



# ALAGAPPA UNIVERSITY



(A State University Established in 1985)

Karaikudi - 630003. Tamil Nadu, India



## FACULTY OF MANAGEMENT DEPARTMENT OF INTERNATIONAL BUSINESS



**M.Phil., INTERNATIONAL BUSINESS**

**REGULATIONS AND SYLLABUS**

(For the candidates admitted from the  
Academic Year 2022 - 2023)

# DEPARTMENT OF INTERNATIONAL BUSINESS

## M.PHIL. INTERNATIONAL BUSINESS

### REGULATIONS AND SYLLABUS

[For the candidates admitted from the Academic Year 2022 – 2023 onwards]



### ALAGAPPA UNIVERSITY

(A State University Accredited with “A+” grade by NAAC (CGPA: 3.64) in the Third Cycle and Graded as Category-I University by MHRD-UGC)

Karaikudi - 630003, Tamil Nadu

**ALAGAPPA UNIVERSITY**  
**DEPARTMENT OF INTERNATIONAL BUSINESS**  
**Karaikudi - 630003, Tamil Nadu.**  
**REGULATIONS AND SYLLABUS - (CBCS - University Department)**  
**[For the candidates admitted from the Academic Year 2022 – 2023 onwards]**

**Name of the Department:** Department of International Business

**Name of the Subject Discipline:** International Business

**Programme of Level:** M.Phil.

**Duration for the Course:** Full-Time (One Year)

### **1. Duration and Pattern**

The M.Phil (INTERNATIONAL BUSINESS) Program is of one year duration, offered under Semester Pattern, with two Semesters in the year.

**2. Medium of Instruction:** English only

### **3. Eligibility**

A candidate with Postgraduate degree in International Business, Business Administration, Bank Management, Corporate Secretaryship, Insurance Management, Economics, Agriculture Economics, Cooperation, Foreign Trade or any related discipline are eligible to apply.

The minimum eligibility criterion for marks in PG degree is:

- 50% of marks for SC/ ST/ Physically or Visually challenged candidates
- 55% of marks for all others

### **4. Mode of Selection (Subject to variation)**

An eligible candidate must take up the Entrance Examination conducted commonly for all candidates by the University.

The question paper patterned on Multiple Choice Objective Type has both common part comprising Test of Language Skills, Test of Quantitative Aptitude, etc.

Ranking of candidates is based on the marks obtained in the Entrance Examination and the Qualifying PG degree marks with 50:50 weight. Provisional selection is done adopting community quota as per guidelines of the State Government.

### **5. Course of Study:**

The M.Phil (International Business) Program comprises of two parts. Part – I comprises Papers I, II & III that are common for all candidates doing M.Phil Programme. The Paper – IV which is specialization paper of the respective discipline. Part – II comprises of the Dissertation and Viva- Voce. The dissertation shall relate to Indian/ Global perspectives/issues in various functional areas of International Business.

## 6. Scheme of Examinations

### Structure of M.Phil Syllabus

Sl.No.	Course Code	Title of the Course	No. of Credit	Marks		Total
				Internal	External	
<b>I SEMESTER</b>						
1.	662101	Paper I - Methodology of Business Research	4	25	75	100
2.	662102	Paper II - Techniques of Business Research	4	25	75	100
3.	662103	Paper III - Professional Competency Development*	4	25	75	100
		<b>Total</b>	<b>12</b>	<b>75</b>	<b>225</b>	<b>300</b>
<b>II SEMESTER</b>						
4.	662201	Paper IV - Multinational Business Management	4	25	75	100
5.	662999	Dissertation - 150 & Viva-Voce - 50	8	50	150 (100+50)	200
		<b>Total</b>	<b>12</b>	<b>75</b>	<b>225</b>	<b>300</b>
<b>Grand Total (I &amp; II SEMESTER)</b>			<b>24</b>	<b>150</b>	<b>450</b>	<b>600</b>

[\* The Third Course involves rigorous Continuous Internal Assessment (CIA) with 75 marks and the End-Semester Exam (ESE) comprising of Comprehensive Viva-Voce carrying 25 marks. The CIA would include, besides those prescribed for other courses, Periodical Competency Revelation Presentations to enhance the Competencies on General Awareness, Computer and Internet, Classroom Communication and Pedagogical Skills. A candidate must secure a minimum of 30 marks in the CIA and 10 marks in the ESE Viva-Voce and put together a total of 50 marks out of 100 marks to get a pass. For this paper there is no University written examination, but only the assessment based on Viva – Voce. The Viva-Voce will be conducted by a Panel of three members comprising the Head of the Department, One External Examiner and the Faculty in-charge. ]

## 7. Credits:

Each student should earn 24 credits to complete the program.

