



BHARATI VIDYAPEETH UNIVERSITY, PUNE

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‘A’ Grade Accreditation by NAAC

Social Transformation Through Dynamic Education...

SCHOOL OF DISTANCE EDUCATION

PROGRAMME GUIDE

OF

DIPLOMA IN INTERNATIONAL BUSINESS

MANAGEMENT

(DIBM)

Table of Content

| Sr. No. | Particulars | Page No. |
|----------------|---|-----------------|
| 1. | Aims and objectives of the course | 1 |
| 2. | Nomenclature of the course | 1 |
| 3. | Abbreviation of the course | 1 |
| 4. | Name of the faculty | 1 |
| 5. | Academic year in which course has been initiated | 1 |
| 6. | Eligibility criteria for admission to the course | 1 |
| 7. | Teaching scheme of the course | 1 |
| 8. | Structure of the course | 1 |
| 9. | Standard of Passing | 1 |
| 10. | Rules pertaining to supplementary / reappearing in examinations, if not passed the examination as per rules of passing | 1 |
| 11. | Rules of ATKT (Allow To Keep Term) | 2 |
| 12. | Award of Classes | 2 |
| 13. | Rules for conduct of examinations | 2 |
| 14. | Basis for allocation of marks for | 2 |
| 15. | Procedure for conduct of Internal Tests / Term work/ Internal Assessment | 2 |
| 16. | Pattern of Evaluation and Examination & Procedure for the evaluation of Summer Training Project / Internship Projects and conduct of viva | 2 |
| 17. | Pattern of question paper | 2 |
| 18. | Annexure- I | 3 |
| 19. | Syllabus | |
| | Semester-I | 4-9 |
| | Semester-II | 10-14 |

Course: Diploma in International Business Management

The Diploma in International Business Management programme is of One years duration comprising of Sem –I & Sem-II,

1. Aims and objectives of the course: -
 - a) To equip students with knowledge and skills to be able to perform their role as versatile and integrated business executives.
 - b) To cultivate competencies for performing both as strategists and recipients in the national and international context of change.
2. Nomenclature of the course: - Annexure – I
3. Abbreviation of the course: DIBM
4. Name of the faculty: - Faculty of Management
5. Academic year in which course has been initiated: - 2011-12
6. Eligibility criteria for admission to the course:
 - A) A three – year bachelor’s degree or equivalent in any discipline from a recognized University
7. Teaching scheme of the course:

The Personal Contact Sessions and Seminars will be conducted at the Academic Study Centers during weekends (Sundays or Saturdays) and Public holidays. There will be 50 hours devoted to these sessions for theory as well as practical work.

8. Structure of the course: - The programme is divided into 2 Semesters consisting of 10 courses including Study Project.
9. Standard of Passing: -

In order to pass the course, a candidate will have to obtain minimum 40% marks in each head of passing.

Student is required to pass separately Internal and External Evaluation as per given below in the table:

| Evaluation | Maximum Marks | Minimum Passing Marks |
|------------|---------------|-----------------------|
| Internal | 30 | 12 |
| External | 70 | 28 |

To pass the examination a student must obtain 50% of marks in aggregate for the entire examination consisting of Sem –I & Sem-II

10. Rules pertaining to supplementary / reappearing in examinations, if not passed the examination as per rules of passing

If a student fails to secure 40 % marks in Internal / External evaluation separately in each head of passing then he / she must appear in the subsequent Internal / External exam to pass in the examination

If a student fails to secure 50% marks in aggregate in the entire examinations then he / she must appear in the subsequent part I and II

11. Rules of ATKT (Allow To Keep Term): -

A student is allowed to carry the backlog of courses prescribed for Sem-I to the next semester.

12. Award of Classes: -

The award of class will be based on aggregate marks obtained by a student in Part –I, examination taken together

| | |
|-------------------------------------|--|
| First class with Distinction | 70% & above |
| First Class | 60% & above but less than 70% |
| Second Class | 50% & above but less than 60% |
| Fail | Less than 50% |

13. Rules for conduct of examinations

- a) Students would be required to keep a track of the last dates to pay examination fees, which will be announced well in advanced. Only those students who fulfill all the eligibility criteria shall be permitted to fill in the form.
- b) Students should procure their admit cards which will be given at the end of the semester before the examination for appear in the examination
- c) A student is expected to adhere to high standards of honesty during examination.
- d) During the examinations, students should not indulge in any unfair practices. If so, he shall be debarred from taking the remaining papers and may have to lose one semester or year depending upon the gravity of the offence.
- e) The result / mark –sheets have to be obtained from Academic Study Centre within 30 days of declaration of result.

14. Basis for allocation of marks for

- a) **Internal Assessment: - 30 marks**
- b) **Theory (External evaluation) 70 Marks**
- c) **Study Project: 100**

15. Procedure for conduct of Internal Assessment

Every Student will have to submit two assignments for internal assessment in each semester for each subject.

