct and on-line marketing – the growth and benefits of direct marketing – indirect marketing – major channel for direct marketing – on-line marketing –conducting on-line marketing – Challenges of on-line marketing.

#### **UNIT - V**

Case Studies (based on the above units).

#### **Books For Reference :**

1. Marketing Management : Philip Kotler (Millennium edition)
2. Marketing : William Zikmond & Michel D. Amico
3. International Marketing : Sak Onkvist & John J. Shaw
4. Principles of International Marketing : Philip Kotler & Gray Armstrong
5. Global Marketing Management : Keegan

### **PAPER - VII EXPORT - IMPORT FINANCE**

#### **UNIT - I**

Introduction to Export Finance: Terms of International Payments – Modes of International Payments – Financing of Export Credit needs – Short Term Sources of Finance – Medium and Long Term Sources of Finance – Export Credit System in India.

#### **UNIT - II**

Pre-shipment Finance – Categories of Pre-shipment Finance – Facilities of Pre-shipment Credit - Pre-shipment Credit in Foreign Currency (PCFC) – Interest rate on Pre-shipment Credit, Post-shipment Credit Finance – Categories of Post-shipment Credit in rupees – Post-shipment credit in Foreign Currency – Refinance of Pre-shipment and Post-shipment Finance.

#### **UNIT -III**

Introduction of import finance – Bulk import finance for inputs – Import finance against foreign loans of credit – European – Asian Countries investment part feasibility – Foreign Exchange for import of inputs – Payments methods for imports.

#### **UNIT - IV**

Long term finance – Deferred payments for EXIM – Categories of deferred payments – Buyers credit – Application procedures for the long term finance – Approval bodies – conditions for approving.

Financial agencies – Reserve Bank of India – Industrial and Export Credit Department – Exchange Control Department – EXIM Bank – Commercial Bank – Export Credit Guarantee Corporation – ICICI – IDBI – IFCI.

#### **UNIT - V**

Case Studies (based on the above units).

#### **Books For Reference :**

1. International Marketing : M. L. Varma & Agarwal
2. Export Import Finance : Parasram
3. International Finance : Maurice D. Levi

## **PAPER - VIII INDIA'S FOREIGN TRADE AND LEGISLATION**

### **UNIT - I**

Development of Foreign Trade Policy - India's foreign trade since 1951 - objectives of 1992 - 1997 policy - salient features of 1992-97 policy - salient features and special provisions of 1997-2002 policy -2002-2007 policy- NRI investment - Impact of recent changes in Foreign Trade Policy.

### **UNIT - II**

Legal framework of India's Foreign Trade - The Foreign Trade Development and Regulation Act (1992) - Import and Export (Control) Act (1947) - Foreign Trade Regulation Rules (1993) - Foreign Trade (exemption from application of rules in certain cases) order 1993 - Notification under Foreign Trade (development & regulation) Act 1992 - Regulatory environment of International Business - Exchange control regulations in India.

### **UNIT - III**

Technology import contract - Technology Policy and environment - Selection and transfer issues - Law for protection of intellectual property rights, patents, trademarks, etc.,

### **UNIT - IV**

Law of product liability - Laws relating to customs practices and procedures - settlement of International Trade disputes - Carriage of goods by sea, air and overroad.

### **UNIT - V**

Case Studies ( based on the above units).

### **Books For Reference :**

- |                                                   |                         |
|---------------------------------------------------|-------------------------|
| 1. Mercantile Law                                 | : N. D. Kapoor          |
| 2. International Marketing, Analysis and Strategy | : Sak onkvisit and Shaw |
| 3. International Trade and Export Management      | : Francis Cherunilum    |
| 4. International Trade                            | : M. L. Varma           |
| 5. Export Management                              | : T. A. S. Balagopal    |

## **PAPER IX : PROJECT WORK**