## 8. Attendance

A student must earn a minimum of 75% attendance to become eligible to take the ESE in a course. However, condoning of shortage of attendance for those with earned attendance ranging between 70% and 75% will be granted on specific request. For those with earned attendance ranging between 60% and 70%, condoning is granted on genuine medical grounds supported by valid documentary evidence. A fee for condoning is to be paid. Those with earned attendance less than 60% cannot sit for the ESC examination and they have to redo the course/courses.

## 9. Redoing of the Courses

A student who has been debarred from the ESE for lack of attendance must repeat the Course(s) at a later semester, paying the prescribed fees for the course. Students interested in redoing of course(s) have to get prior official permission for the same by applying to the Registrar through the HoD on or before 5<sup>th</sup> June (for redoing of Odd Semester Courses) or 5<sup>th</sup> November (for redoing Even Semester Courses) every year.

## 10. No Repeating or Reappearing a course:

No student will be permitted to repeat a course or reappear for a CIA test or an ESE just for improvement of Grade Points. A student who has failed in CIA/ESE need take CIA/ ESE in that course(s) when it is next offered. Such students need to pay the prescribed fee.

## 11. Break of Study:

A student may be permitted to break his/her study on valid grounds. Such break of study shall be entertained only if the student has completed at the least two semesters of study. For availing break of study, a student has to apply to the Registrar along with the recommendations of the Class Advisor and the Head of the Department in the format prescribed enclosing documentary evidence(s) as a proof for his/her claim for break of study and after paying the prescribed fee entertained. Unauthorized break of study will not be permitted under any circumstances. Break of study will be permitted subject to the formalities of readmission as well as the availability of courses to be completed and the examination norms.

## 12. Assessment

Assessment of the students will be two-fold consisting of Continuous Internal Assessment (CIA) and End Semester Examination (ESE). The ratio between CIA and ESE will normally be 25-75 (As Advised by the TANSCHÉ).

**a. Continuous Internal Assessment (CIA):** The CIA marks shall be awarded based on the following:

Assessment components	Courses I, II & IV	Course III
Scores of two internal tests	15 Marks	30 Marks
Seminar/ Assignment/ Quiz/Class Works	10 Marks	20 Marks
Competency Revelation Presentations	--	25 Marks
<b>Total</b>	<b>25 Marks</b>	<b>75 Marks</b>

**b. End Semester Examination (ESE):** The ESE will consist of a written examination of three hours duration reckoned for Courses, I, II and IV for a maximum **75 marks**. The answer papers shall be evaluated by two examiners- Internal and External.

### 13. Pattern of Question Paper

Section	No. of Questions to be Asked	No. of Questions to be Answered	Marks per Question	Total Marks
I	7	7	3	21
II	6	4	6	24
III	2 (Either Or type)	2	10	20
IV	1 Case Study	1	10	10
<b>Total</b>				<b>75</b>

For Research Methodology Techniques, 2/3 of the question paper shall be problem-solving questions. For Specialization papers there could be problem solving questions as well as applicable.

c. **Research Guide:**

Each candidate will be allotted a Research Guide from among the Faculty Members of the Department by the Department concerned.

d. **Submission of Dissertation:**

A candidate has to prepare and submit a scholarly dissertation by the end of the Second Semester on a socially and economically relevant research problem, pertaining to his discipline and specialization, under the guidance of a Research Guide. The Research Work must be original and independent one of the candidate and the same has to be supported by a declaration, in the format prescribed by the University, by the candidate and duly certified by the Research Guide. There should not be any plagiarism. Two copies of the dissertation must be submitted by a candidate to the Head of the Department, duly signed by the Research Guide.

e. **Evaluation of Dissertation:**

The dissertation shall be evaluated by two examiners, of whom one will be the Research Guide and the other appointed by the University from a panel submitted by the Head of the Department. The Dissertation carries 150 marks.

f. **Viva Voce:**

Candidates whose dissertations are approved by the examiners securing, at least the minimum pass marks, will be called for the Viva Voce. The Board of Viva Voce shall comprise the Research Guide, the Head of the Department/ a senior faculty member of the Department. The Viva Voce carries 50 marks

### 14. **Time Extension for Submission of Dissertation:**

Extension for submission of dissertation shall be granted as per the University norms and conditions.

