

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-IV**  
**PAPER – XVI**  
**INTERNATIONAL BUSINESS ENVIRONMENT**

International business an overview, types of International Business, Economic, Political, Social and Technological environment. Influence on Trade and Investment Pattern, Recent Investment trends. World Trade Organization, Tariff and Non Tariff Barriers, Regional Blocks, International production, Internationalization of service firms, forms of entry into oilier countries. Offshore financial Centers, International banks, Eurocurrency markets. World Stock Markets, Euro bonds. International Human Resource development, Globalization with Social Responsibility, Role of World Bank, Foreign Exchange Market Mechanism, Currency rates and their determination. Export management, India share in world trade and current events that affect the international business. Country risk analysis.

**SELECTED REFERENCES:**

1. **Alworth Julian**, *Investment and Taxation Decision of Multinationals*.
2. **V.K.Bhalla**, *International Business Environment International Economy liberalization process*.
3. **Allan Shapiro**, *International financial markets*.

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**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-IV**  
**PAPER – XVII**  
**BUSINESS ENVIRONMENT AND POLICY**

Economic Environment - concepts and significance of Economic environment, components of economic environment, types of economic system like mixed economy, socialism and capitalism. National income and distribution. Monetary policy and Fiscal policy. Industrial policy and Five years plans.

Social Environment- Concept and significance of social environment. Interdependence of business and society. Culture and organization, social responsibility of business and trusteeship management, business ethics, management education India, Problems and challenges before Indian manager. Chamber of Commerce.

Technological Environment - concept and significance, impact of technology on firm and country, total quality management(TQM), International Organization for Standardization (ISO), Technological choice and the impact of technology on ecology, usefulness of technology for the growth of mankind. Role of Government, Business and Society, Social Responsibility of Business.

**SELECTED REFERENCES:**

1. **Francis Cherunilam**, *Business Environment*
2. **Ruddar Dutt & Sundaram**, (2000) 45<sup>th</sup> ED, *Indian Economy*, S. Chand & Co. Ltd, New Delhi.
3. **Aswathappa**, (2001), *Essential of Business Environment*, Himalaya Publication house, Mumbai.

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**MASTER OF BUSINESS ECONOMICS**  
**SEMESTER-IV**  
**PAPER – XVIII**  
**PRINCIPLE OF MARKETING**

Concept of marketing, marketing systems. Analyzing marketing opportunities. Marketing Environment, Consumer buying behavior and industrial marketing. Marketing Research, Market Segmentation, Targeting and positioning. Developing Marketing Strategies, New product development. Product Life cycle, marketing strategies for market leaders, challengers, followers nichers. Marketing strategies for global marketplace. Corporate strategic planning, business strategic planning. Promotion mix and communication channels. Marketing control. Rural marketing, Online marketing. Supply chain management. Relationship marketing.

**SELECTED REFERENCES:**

1. **Philip Kotler**, (2001), *Marketing Management*, Prentice Hall of India, New Delhi.
2. **William Stanton**, *Fundamentals of marketing*.
3. **Richard Irwin**, *Basic Marketing Managerial approach*
4. **Eugene Kelley**, *Marketing Management*

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## MASTER OF BUSINESS ECONOMICS

### SEMESTER-IV

#### ANY TWO PAPAERS FROM THE FOLLOWING GROUPS

#### (PAPER XIX & XX)

#### (A) BANKING:-

##### TREASURY MANAGEMENT IN BANKS

Scope and functions of Treasury management. Responsibilities of the Treasurer, Regulatory fnnae work, Time value of money. Risk and Return, Financial Markets and Financial Instruments, Funds Management in Banks, Valuation of Securities, Liquidity management. Integrated Treasury Structure and Mechanics, Investment decisions in Treasury, Internal Treasury Controls, Managing Bankruptcy, International Perspective, Case study.

##### MANAGEMENT OF BANKING COMPANIES

Overview. Organizational design. Business Planning by Banks, Strategic issues in Banking services. Managing Growth.