16. Pattern of Evaluation and Examination & Procedure for the evaluation of Summer Training Project / Internship Projects and conduct of viva

The evaluation in each course shall consists of 100 marks (70 marks for Semester end examination and 30 marks for Internal Assessment)

A candidate will be evaluated in each course depending on learning objectives and requirements of the course contents.

The scheme of marks consists of 30% weight age to continuous internal evaluation by the Subject teacher and 70% to evaluation based on Semester –end Examination consisting of written papers. Oral or Viva – Voce examination based on Practical work, Study Project

The details of course – wise mode of evaluation and examination are as given below

| Semester –end Examination | Subject Code / Course No. | Method of evaluation and Examination |
|----------------------------------|----------------------------------|--|
| Semester I | 101 to 105 | Written Papers of 3 hours duration with 70 marks each at Semester –end examination conducted by the University |
| Semester II | 201 to 204 | Written Papers of 3 hours duration with 70 marks each at Semester –end examination conducted by the University. |
| | 205 | Evaluation and Viva based on presentation on Study Project carrying 70 marks, conducted by the Department in association with industry professionals |

17. Pattern of question paper

The final examination question paper for each subject has 2 sections i.e. I & II

- a) Section –I is based on theoretical concepts.
- b) Section –II is based on practical application and case studies.

Annexure- I
Nomenclature of the Diploma of International Business Management

Semester –I

| Sr. No. | Course No. | Subject |
|----------------|-------------------|--|
| 1. | 101 | International Business |
| 2. | 102 | Global Business Strategies |
| 3. | 103 | International Financial Management |
| 4. | 104 | Export – Import Procedures and Documentation |
| 5. | 105 | International Human Resource Management |

Semester –II

| Sr. No. | Course No. | Subject |
|----------------|-------------------|-------------------------------|
| 1. | 201 | International Marketing |
| 2. | 202 | International Laws |
| 3. | 203 | Foreign Exchange Markets |
| 4. | 204 | India's Foreign Trade Policy |
| 5. | 205 | Study Project and Viva |

Course No. : 101
Course Title : INTERNATIONAL BUSINESS
Objectives :

To acquaint the students with emerging global trends in international business environment.

Course Contents:

- 1. International Business: An overview, Business environment and nature.**
- 2. Developments in International Monetary Scene – International finance – Nature – Institutions involved.**
- 3. Recent trends in world trade & direct foreign investment, Managing MNCs, IMF and IBRD, WTO, Regional blocks.**
- 4. Balance of Payment Structure – Disequilibrium concept, IS/LM Model.**
- 5. Globalisation – Country risk analysis – Impact of globalization.**
- 6. Forex Market, Exchange rate determination, Euro market, Off-shore financial centers.**
- 7. Export Marketing: Products, services and procedure.**
- 8. Documentary Credit Operations – (UCPDC) & other methods of international trade settlement.**

Suggested readings:

- 1. Alworth, Julian S. The Finance, Investment and Taxation Decisions of Multinationals. London, Basil Blackwell, 1988.**
 - 2. Bhalla, V.K. and S. Shivaramu. International Business Environment and Business. New Delhi, Anmol, 1995.**
 - 3. Bhalla, V.K. International Economy: Liberalisation Process, New Delhi, Anmol, 1993.**
 - 4. Bhalla V.K. International Business Environment and Management – New Delhi: Anmol, 2000. ISBN 81-261-0438-4.**
 - 5. Ellis, John International Business Strategy / John Ellis and David Williams – London: Pitman, 1995. ISBN: 0-273-60712.**
 - 6. Grosse, Robert International Business: Theory and Managerial Applications / Robert Grosse and Duane Kujawa – 3rd Ed – Chicago: Irwin, 1995. ISBN: 0-256-11475-A.**
 - 7. Ricks, David A Blunders in International Business: Cambridge, Blackwell Pub, 1993.**
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Course No. : 102 (IBM)
Course Title : GLOBAL BUSINESS STRATEGIES
Objectives :

To prepare theoretical base for understanding global business and to study strategies adopted in such global business dealings

Course Contents:

- 1. Global business – an overview.**
- 2. International business theories.**
- 3. Liberalization and Globalization of Business.**
- 4. Strategic management of global business.**
- 5. Competitive strategy and global business environment effects of MA and MV in competitive strategic formula in achieving & retaining global competitiveness.**
- 6. Business ethics & global strategic management.**
- 7. International labour and capital movement (Mobility).**
- 8. Recent trends in global business.**

Suggested readings:

- 1. V.K. Bhalla & S. Shivramu: International Business Environment & Management**
 - 2. Davidson William H.: Global Strategic management – New York: John Wiley, 1982**
 - 3. Negandhi Anant R.: International Strategic Management – Lexington: Lexington Books, 1989**
 - 4. Sheth Jagdish N.: Global Strategic management perspective – Cincinnati: South Western Publication, 1989**
 - 5. Veron – Wortzel Heidi – Global Strategic management: The Essentials – 2nd Edition, New York: John Wiley, 1985.**
 - 6. Ellis John: International Business Strategy – London: Pitman, 1995**
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Course No. : 103 (IBM)
Course Title : INTERNATIONAL FINANCIAL MANAGEMENT
Objectives :

To study sources of financing cross border trade and methods of availing of such finances.