### 15. **Passing Minimum Marks:**

The minimum marks for pass in the CIA and ESE shall be 40%, in each, but an aggregate minimum of 50% marks putting together the Continuous Internal Assessment marks and University End Semester Examination marks is needed for a pass. A candidate should have secured 50% in Dissertation and 50% in the Viva Voce to get a pass.

## 16. Grading of the Courses

The following table gives the marks, Grade points, Letter Grades and classifications meant to indicate the overall academic performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade (Performance in Paper / Course)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90 - 100	9.0 – 10.0	O	Outstanding
80 - 89	8.0 – 8.9	D+	Excellent
75 - 79	7.5 – 7.9	D	Distinction
70 - 74	7.0 – 7.4	A+	Very Good
60 - 69	6.0 – 6.9	A	Good
50 - 59	5.0 – 5.9	B	Average
00 - 49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

- Successful candidates passing the examinations and earning GPA between 9.0 and 10.0 and marks from 90 – 100 shall be declared to have Outstanding (O).
- Successful candidates passing the examinations and earning GPA between 8.0 and 8.9 and marks from 80 - 89 shall be declared to have Excellent (D+).
- Successful candidates passing the examinations and earning GPA between 7.5 – 7.9 and marks from 75 - 79 shall be declared to have Distinction (D).
- Successful candidates passing the examinations and earning GPA between 7.0 – 7.4 and marks from 70 - 74 shall be declared to have Very Good (A+).
- Successful candidates passing the examinations and earning GPA between 6.0 – 6.9 and marks from 60 - 69 shall be declared to have Good (A).
- Successful candidates passing the examinations and earning GPA between 5.0 – 5.9 and marks from 50 - 59 shall be declared to have Average (B).
- Candidates earning GPA between 0.0 and marks from 00 - 49 shall be declared to have Re-appear (U).
- Absence from an examination shall not be taken as an attempt.

From the second semester onwards the total performance within a semester and continuous performance starting from the first semester are indicated respectively by **Grade Point Average (GPA)** and **Cumulative Grade Point Average (CGPA)**. These two are calculated by the following formulate

$$\text{GRADE POINT AVERAGE (GPA)} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

$$\text{GPA} = \frac{\text{Sum of the multiplication of Grade Points by the credits of the courses}}{\text{Sum of the credits of the courses in a Semester}}$$

### Classification of the final result

CGPA	Grade	Classification of Final Result
9.5 – 10.0 9.0 and above but below 9.5	<b>O+</b> <b>O</b>	First Class – Exemplary*
8.5 and above but below 9.0 8.0 and above but below 8.5 7.5 and above but below 8.0	<b>D++</b> <b>D+</b> <b>D</b>	First Class with Distinction*
7.0 and above but below 7.5 6.5 and above but below 7.0 6.0 and above but below 6.5	<b>A++</b> <b>A+</b> <b>A</b>	First Class
5.5 and above but below 6.0 5.0 and above but below 5.5	<b>B+</b> <b>B</b>	Second Class
0.0 and above but below 5.0	<b>U</b>	Re-appear

The final result of the candidate shall be based only on the CGPA earned by the candidate.

