

DAV University, Jalandhar
Department of Commerce & Business Management



Scheme and Syllabi
for
P. G. Diploma in International Business (P.G.D.I.B.)
2021 Batch

(Program ID-387)

Objective:

The objective of the P. G. / Diploma in International Business is to fulfil the requirements of human resources in the field of foreign trade and international business. Through this course the students will be able to acquire knowledge and to develop skills which are required to undertake foreign trade activities as well as for attaining employment in Business Organizations both at national and international front.

Duration:

The duration of the Course shall be 1 year.

Eligibility:

Any Graduate (with 45% aggregate marks) from any recognized Indian/Foreign University shall be eligible for admission to the Course.

Course structure:

Semester-I

1. International Business Strategy
2. International Marketing Management
3. Import-Export Procedures and Documentation
4. PROJECT-I Guidelines

Semester-II

1. International Logistics
2. International Finance and Forex Management
3. E-Commerce for International Business
4. PROJECT-II Guidelines

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Scheme of Courses (Program ID-387)

Semester 1

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	MGT501P	International Business Strategy	3	1	0	4	Core Discipline
2	MGT502P	International Marketing Management	3	1	0	4	Core Discipline
3	MGT503P	Import-Export Procedures and Documentation	3	1	0	4	Core Discipline
4	MGT504P	PROJECT-I Guidelines	0	0	3	4	Practical
			9	3	3	16	

Semester 2

S.No	Paper Code	Course Title	L	T	P	Cr	Course Type
1	MGT505P	International Logistics	3	1	0	4	Core Discipline
2	MGT506P	International Finance and Forex Management	3	1	0	4	Core Discipline
3	MGT507P	E-Commerce for International Business	3	1	0	4	Core Discipline
4	MGT508P	PROJECT-II Guidelines	0	0	3	4	Practical
			9	3	3	16	

L: Lectures T: Tutorial P: Practical Cr: Credits

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Course Title: International Business Strategy

L	T	P	Credits
3	1	0	4

Course Code: MGT501P

Course Objectives: The course helps the student understand the complex environment in which MNC's work. It equips them to adapt themselves to international business and trade. It teaches them the foundations of international business strategy.

Learning Outcome: The students will be able to appreciate the role of strategy for IB.

UNIT-A

- Introduction to Global Strategy, Role of Globalization, Impact of Globalization on Developing Countries, 3hours
- Managing Competition in Global Markets, Porters Five Force Framework in Global Business, Role and application of Generic strategies in Global Business, Strategic Resource Management 3hours
- Value Chain analysis in Global Business, VIRO Framework, Strategic Role of Cultures and Sub Cultures, Strategic Role of Ethics, Strategic Response Framework. 4hours

UNIT-B

- Concept of International Entrepreneurship, Comprehensive model of entrepreneurship, Entry barriers for firms going Global, entrepreneurial strategies 3hours
- Comprehensive model of foreign market entries, Distinguishing features of trading mode, passive participation mode 3hours
- Active or direct participation mode, Risk associated in Going Global, IJV, Strategic alliances, Major strategic issues in international mergers and acquisitions (M&A) 3hours
- Rules of successful M&As, comprehensive model of strategic alliances and networks. 3hours

UNIT-C

- International competitiveness and competitive scope, Diversification and concentration strategies for international competitive advantage 3hours
- Types of Diversification, Considerations in Global Business Management, comprehensive model of diversification 3hours

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- Multinational Strategies and Structures, Comprehensive model of multinational strategy 4hours
- Structure and learning, relationship between multinational strategies and structures application 3hours
- Strategic Innovation and Knowledge management in Global Business. 3hours

UNIT-D

- Concept of Global Corporate and Social Responsibility, comprehensive model of corporate social responsibility 1hours
- Corporate Sustainable development, Need of CSR activities, Role CSR in sustainable development 1hours
- Concept of Private Equity, Corporate Governance at Global Level, comprehensive model of corporate governance 2hours
- Concept of Family Business Going Global. 3hours

Total

45 hours

Text Book:

1. Mike W. Peng, *Global Strategy*, Cengage Learning, 4th Edition (2019).

Reference Books:

1. A Nag,, *International Business Strategy* Vikas Publishing House, New Delhi, 2nd Edition (2010).
2. Mellahi, K., Frynas, J.G. & Finlay, P , *Global Strategic Management*, Oxford University Press, 3rd Edition (2006)

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Course Title: International Marketing Management

L	T	P	Credits
3	1	0	4

Course Code: MGT502P

Course Objective: The objective of this course is to develop a conceptual & practical framework of international marketing management. This paper develops further helps to develop an international marketing plan.

