



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

MBA–INTERNATIONAL BUSINESS III SEMESTER (20-22)

MBAI 301C ADVANCED HUMAN VALUES AND PROFESSIONAL ETHICS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI301C	Advanced Human Values and Professional Ethics	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

Examination Scheme

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Help the students to understand right conduct in life.
2. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect personal and professional life.

COURSE CONTENT

Unit I: Inculcating Values at Workplace

1. Values: Concept, Sources, Essence
2. Classification of Values.
3. Values in Indian Culture and Management: Four False Views, Value Tree
4. Eastern and Western Values; Values for Global Managers



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Unit II: Professional Ethics

1. Ethics: Concept, Five P's of Ethical Power, Organisational Tools to Cultivate Ethics
2. Theories of Ethics: Teleological and Deontological
3. Benefits of Managing Ethics in an Organisation
4. Ethical Leadership

Unit III: Indian Ethos and Management Style

1. Indian Ethos and Workplace
2. Emerging Managerial Practices
3. Ethical Considerations in Decision Making and Indian Management Model
4. Core Strategies in Indian Wisdom and Ethical Constraints

Unit IV: Human Behavior – Indian Thoughts

1. Guna Theory
2. Sanskara Theory
3. Nishkama Karma
4. Yoga: Types, Gains; Stress and Yoga

Unit V: Spirituality and Corporate World

1. Spirituality: Concept, Paths to Spirituality
2. Instruments to achieve spirituality
3. Vedantic Approach to Spiritual and Ethical Development
4. Indian Spiritual Tradition.

Suggested Readings

1. Kausahl, Shyam L. (2006). *Business Ethics – Concepts, Crisis and Solutions*. New Delhi: Deep and Deep Publications Pvt. Limited
2. Murthy, C.S.V. (2012). *Business Ethics –Text and Cases*. Himalaya Publishing House: Mumbai
3. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford university press
4. D.Senthil Kumar and A. SenthilRajan (2008). *Business Ethics and Values*. Himalaya Publishing House: Mumbai



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MBAI302C PROJECT MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME									
		THEORY			PRACTICAL			L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBAI302C	Project Management	60	20	20	-	-	4	-	-	4	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

The course is intended to develop the knowledge of the students in the management of projects. It is aimed at imparting knowledge on managing entire life cycle of a project – from conceptualization to commissioning.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Understanding of various phases in a project life cycle.
2. Ability to establish feasibility of a project and various methods of project financing
3. Learn to organize and coordinate with different functions for successful project implementation
4. Develop ability to monitor and control projects and risk involved.

COURSE CONTENT

Unit I: Concept of Project

1. Overview, key concepts, classification, characteristics of project
2. Project life cycle and its phases
3. Project Feasibility: Project Identification, Market and Demand Analysis, Technical analysis and technology selection



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Unit II: Project Feasibility and Investment Evaluation

1. Project Cost Estimate
2. Project Appraisal: Time Value of Money, Project Cash Flows, Payback Period, Cost of Capital, Project Rate of Return, Social Cost Benefit Analysis
3. Sources of financing
4. Optimum capital structure.
5. Investment decision rule

Unit III: Project Implementation

1. Project Planning and scheduling
2. Network analysis, construction of networks
3. Time-cost trade-off and crashing of projects
4. Resource allocation using network analysis, resource leveling
5. Project contracting: Contract pricing, Contract types

Unit IV: Human Aspects of Project Management

1. Project organization
2. Project Leadership: Motivation in Project Management, Communication in Project Environment, Conflict in Project Management
3. UNIDO approach
4. Shadow pricing of resource

Unit V: Project Review and Administrative Aspects

1. Project monitoring
2. Project cost control
3. Abandonment analysis
4. Computer based project management
5. PMIS
6. Project Audit and Termination

Suggested Readings

1. Chandra, Prasanna (2011). *Project Planning: Analysis, Selection, Implementation and Review*. New Delhi; Tata McGraw Hill.
2. Choudhury S. (2017), *Project Management*. Chennai; McGraw Hill Education (I) Pvt. Ltd.
3. Singh, Narendra (2003). *Project Management and Control*. New Delhi; Himalaya Publishing House.
4. Nicholas, John M. (2008). *Project Management for Business and Technology: Principles and Practice*. Pearson Publication.
5. Gray & Larson (2010). *Project Management: The Managerial Process*. New Delhi; TMH
6. Pinto (2010). *Project Management: Achieving Competitive Advantage*. New Jersey; Pearson.
7. Abrol, Sunil (2010). *Cases in Project Management*. New Delhi; Excel Books
8. Maylor (2010). *Project Management*. New Jersey; Pearson.