- a) Successful candidates passing the examinations and earning CGPA between 9.5 and 10.0 shall be given Letter Grade (O+), those who earned CGPA between 9.0 and 9.4 shall be given Letter Grade (O) and declared to have First Class –Exemplary\*.
- b) Successful candidates passing the examinations and earning CGPA between 7.5 and 7.9 shall be given Letter Grade (D), those who earned CGPA between 8.0 and 8.4 shall be given Letter Grade (D+), those who earned CGPA between 8.5 and 8.9 shall be given Letter Grade (D++) and declared to have First Class with Distinction\*.
- c) Successful candidates passing the examinations and earning CGPA between 6.0 and 6.4 shall be given Letter Grade (A), those who earned CGPA between 6.5 and 6.9 shall be given Letter Grade (A+), those who earned CGPA between 7.0 and 7.4 shall be given Letter Grade (A++) and declared to have First Class.
- d) Successful candidates passing the examinations and earning CGPA between 5.0 and 5.4 shall be given Letter Grade (B), those who earned CGPA between 5.5 and 5.9 shall be given Letter Grade (B+) and declared to have passed in Second Class.
- i) Candidates those who earned CGPA between 0.0 and 4.9 shall be given Letter Grade (U) and declared to have Re-appear.
- e) Absence from an examination shall not be taken as an attempt.

$$\text{CUMULATIVE GRADE POINT AVERAGE (CGPA)} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of Grade Points by the credits of the entire Programme}}{\text{Sum of the credits of the courses for the entire Programme}}$$

Where 'Ci' is the Credit earned for Course i in any semester; 'Gi' is the Grade Point obtained by the student for Course i and 'n' refers to the semester in which such courses were credited.

**CGPA** (Cumulative Grade Point Average) = Average Grade Point of all the Courses passed starting from the first semester to the current semester.

Note: \* The candidates who have passed in the first appearance and within the prescribed Semesters



of the PG Programme are alone eligible for this classification.

**Classification of Candidates**

- If a candidate secures 60% and above in both Part I and Part II put together, he/she is deemed to have passed in First Class.
- If a candidate secures 50% and above but less than 60% in both the parts put together, he/she is deemed to have passed in Second Class.
- If a candidate secures less than 50% in both the parts put together, he/she is deemed to have failed.

**17. Reappearance by Failed Candidates:**

A candidate who fails in any course / courses may appear for the examination again in that course / courses as per University rules.

**18. Completion of the Program:**

A candidate has to complete the program within 3 years from the completion of the duration of program, failing which the candidate's registration will stand automatically cancelled and the candidate has to register afresh, the candidate wants to pursue the program.

**19. Award of the M.Phil Degree:**

A student will be declared to be eligible for the award of a Degree if he/she has:

Registered for and undergone all the courses under the different parts of the curriculum of his/her program. There are no dues to the University, Hostel, NSS, Library Clubs, and Associations etc from the candidate. And No disciplinary action is pending against him/her.

**Other Regulations:**

Besides the above, the common regulations of the University shall also be applicable to this program.

**SEMESTER I**

<b>Course Code: 662101</b>	<b>METHODOLOGY OF BUSINESS RESEARCH</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To understand the nature, scope, and significance of research and research methodologies.</li> <li>➤ To understand the concepts, Skill and knowledge to identify research problem in social science.</li> <li>➤ These competencies and skills include: defining research questions; setting appropriate research objectives</li> <li>➤ To learn the primary and secondary data collection and instruments, etc.,</li> <li>➤ To understand the application of advanced statistical tools.</li> </ul>		
<b>Unit I</b>	Business Research – Meaning – Purpose – Types of Business Research – Explorative and Experimental Studies- Case study – Survey research – Significance of Research in Business Science – Ethics in Business Research - Steps in Research – Research Reconnaissance – Search and Review of Literature: Nature and Purpose – Identification, Selection and Formulation of Research Problems – Research Questions – Research Design – Hypothesis: Concept, Sources and Types – Formulation of Testable Hypotheses.		
<b>Unit II</b>	Measurement in Research - Measurement Scales – Nominal, Ordinal, Interval and Ratio Scales- From paired ordinal comparison developing Ratio scale- Important Scale construction techniques- Semantic Differential Scale construction - Construction of Likert’s Summated scale - Tests of sound measurement- Validity and its types- Reliability and measures thereof- Universality- Practicability, etc - Sources of errors in measurement and measures of control over them.		
<b>Unit III</b>	Sampling – Principles of Sampling Theory -Types of Sampling -Probability and Non-probability sampling - Steps in Sampling - Determinants of sample size - Estimation of Sample size given certain criteria and goals- Sampling and non-sampling Errors – Measures and control.		
<b>Unit IV</b>	Collection of Analysis of Data – Primary Data – Interview: Interview Schedule- Types of Interview- Questionnaire: Construction and Pre-requisites- administration- Observation: Types, Requisites and Tools- Suitability of each Mode- Pretest - Pilot study. Relevance and Mechanism.		
<b>Unit V</b>	Secondary data: Nature, Sources, Desirability and Precautions- Web sources- Opportunities and Threats- Sanitizing and Shaping up the data for analysis: Checking - corroboration - Editing - Coding – Transcription- Tabulation and types thereof- Pictorial Data Presentation : Need and Nuances – Analysis of Data: Purpose and Methods		
<b>Unit VI</b>	Structuring The Research Report: Chapter Formta – Pagination – Using Quotations – Presenting Foot-Notes – Abbreviations – Presentations Of Table And Fingers – Referencing Of Different Types Of Sources – Documentation – Use And Format Of Appendices – Indexing – Linguistic Aspects Of Report Writing: Grammatical Standards – Articulation – Lucidity – Flow – Clarity – Brevity.		
<b>Suggested Readings:-</b>			
Scientific Social Surveys and Research - Young Pauline. V. ; Research Methods, Design, and Analysis - Christensen, Johnson and Turner ; Methods in Social Research - Goode & Hatt. ; Handbook of Qualitative Research - Norman K Denzin; Business Research Methods - Emory William C. ; Thesis and Assignment Writing - Anderson ; Research Methods in Commerce - Amarchand D (Edr). ; Business			