Learning Outcomes: At the end of the course a students should be able to identify and analyse key trends, opportunities and problems in local and regional marketing environments; research, define and evaluate markets for given products and product ideas, and services; specify products rigorously, match them with corresponding markets, and outline appropriate marketing strategies at international level.

Unit – A	Hours
International Marketing: An Introduction Market Potential of Countries International Organisations International Trading International Competitive Advantage and Buyer’s Profile	11
Unit – B	
International Environment for Business, Customer, Competition and Controls International Pricing International Business-to-Business Marketing International Marketing of Services International Strategic Marketing	11
Unit – C	
International Stakeholders International Brands International Marketing Concepts Market Competitive Forces Worldwide Advertising and Promotion in International Markets	11
Unit – D	
International Public Relations International Marketing Research Distribution of Goods Worldwide International Markets for the Twenty-first Century, Imports and Exports International Management for Marketing Personnel	12
	45 hours

Reference Books:

1. Mathur, U. C. (2008). International marketing management: Text and cases.
2. Cateora, P. R., Graham, J. L., International Marketing, McGraw Hill.
3. Onkysist, S., and Shaw, J., International Marketing, Routledge.
4. Subhash C. J., International Marketing, Cengage Learning India Pvt Ltd.

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5. Livingstone, J. M. (1983). International marketing management. London: Macmillan.

Course Title: Import-Export Procedures and Documentation

Paper Code: MGT503P

L	T	P	Credits
3	1	0	4

Course Objective: The course aims at providing and understanding of foreign exchange, export financing, Export – Import procedures and the various operations involved. The main emphasis is laid on developing a systematic approach to handling foreign trade transactions and the paper work thereto.

Learning outcome: After the completion of the course, the students will be familiarized with the understanding of foreign exchange, export financing, Export – Import procedures and the various operations involved. In addition, students will be learned to handle foreign trade transactions and the paperwork thereto.

Syllabus

Unit -A(13 Hours)
Institutional framework for foreign trade International Trade Documentation and steps Preliminaries For Exports Export Credit Guarantee Corporation of India
Unit- B(12 Hours)
Methods and Instruments of Payment and Pricing Export Import Procedure Special Economic Zones Export Import Policy
Unit- C(10 Hours)
Methods Of Financing Exporters Customs Clearance of Import & Export Cargo Quality Control& Pre-Shipment Inspection Export Incentives Schemes
Unit -D(10 Hours)
Logistics Exports and Imports Export Marketing and Different Forms of International Trade Information Technology and International Business Role Of EXIM Bank in Export Finance

Text Books:

1. Paul, Justin and Aserkar, Rajiv. Export Import Management. Oxford Higher Education.
2. Jain, S, Khushpat and Jain, V, Apexa. Foreign trade Theory, procedures, Practices and Documentation. Himalaya Publishing house

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Reference Books:

1. Gupta, Parul. Export Import Management. McGraw Hill Education.
2. Gopal, C.Rama, Export Import procedures Documentation & Logistics. New age International Publishers.

Course Title: Project I

Paper Code: MGT504P

GUIDELINES FOR PROJECT-I

1. Applicability and Duration

The following guidelines shall be applicable to Project-1 for the students pursuing PG diploma in International Business. The project will start in **3rd week of first semester** and will be completed **two weeks prior to the end of that semester**.

2. Purpose of the Project

The project work aims to provide the students an opportunity to integrate and implement the knowledge and skills gained during their studies to generate new knowledge. The aim is to carry out an independent work of practical importance. While working under the supervision of their project supervisor, the students will use relevant data and appropriate methods to examine the international practices.