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List of Electives (International Business)

Semester – III

- MIB303 EXPORT IMPORT MANAGEMENT
- MBAIEF304 FINANCIAL SERVICES
- MIB304 GLOBAL INSURANCE AND RISK MANAGEMENT
- MIB305 CROSS CULTURAL MANAGEMENT

Semester-IV

- MIB403 SERVICE MARKETING AND CRM
- MIB404 INTERNATIONAL BUSINESS LAW
- MIB406 COMMODITY, DERIVATIVES AND PRICE RISK MANAGEMENT



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MIB303 EXPORT IMPORT MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MIB303	Export Import Management	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The main objective of this course is to provide insight into Import and Export Management in a developing economy, objectives of import policy, Export Policy, foreign exchange budgeting, global procurement, conceptual framework, import procurement

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

- 1 Familiarize the students with an understanding of Import Management and Import trade Organizations.
- 2 To understanding procedure of Import Licensing.

COURSE CONTENT

Unit I: Import Management

1. Objectives of Import Policy
2. Import trade Organizations
3. Liberalization of Imports in India
4. Selection of Import Commodity.
5. Exim Policy
6. Supplier -Selection and evaluation
7. Role of Overseas suppliers Agents in India



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Unit II: Terms of Imports

1. RBI's Regulation for Import Payment
2. Finalizing the terms of imports
3. Mode of settlement of payment
4. Import Finance- Bank Finance
5. Finance from Exim Bank
6. Finance through letter of credit

Unit III: Registration of Importers

1. Imports of Gifts, Auto Mobiles, Gold, Silver, Life Saving Drugs
2. Fees Condition, Validity, Authorization & Licensing period
3. Shipping -Types and freight structure, Indian Shipping- Challenges and Opportunities

Unit IV: Registration of Exporters

1. Registration of Exporters with Regional Licensing authorities, Sales Tax Authorities
2. Various types of Exports: Free samples, Baggage, Gifts Spares
3. Third Party, Repaired Goods
4. Application for Grant of Export License

Unit V: Shipping

1. Types and freight structure.
2. Indian Shipping- Challenges and Opportunities, Problems,
3. Recent Trends (Tonnage Tax Impact)
4. 100% Export Oriented/SEZ Units
5. Counter Trade Arrangement, Export Procedure

Suggested Readings

1. Jain, NabhiKumar(1999).*New import export policy and handbook of procedures*. New Delhi; Nabhi Publication.
2. Mahajan, M. I. (2015).*Import, do it yourself*. Mumbai; Snow White Publications Pvt. Ltd
3. RammaGopal, C. (2008).*Export Import – Procedures (Document and Logistics)*. New Delhi; New Age Publications.



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MBAIEF304 FINANCIAL SERVICES

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAIE F304	Financial services	60	20	20	-	-	4		-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

To understand theories of value, risk and return, capital investment decisions, financing decisions, dividend policy, Mutual fund etc. Also, to study leasing, corporate takeovers, and managerial compensation.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Familiarize the students with the role, scope and growing contribution of financial services in the service sector of the economy.
2. Know the impact and role of Credit rating in the corporate world.
3. Analyze the contribution of merchant banks and venture capital in the promotion of the business.
4. Understand the benefits of Plastic Money, Factoring and forfeiting and debt Securitization.