Research Concepts and Practice - Earl R Babbie.

**Outcomes**

- The Scholars known about the collection of primary and secondary data.
- The Scholars would apply proper sampling and sampling methods.
- The Scholars would Transform data into information, and calculate and interpret basic descriptive statistics.
- The Scholars would Apply and interpret the different types of quantitative analysis.
- The Scholars would know the processing of data.



<b>Course Code:</b> 662102	<b>TECHNIQUES OF BUSINESS RESEARCH</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To understand the concepts and significance of linear programming.</li> <li>➤ The Scholars should study the features and applications of probability.</li> <li>➤ To understand the Decision Theory.</li> <li>➤ To enrich the students in the Usage of statistical tools.</li> <li>➤ To know about the business data analytics process.</li> </ul>		
<b>Unit I</b>	Qualitative and Quantitative Research Methods- Methods of Qualitative Research-Preponderance of Quantitative Research- Application of the Techniques of Statistics in Research –Intelligent use of Measures of Central Tendency, Measures of Dispersion, Measures of Symmetry & Asymmetry and Association of Attributes.		
<b>Unit II</b>	Measures of Relationship: Partial and Multiple Correlation and Regressions in research – Comparison of Multiple linear regression, Multiple nonlinear regression and Multiple logistic regression- Interpretation of Multiple regression Coefficients.		
<b>Unit III</b>	Test of Hypothesis - Null Hypothesis and Alternative Hypothesis - Level of Significance - Confidence Interval - Type I and Type II errors . Parametric tests : Testing of means - Testing for difference between means – Related / unrelated samples - Testing of Proportions - Testing for difference between Proportions - Testing for comparing variance, correlation coefficient and regression coefficient to hypothesized population variance, correlation coefficient and regression coefficient		
<b>Unit IV</b>	Analysis of Variance: Uses and principles of ANOVA - Setting up analysis of variance table - One way, two way, two-way with interaction and Latin Square techniques - Coding method - Friedman test - Kruskal Wallis test- Post Hoc Tests in ANOVA: LSD, HSD and Scheffe's test.		
<b>Unit V</b>	Non-Parametric Tests: Nature and significance - Sign Test, Run Test, Cohen's kappa, Siegel-Tukey test and Mann-Whitney U test- Chi Square test: Nature importance and Steps involved - Applications for test of goodness of fit, Relationship and Association-Yates Correction.		
<b>Unit VI</b>	Concepts and applications of Canonical correlation, Heteroscedasticity, Cronbach's Alpha, Factor Analysis, Cluster analysis and Conjoint analysis- Elucidation of Autoregressive Conditional Heteroscedasticity (ARCH) and Autoregressive Moving Average (ARMA) models.		
<p><b>Suggested Readings:-</b></p> <p>Modern Business Statistics -Ronald L Iman and W.T.Conover ; Social Research: Theory, Methods and Techniques -Piergiorgio Corbetta ; Statistics for Management -I.V.Levin; Statistical Methods for Business and Economics –Patterson; Research for Marketing Decisions - Green and Tull; Research Methodology - Methods &amp; Techniques -C.R.Kothari; Statistical Methods -S.P.Gupta</p>			
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>➤ The Scholars would understand the linear programming and transportation algorithm.</li> <li>➤ To learn about the real life scenario in quantitative methods.</li> <li>➤ The Scholars would apply R and R-STUDIO.</li> <li>➤ To enrich about the simulation and queuing methods.</li> <li>➤ The Scholars would able to know about the Application of probability model.</li> </ul>		