Course Contents:

- 1. Scope and significance of international finance – Finance function.**
- 2. Principal borrowing instruments – Syndicated loan, N.I.F. FRN, CP etc. Euro bond market.**
- 3. International trade finance – Export and import finance. External commercial borrowings and documentary credits mechanism.**
- 4. Short term financial management in MNC's – Buyers and suppliers credit; Foreign direct investment.**
- 5. Country risk analysis.**
- 6. Portfolio investment in India.**
- 7. Methods of international trade settlement.**
- 8. Case studies in international financial management.**

Suggested readings:

- 1. Prof. A.V. Rajwade: Foreign Exchange, International Finance & Risk Management – New Delhi, Academy of Business Studies, 1995**
 - 2. Prof. P.G. Apte: International Financial Management – New Delhi, TMH, 1995**
 - 3. V.K. Bhalla & S. Shivaramu: International Business Environment & Management – New Delhi: Anmol, 1996**
 - 4. Baker James C.: International Finance Management – Market and Institutions – New Jersey: Prentice Hall, 1998**
 - 5. Haskins Mark E.: International Finance – Reporting And Analysis – Chicago: Irwin, 1996**
 - 6. Sharan V.: International Finance Management – PHI, 2000**
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Course No. : 104(IBM)
Course Title : EXPORT – IMPORT PROCEDURES AND DOCUMENTATION
Objectives :

To enable students to become conversant with cross border trade procedure & practices followed by Indian Banks dealing in FOREX operations.

Course contents:

- 1. Trade and exchange control regulations relating to import and export. Procedure to start export – import activity.**
- 2. Foreign letter of credit-Parties – types and mechanism – opening of foreign L.C.**
- 3. Financing of export – Pre and Post shipment finance / Negotiation / Purchase / Discounting of export bills – factoring – Project exports – Deemed export – Crystallisation of export bills.**
- 4. Handling of export / import documents / B.E., Invoices, Transport, Risk bearing, Statutory documents – INCOTERMS.**
- 5. Guarantees used in International Trade**
- 6. Cargo clearance – Types of containers/ stuffing / Handling / Loading / Unloading operations**
- 7. Applications of exchange rates in FOREX transactions.**
- 8. Role of ECGC.**

Suggested readings:

- 1. Exchange Control Manual – R.B.I. – Vol I & II**
 - 2. A.P. / DIR – Circulars of R.B.I.**
 - 3. Import – Export Policy 2002-2007 – Ministry of Commerce Publication**
 - 4. Handbook of Import – Export Procedure – Ministry of Commerce Publication**
 - 5. UCPDC – ICC 500 & 522**
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Course No. : 105
Course Title : International Human Resource Management
Objectives :

To study perspective, International Recruitment and selection, performance management, training and development, compensation, International HRM Problems and strategies and analyze developments in international H R M Scenario.

- 1. Introduction and overview of International Human Resource Management –**
Introduction of IHRM in context of International Organizations, HRM Practical Guide to international Managers
 - 2. International Human Resource Management –**
A perspective, International Recruitment and selection, performance management, training and development, compensation etc.
 - 3. International HRM Problems and strategies –**
Re-entry and career issues, Labour problems
 - 4. International HRM Trends and challenges**
Moving beyond models, challenges and implications, HRM trends and future challenges, HRM issues in Multinational Companies.
 - 5. International HRM Cross Culture issues and perspectives**
Development in cross Culture Management, Cultural Variables in Organizational context, Cultural perspectives in Organization, Cross Culture Issues.
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Course No. : 201(IBM)

Course Title : INTERNATIONAL MARKETING

Objectives :

To acquaint students with marketing principles and practices in respect of selling product across the border.