3. Topic of the Project

The project shall be based upon the topics relating to:

- Export Import documentation
- International Marketing
- International Business Strategy

4. Evaluation

The project carries 100 marks with the weightage categorized as follows:

Evaluation Criteria and Weightage

Criteria	Weightage
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Continuous Assessment by the Project supervisor	50%
End Term Evaluation (Viva/Presentation)	50%

Appointment of Evaluation Panel

- The end term evaluation shall be evaluated by a panel consist of two neutral evaluators from the Department of CBME.
- The Project supervisors are expected to be present during the evaluation of their Students, but the project supervisor shall not evaluate their own students.
- The average of two neutral examiners (50) and the evaluation of project supervisor (50) will be summed up to calculate the total marks obtained by the student.

IMPORTANT NOTES

- I. Each student should identify the unique project and get it approved from the supervisor.
- II. Students must meet the project supervisor on a weekly basis to discuss the progress of the work and to seek clarifications on problems faced during their project work.
- III. The project work should be the original work done by the student. In case a student presents the work of someone else as their own or copy a large portion from academic or other sources without properly referencing them, even if unintentionally, it will be considered as a violation of the university policy on academic misconduct. There will be zero tolerance for academic misconduct or plagiarism. All matters regarding plagiarism will be dealt as per the university policy on academic misconduct.

Course Title: International Logistics

L	T	P	Credits
3	1	0	4

Course Code: MGT505P

Course Objective: The objective of this course is to develop a conceptual & practical framework towards International logistics. This book develops further helps the reader to conceptualize and practically apply the concepts in International supply chain.

Learning Outcomes: At the end of the course a student should be able to identify and analyse key trends, opportunities and problems in logistics at the global level. The student will also appreciate the difficulties logistic managers face while delivering goods across the globe. The reading of this course will help the student is practically applying these concepts in international business

Unit – A	Hours
Introduction to International Trade Logistics Integrated Logistics and Sub-system Elements Choice of Mode of Transport Information and Order Processing Packing and Packaging Labelling and Marking in International Logistics	11
Unit – B	
Inventory Management in Trade Logistics Warehousing Unitization, Palletization, and Stowing of Cargo Role of Dry Ports in Trade Logistics Incorporating Shipping Terms India's Transport Infrastructure	11
Unit – C	
Air Transport Ocean Transportation Containerization in Trade Logistics Multimodal Transportation Liner Shipping and Freightling Practices Tramp Shipping and Chartering Clauses	11

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Unit – D	
Freighting Principles and Practices in Trade Logistics Documentation in Trade Logistics Risks in International Trade Logistics Cargo Insurance and Claim Procedure Understanding and Preventing Maritime Fraud Role of Intermediaries in Trade Logistics	12
	45 hours

Text Book

1. International Trade Logistics (2015), Ram Singh, Oxford University Press India Publication

Reference Books:

2. International Logistics: Trade Operations Management (2020), Bruce Robinson, Clanrye International Publication
3. International Logistics: The Management of International Trade Operations (5th Edition,2017), Pierre David, Cicero Books publication
4. Logistics & Supply Chain Management: Logistics & Supply Chain Management (5th Edition,2016), Martin Christopher, FT publishing International publication
5. International Logistics Management (2016), Robert Chira , AuthorHouse UK Publication

Course Title: International Finance and Forex Management

Course Code: MGT506P

L	T	P	Credits
3	1	0	4

Course Objective: This course is aimed at providing the training in international finance and Forex management

Course Input: Students will learn key concepts related with international finance & Forex management

Unit – A (Introduction to International Finance) **Hours**

- Introduction to international finance: Overview, nature, scope, importance of international finance **4**
- International flow of funds: Balance of payment, international trade flow, world bank, international monetary fund, Asian development bank, world trade organization **3**
- International sources of finance: Long term finance, ADR's, GDR's, foreign bond market, Euro markets, European bonds, Euro commercial papers, foreign banks **3**

Unit- B (International monetary system and foreign exchange market)

- International Monetary system: Overview, Evolution of international monetary system, theories, economic and monetary union, parity conditions and currency forecasting **3**
- Foreign exchange market: Overview, Features, classification, functions, structure, major participants, factors influencing foreign exchange markets, **3**

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- Foreign exchange rates: Meaning, foreign exchange rate determination, measuring foreign exchange movements, determination in spot and forward market, foreign exchange quotations. **4**

Unit- C (Derivatives- Forward and future contracts)