(No University Written Examination. Only Viva-Voce Based Course)

<b>Course Code:</b> <b>662103</b>	<b>PROFESSIONAL COMPETENCY DEVELOPMENT</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Objectives</b>	<ul style="list-style-type: none"><li>➤ To develop the classroom communication and presentation skills.</li><li>➤ To build and broaden the General Awareness level of learners in the fields of economy, polity, society and Export – Import Trends.</li><li>➤ To facilitate the use of electronic gadgets and Internet in improving the teaching – learning and research process.</li><li>➤ To develop for a preparation of research article and presentation.</li><li>➤ To enthuse the learners to try and adopt various pedagogical strategies.</li></ul>		
<b>Unit I</b>	<b>General Awareness</b> Individual and Group Presentations on contemporary economic, social and business issues – Reports on Industry Analyses, Trade Analyses and Export – Import Trends – Comparative Studies of Countries and Economies – Presentations on Recent Research Problems in the chosen areas of specialization		
<b>Unit II</b>	<b>Internet and Computers in Teaching – Learning and Research</b> Computer Lab Sessions to demonstrate use of Online Journals – Sourcing of Online Research Articles from databases like EBSCO, Emerald Insight, PROWESS, Elsevier Science Direct, etc., - Subscribing to Online Research Forums like DocSig, Corporate Research Forum, SSRN, Global Development Network (GDN), etc. – Preparing professional PowerPoint Presentations		
<b>Unit III</b>	<b>Classroom Communication</b> Testing of Conceptual Clarity through Quizzing – Mentoring and Tutoring Skills to help Slow Learners – Nuances of Written Communication in preparing Lecture Notes, Case- let and Case Writing for Classroom Use.		
<b>Unit IV</b>	<b>Pedagogical Skills</b> Use of Case Study Method, Situational Analysis Method and In Basket Exercises in Teaching – Use of Multimedia Tools like LCD Projectors and Laptops for presentations and Interactive Instructions – Games and Simulation relevant to the Area of Specialization – Student Performance Measurement Methods like Grading, Relative Grading, Percentile Method and Measurement Indicators like Mean, Median and Standard Deviation of Students’ Scores in examinations.		
<b>Unit V</b>	<b>Research Article Writing Skills</b> Presentations on Review of Research Articles in chosen areas – Analyzing and understanding styles and formats of articles in refereed National and Internal Journals – Abstract, Keywords, Footnote and Citation Styles in Articles – Cross referencing -Preparation of Articles for Magazines		
<b>Unit VI</b>	<b>Project Proposals and Research Proposals</b> Components of Project Proposals – Identifying funding agencies (like DAAD, UKIERI, DST, UGC, AICTE, ICSSR etc.,) and analyzing the requirements – Research Proposals: Exercises on Research Questions, Research Gaps and Outcome of Research identification in chosen research areas – Presentation of Proposals		
<b>Suggested Readings:-</b> Communication for the Classroom Teacher -Cooper, Pamela J, Simonds, Cheri ; Teaching with the Internet: Lessons from the Classroom, -Deborah Diadiun Leu, Deborah Diadium Leu, Donald J. Leu, Katherine R. Leu; Class Room Communication and Instructional Processes, -Barbara Mae. Raymond W. Preiss Gayle; The Indian CEO: A Portrait of Excellence -Spencer, Rajah, Narayan, Mohan and Lahiri.			