Course Contents:

- 1. International marketing – Definition, concept and setting.**
- 2. Planning for International Marketing.**
- 3. International Marketing Mix – Identification of Market.**
- 4. Product policy, promotion, pricing, distribution strategy.**
- 5. Marketing mix for services sector.**
- 6. Direct Marketing.**
- 7. Global Branding.**
- 8. Cases in International Marketing.**

Suggested readings:

- 1. Fram Bradley: International Marketing Strategy**
 - 2. Alexander Hiam & Charles Shaw: International Marketing**
 - 3. Philip Kotler & Armstrong: Principles of Marketing**
 - 4. Buzzel Robert D.: Global Marketing Management – Cases and Reading; 3rd Ed. Reading: Addison-Wesley, 1995.**
 - 5. Jain, Subhash C.: International Marketing, Management – 5th Ed., Cincinnati: South Western College, 1996.**
 - 6. Keegam Warner J.: Global Marketing Management – 5th Ed., New Delhi, Prentice Hall, 1995.**
 - 7. Quelch John A.: Cases in European Marketing Management – Burr Ridge: Irwin, 1994.**
 - 8. Varshney R.L.: International Marketing Management – An Indian Perspective – 10th Ed., New Delhi: Sultan Chand, 1996.**
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Course No. : 202 (IBM)

Course Title : INTERNATIONAL LAWS

Objectives :

To acquaint students with statutory framework of cross border trade dealings.

Course Contents:

- 1. Uniform customs and practice for documentary credits – ICC – UCP 500.**
- 2. Uniform rules for collections – ICC – UCP – 522.**
- 3. Exchange Control Manual – RBI Vol. I & II.**
- 4. FEMA / EXIM POLICY – 2002 – 2007.**
- 5. India's Custom and Baggage Rules.**
- 6. Intellectual Property Rights, Trade Marks, Patents etc.**
- 7. Sale of Goods Act – Relevant provisions.**
- 8. Case reports on international laws.**

Suggested readings:

- 1. U.C.P.D.C. – 93 Revision – I.C.C. Publication No. 500 & 522**
 - 2. Export – Import Policy – 2002-2007**
 - 3. Schaffer, Eark, Agusti.: International Business Law & its Environment**
 - 4. Mansell Wade: A Critical Introduction to Law – London – Cavendish, 1995.**
 - 5. Baxi Upendra: Mass Disaster and Multinational Liability – New Delhi: Indian Law Institute, 1986.**
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Course No. :203 (IBM)

Course Title : FOREIGN EXCHANGE MARKETS

Objectives :

To acquaint students with functioning of FOREX market with special reference to exchange rate mechanism and derivative instruments.

Course Contents:

- 1. Foreign exchange market – Necessity, nature, dealings and type.**
- 2. Constituents of foreign exchange markets – LIBOR / SIBOR etc.**
- 3. World financial markets.**
- 4. Exchange rate operations in Forex market. Exchange arithmetic.**
- 5. Forex markets of India – Structure and size.**
- 6. Spot and forward dealing in Forex market: Exchange rate card.**
- 7. Currency option; Future; Swap dealings in Forex market.**
- 8. Case studies in Forex market.**

Suggested readings:

- 1. Prof. A.V. Rajwade: Foreign Exchange, International Finance and Risk Management – New Delhi: 1995.**
 - 2. Adrian Buckley: The Essence of International Money – Prentice Hall Series.**
-

Course No. :204 (IBM)

Course Title : INDIA'S FOREIGN TRADE POLICY

Objectives :

To acquaint students with the trend, structure and pattern of India's foreign trade and its impact on India's balance of payment.

Course Contents:

- 1. Trend, structure, composition and pattern of India's foreign trade.**
- 2. Statutes governing India's foreign trade i.e. Exim policy; Handbook of Import and Export procedure.**
- 3. B.O.P. in general and analysis of India's balance of payment.**
- 4. Developments in Indian foreign trade: Five year plan.**
- 5. BOU, EPZ and EPC's in India.**
- 6. Financing methods of foreign trade available in India; Role of BCGC/FDI.**
- 7. Foreign direct investments in India.**
- 8. Latest developments in India's foreign trade.**

Suggested readings:

- 1. Reports on Currency & Finance – R.B.I. Publication Vol. I & II**
 - 2. Annual Reports – Ministry of Commerce Publication**
 - 3. Ingram & Dunn: International Economics**
 - 4. V.K. Bhalla & Shivarama: International Business Environment and Management**
 - 5. Kumar Satish: Developing Countries in International Trade Relations – Allahabad: Chugh Publications, 1987.**
 - 6. WTO Annual Report 1998 – Geneva: WTO, 1999.**
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Course No. : 205

Course Title : STUDY PROJECT AND STUDY PROJECT REPORT VIVA
VOCE

A student shall be required to select topic for study from his/her functional area in consultation with Departmental Committee. It may be in the form of analysis of a problem, development of a new product, method and technology or application of some new methods, policy analysis etc.

The activities may include collection of information and data, analysis and interpretation of collected data and suggesting solutions, alternatives etc.

A student shall be required to submit the Study Project Report based on the same in the month of March. A student will not be allowed to appear for the semester II examination unless he/she completes the project study work to the entire satisfaction of the departmental committee.