- Derivatives: meaning, features, types of derivatives, regulatory framework, future contract, forward contract, pricing and valuation of contracts **3**
- Option contracts: Overview, types, call option, put option, ITM/ATM/OTM, option pricing, pay offs, option pricing models, option trading strategies **4**
- Swaps and credit derivatives: Meaning, types, factors, pricing models, strategies to hedge **3**

Unit- D (Foreign exchange risk management)

- Risk management: Meaning, features, types of foreign exposures/risk, measuring exposure/ risk, transaction exposure, translation exposure, economic exposure, operating exposure **4**
- Hedging: Meaning, internal and external techniques of hedging, managing of different kinds of exposures **3**
- Country risk analysis: Introduction, types of country risk, country risk analysis, country risk indicators, techniques to assess country risk, process of country risk analysis **4**
- Currency market: Currency futures, currency options, interest rate swaps, interest rate derivatives **4**

Text Book:

1. Shapiro, A.C. Multinational Financial Management. New York, John Wiley & Sons, Latest Edition.

Reference books:

1. Apte, P.G. International Financial Management. New Delhi, Tata McGraw Hill, Latest Edition.

Course Title: E-Commerce for International Business
Course Code: MGT507P

L	T	P	Credits
3	1	0	4

Course Objective: The objective of this course is to develop a conceptual & practical framework towards E-commerce from business perspective

Learning Outcomes: At the end of the course a student should be able to build any business web presence and market it on online platform

Unit – A	Hours
Introduction to E-commerce Business Models E-commerce Infrastructure: The Internet, Web, and Mobile Platform	12
Unit – B	
Building an E-commerce Presence: Websites, Mobile Sites, and Apps E-commerce Security and Payment Systems	10
Unit – C	
E-commerce Marketing and Advertising Concepts Social, Mobile, and Local Marketing E-commerce Retailing and Services	13
Unit – D	
Online Content and Media Online Communities B2B E-commerce: Supply Chain Management	10
	45 hours

Text Book

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1. E-Commerce 2018, Global Edition, 14/E Kenneth C. Laudon, New York University

Carol Guercio Traver ISBN-10: 1292251700 • ISBN-13: 9781292251707 ©2019 • Pearson • Paper, 912 pp

Reference Books:

1. Online Business Startup: The entrepreneur's guide to launching a fast, lean and profitable online venture by Robin Waite

Course Title: Project II

Paper Code: MGT508P

L	T	P	Credits
0	0	3	4

GUIDELINES FOR PROJECT-II

1. Applicability and Duration

The following guidelines shall be applicable to Project-II for the students pursuing PG diploma in International Business. The project will start in **3rd week of second semester** and will be completed **two weeks prior to the end of that semester**.

2. Purpose of the Project

The project work aims to provide the students an opportunity to integrate and implement the knowledge and skills gained during their studies to generate new knowledge. The aim is to carry out an independent work of practical importance. While working under the supervision of their project supervisor, the students will use relevant data and appropriate methods to examine the international practices.

3. Topic of the Project

The project shall be based upon the topics relating to:

- International Logistics
- International Finance and Forex Management
- E-Commerce for International Business

4. Evaluation

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The project carries 100 marks with the weightage categorized as follows:

Evaluation Criteria and Weightage

Criteria	Weightage
Continuous Assessment by the Project supervisor	50%
End Term Evaluation (Viva/Presentation)	50%

Appointment of Evaluation Panel

- The end term evaluation shall be evaluated by a panel consist of two neutral evaluators from the Department of CBME.
- The Project supervisors are expected to be present during the evaluation of their Students, but the project supervisor shall not evaluate their own students.
- The average of two neutral examiners (50) and the evaluation of project supervisor (50) will be summed up to calculate the total marks obtained by the student.

IMPORTANT NOTES

- I. Each student should identify the unique project and get it approved from the supervisor.
- II. Students must meet the project supervisor on a weekly basis to discuss the progress of the work and to seek clarifications on problems faced during their project work.
- III. The project work should be the original work done by the student. In case a student presents the work of someone else as their own or copy large portion from academic or other sources without properly referencing them, even if unintentionally, it will be considered as a violation of the university policy on academic misconduct. There will be zero tolerance for academic misconduct or plagiarism. All matters regarding plagiarism will be dealt as per the university policy on academic misconduct.