Stakeholders and their expectations, managing stakeholders expectations, McKinncy 7S framework. Performance and Benchmarking, Customer Centric organization. Regulations and Compliance, Leadership development. Successions planning. Knowledge management. Managing Innovation, Entrepreneurship, Ethics and Corporate Governance, Indian and international case studies.

##### SELECTED REFERENCES:

1. **Reddy Y.Venugopal** , (2001) 3<sup>rd</sup> ED, *Monetary and financial sector reforms in India*, UBS publishers, New-Delhi.
2. **Global Capital Market Profile**, (2001) 2<sup>nd</sup> ED, *Dynamics and strategies*, Tata Mcgrew hill co ltd, New-Delhi.
3. **Dr. P.K.Shrivastava**, (2003) 9<sup>th</sup> ED, *Banking theory and Practices*, Himalaya Publishing House, Mumbai.

## **(B) INSURANCE**

### **INSURANCE MANAGEMENT - I**

Introduction to Risk and Insurance. Risk identification and Risk evaluation. Selection and implementation Techniques, Risk - management techniques. Principles of Insurance and Insurance Contracts, Risk Management and Insurance Industry, Principles of Management, Practice of Management, Effective management of Insurance organizations.

### **INSURANCE MANAGEMENT – II**

Leadership, Entrepreneurship. Globalization. performance and benchmarking. Customer Centric organization. Knowledge management. Management Information System, Convergence of Financial Services Markets, Stakeholders Expectations, Enterprise Risk Management, Ethics and Code of conduct.

### **SELECTED REFERENCES:**

1. **B.S.Bodla, M.C.Garg, K.P.Singh**, *Insurance, fundamentals, environments and procedures.*
2. **Palande Shah,Lunawat**, (2003), *Insurance Sector in India..*

## **C) FINANCE:-**

### **TREASURY AND FOREX MANAGEMENT**

Types of Foreign Exchange Markets and Transactions, Quoting Foreign Exchange Rates, spread. Official and Free market rates. Cross rates. Forward rates. Quoting forward rates. Organization of the foreign exchange markets. Currency futures, currency options and currency swaps. Corporate Exposure management. Alternative strategies for Exposure Management, Exposure management techniques. Organization of the Exposure management function. Parameters and Constraints on Exposure management, Theory and practice of forecasting Foreign exchange rates, Fundamental Analysis, Technical analysis. Social and Political factors. FEMA.

### **STRATEGIC FINANCIAL MANAGEMENT**

Globalization of Indian markets. competitive analysis of industries, generic strategies to gain competitive advantage. financial strategy to achieve cost profit and investment leaderships aspects of financial strategy. Introduction to corporate restructuring, form of restructuring business firms, Types of mergers and their characteristics. Theories of merger and Tender offer. Sell offs and Divestitures, ESOS as a financial strategy for increasing shareholders wealth, doing private and leveraged buyouts as a financial strategy. Share repurchases and Exchanges as a financial strategy. Financing and Dividend policies, Theory of Capital Structure. Making Capital Structure Decisions and Dividend as a Financial Policy. I.case and Buy decision, using compounding and discounting techniques to take decisions. Financial Engineering as a tool to develop financial strategy. Capital Budgeting Decisions under conditions of certainty. Relevant Case analysis of mergers and acquisitions in Indian industry and at the world level.

### **SELECTED REFERENCES:**

1. **VK Bhalla**, *International Financial management*
2. **Alan Shapiro**, (1999) 1<sup>st</sup> ED, *Multinational Financial Management*, John wity & sons, New York.
3. **Luca Cornelius**, *Trading in Global currency markets*.
4. **Michael Porter**, *Trading in currency options Competitive Advantage*.
5. **Weston, Chung and Hoag**, *Mergers, Acquisitions and Corporate control*.
6. **Pankaj Ghemawat**, *Strategy and Business leadership*

## **(D) MARKETING:-**

- **SERVICE MARKETING**

Emergence of Service Economy. Nature of Services. Goods and Services Marketing, Marketing Challenges in Service Business, Marketing framework for Service Business, The Service Classification. Service Product Development, Service Visions and Service Strategy, Quality Issues and Quality Models, Demand Supply management. Advertising, Branding and Packaging of Services, Recovery Classification of Services, Marketing of financial services. The Indian scene, Designing of service strategy.