<b>Outcomes</b>	<ul style="list-style-type: none"><li>➤ Demonstrate and articulate the competency set of an effective teacher in the present Context.</li><li>➤ Enhance the professional use of Internet and electronic devices like LCD and Laptops.</li><li>➤ Adopt effective ways of inspiring the audience to learn to learn, unlearn and relearn.</li><li>➤ To know how to apply for project proposals.</li><li>➤ To learn about the research article preparation and presentation.</li></ul>
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**SEMESTER II**

<b>Course Code: 662201</b>	<b>MULTINATIONAL BUSINESS MANAGEMENT</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>➤ To understand the area of Research in Global trade, foreign portfolio management and international finance.</li> <li>➤ To make the Scholars understand the knowledge, capability, and skills necessary for making sound financial decisions for a multinational firm.</li> <li>➤ To teach Scholars how to under take research in MNC and write a quality report.</li> <li>➤ To enlighten the Scholars knowledge about the global marketing related research.</li> <li>➤ The Scholars know about the variuos sources for collecting data- Stock exchange, Ministry Commerce and Industry and other sources.</li> </ul>		
<b>Unit I</b>	Globalization of World Economies - Causes, issues and concerns - Global Trade: Trend and Patterns - Gains from Global Trade - Terms of Trade- Global Investment: Concept - Theories – Types- Trend - Issues. ForeignPortfolio Management: Concept, issues and Trend- Foreign Direct Investment: Concept, issues and Trend – Non-resident citizen’s Investment back home: Trend and determinants- Global Melt downs- Sovereign Debt Crisis- Scope for and areas of research in this arena.		
<b>Unit II</b>	Foreign Exchange: Concept and Significance - Exchange Rate Theories - Determinants of Exchange Rates - Foreign Exchange sub-markets - Derivatives Market and instruments- Options, futures, Swaps and Arbitrage- Exchange Rate System and Exchange control- Risks in forex market- Methods of hedging forex risk- Currency Volatility- Scope for and areas of research in this arena.		
<b>Unit III</b>	MNCs - Growth - Types - Problems - Strategic Management of MNCs - (SWOT analysis) - Market Entry Strategies of MNCs - Foreign Direct Investment by MNCs - Handling Risks at different stages of project execution- Project Vs Parent Cash Flows - IRR and NPV models - Adjusted present value – CAPM and International CAPM- Scope for and areas of research in this arena.		
<b>Unit IV</b>	Global Marketing: Market Entry strategies and Evaluation thereof- Marketing approaches: Geo-centric, Polycentric, Regio-centric and Ethno- centric- Global Brand management- Global Personnel Decisions- Global Personnel Needs- Global compensation- Out-sourcing and personnel decisions- Logistics and Supply Chain issues and Port and Infrastructre Facilities Scope for and areas of research in this arena.		
<b>Unit V</b>	Global Financial Market and Instruments - Overview of US, European, UK and Japanese markets - Global Equity Investment: Instruments and Trend – GDR and ADR- Global Debt Investments: Instruments and Trend - Global Short-term Investment Market: Instruments and Trend- Bench marks like LIBOR- Scope for and areas of research in this arena.		
<b>Unit VI</b>	India’s External Economic Sector: India’s Imports and Exports - Direction and Trend - Export Incentives - Export Processing Zones - 100% EOUs - Special Economic Zones - NRI Investment in India - Overseas Investment by Indian Companies: Strategies and Trend - India’s BOP - India’s Forex Reserve- Rupee in relation to US Dollar, Euro, Yen and Pound Sterling in recent 5 years or so - Scope for and areas of research in this arena.		

**Suggested Readings:-**

International Financial Management- P.G.Apte; Multinational Financial Management-A.C.Shapiro; Cases in Strategic Management-M.B.Athreya; International Business-S.Shivaramu; Global marketing Management-Warren J.Keegan.

**Outcomes**

- The Scholars would present the roles of Multinational Companies.
- The Scholars can undertake research in Export/Import.
- The Scholars can evaluate and implement international equity and debit issues.
- Trained the Scholars to take decisions on their India external economic sector.
- Scholars would know how to access the financial risk in their firm.







## **SCIENCE CAMPUS**