- **BRAND MANAGEMENT**

Concept of Brand, Understanding brand concept of brand knowledge, Brand personality. Brand equity, Brand positioning. Brand value and Brand research. Issues in managing the brand-brand portfolio, brand positioning strategy, Measuring brand equity. Extensions of brand. New brand development. Product offering, Differentiating, the process, setting objectives, market dynamics. Launching new brands, Role of promotional tool like Advertising, sales promotion, direct marketing in brand building, Net branding. Brand leadership. Brands as intellectual property. Branding the corporate. Brand Revitalization, Branding in different sectors : Customer Industrial. Retail and Service.

### **SELECTED REFERENCES:**

1. **Lovelock Christopher**, *Managing Services, Marketing operations and Human resources*
2. **Mcdonald, Malcom and Paync**, (2002) 1<sup>st</sup> ED, *Marketing planning for services*, Pearson Education Ltd.
3. **Aaker David** , *Brand Leadership*
4. **Kapferer Jean Noel**, *Strategic Brand management*,.

## **E) ECONOMICS AND MANAGEMENT OF HUMAN RESOURCES:**

History of human resource management. Human Resource Management in a changing Environment, Corporate Objectives and Human Resource planning. Career and Successions planning. Recruitment, Selection, Job analysis and Role Description, Methods of Manpower 'training and Development, Employees Welfare, Industrial Relations and Trade Unions, Dispute Resolution and Grievance management. Employee Empowerment, International Human Resource management practices. Case studies on companies orientations towards their human resources. New concepts in the field of human resources. Performance Drivers, Leadership and Performance, Reward Management, Performance Appraisal systems. Strategic Human Resource management Mergers and Acquisitions, Outsourcing, Information Technology and Human Resource, Ethical issues in Strategic human resource management. Self Actualizing employees. Cases in performance appraisals.

## **SELECTED REFERENCES:**

1. **Aswathappa**, *Human Resource and Personnel Management*.
2. **DE Cenzo & Robbins**, *Human Resource Management*.
3. **Monappa and Saiyadain**, *Personnel Management*.

### **F) QUANTITATIVE TECHNIQUES:**

Mathematical basis of managerial Decisions. Functions, Application of Functions, Special functions and their managerial application, matrices and their application in solving Business problems. Linear programming, Frequency distribution and their analysis Probability theory and Probability Distribution, Time series. Hypothesis Testing - Z, T, X, I-', Use of SPSS package and other software packages. Advanced Techniques for Data analysis ANOVA, Discriminate analysis, Factor analysis. Conjoint Analysis, Multi Dimensional Scaling, Clustering methods, Correlation, Regression, Index numbers.

### **SELECTED REFERENCES:**

1. **MP Gupta and SP Gupta**, *Business Statistics*.
2. **Chadha NK**, *Statistics for behavioral and social scientists*.
3. **Shanna JK**, *Fundamentals of Operation Research*.

## **(G) EXPORT-IMPORT MANAGEMENT:**

- **INTERNATIONAL MARKETING:**

1. National Economic Self reliance
2. Practices and Problems of international meeting
3. Policy and framework for international trade

- **INTERNATIONAL BUSINESS:**

1. International Economic Environment
2. Competition, Privatisation, Deregulation,
3. International Logistics and distribution.
4. International marketing
5. International Human Resource Management

### **SELECTED REFERENCES:**

1. **A.S.Balagopal**, (2001) 6<sup>th</sup> ED, *export management*, Himalaya Publishing house, New-delhi.
2. **Archana Singh**, (2001) 1<sup>st</sup> ED, *Export Management-Strategic planning and promotion*, RBSA Publication, Jaipur
3. **Eoger Bemmett**, (2000) 2<sup>nd</sup> ED, *International Business*, Financial Times, Pitman..
4. **Dr. K.L.Bhatia, Kewal Khanna**, *Export management*, Raj Publishing house.