COURSE CONTENT

Unit I: Introduction

1. Overview of Financial systems In India – Structure, Regulation Role and Functions of Financial Systems
2. Financial Instruments, Financial Markets – Capital Markets & Money Markets
3. Characteristics of Financial Markets
4. Functions of Stock Exchange and RBI

Unit II: Financial Services

1. Financial Services Objectives of financial services



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2. Types of financial services – capital market services & money market services
3. Banking financial corporations, non banking financial corporation's
4. Financial services sector problems and reforms

Unit III: Venture Capital and Leasing

1. Venture capital: financing pattern – legal aspects and guidelines for venture capital
2. Leasing- types of leases – leasing vs borrowing
3. Credit rating: CRISIL, ICRA
4. Factoring, forfeiting
5. Bill discounting
6. Types of factoring arrangements

Unit IV: Mutual Funds

1. Mutual funds: concepts and objectives
2. Functions and portfolio classification
3. Guidelines for mutual funds – working of public and private mutual funds in India
4. Debt securitization

Unit V: Merchant Banking

1. Hire Purchase
2. E-banking
3. Asset Reconstruction Companies
4. Micro/ Macro finance
5. Behavioral Finance
6. Merchant Banking

Suggested Readings

1. Khan, M.Y. (2009). *Financial Services*. New Delhi: Tata McGraw Hill.
2. Pathak, Bharti (2010). *Indian Financial System*. India: Pearson.
3. Srivastava, R. M. (2010). *Dynamics of Financial Markets and Institutions in India*. New Delhi: Excel Books.
4. Shanmugham (2009). *Financial Services*. New Delhi: Wiley.
5. Bhole, L. M. (2009). *Financial Institutions and Markets*. New Delhi: Tata McGraw Hill.
6. Gurusamy,S. (2008). *Financial Markets and Institutions*. New Delhi: Tata McGraw Hill.
7. Gopalswamy,N. (2008). *Capital Market*. New Delhi: Macmillan Publishers
8. Chary (2008). *Venture Capital: Concepts and Application*. New Delhi: Macmillan Publishers
9. Jadhav, Narendra (2007). *Monetary Policy, financial Stability and Central Banking in India*. New Delhi: Macmillan Publishers



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MIB304 GLOBAL INSURANCE AND RISK MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MIB304	Global Insurance and Risk Management	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of this course is to learn basic principles of insurance and risk management and contemporary issues related to insurance.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

Familiarize the students with an understanding of linkages between market and products and design business strategies with global perspective.

COURSE CONTENT

Unit I: Introduction

1. Nature and History of Insurance Business
2. Insurance Business in India Europe, UK and USA
3. insurance Act 1938
4. General insurance business – Nationalization
5. Insurance as a social security tool
6. Insurance and economic development
7. IRDA
8. Entry of private players into Insurance business
9. Global Trends and developments in Insurance Business.

Unit II: Principles

1. Principles of Legal aspects of Insurance



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2. Principles of Insurable Interest
3. Principles of Utmost Good Faith
4. Principles of Indemnity
5. Principles of Subrogation
6. Doctrine of Proximate Cause
7. Tariff Advisory Committee
8. Legal Aspects of Life Assurance
9. Global Insurance Regulatory Frame work.

Unit III: Life insurance – Features

1. LIC of India – Products ,Calculation of Premiums
2. Surrender Value ,Mathematics of life insurance
3. Mortality Tables, Risk Premium, Interest Table
4. Premium Calculations ,Factors determining premium
5. Group insurance and Pension plans
6. Health related insurance – Claims settlement
7. Life instance products & Services in Europe, UK & USA

Unit IV: Global Non-life Insurance:

1. Principles & Practices Fire insurance – Standard fire policy
2. Marine – Cargo and Hull insurance – Types
3. Motor insurance – Liability insurance
4. Types of policies; Engineering insurance – Electronic equipment insurance
5. Burglary insurance – Underwriting Practices
6. Claims settlement in International Perspectives

Unit V: Risk management process

1. Risk identifications: perception of risk
2. Threat analysis, Even analysis, Safety Audit
3. Risk Management Methods – Contingency Planning
4. Risk Transfer – Captive Insurance agreements
5. Legal Aspects of Reinsurance – Reinsurance Markets
6. Risk Management techniques for global insurance market players

Suggested Readings

1. Jain, NabhiKumar(1999).*New import export policy and handbook of procedures*. New Delhi; Nabhi Publication.
2. Arunajatesan, S.&Viswanathan, T. R. (2009). **Risk Management &Insurance**. Noida;Macmillan Publishers India Ltd.
3. Rejda, George E. (2010). *Principles of Risk Management and Insurance*.Boston; Pearson
4. Mishra, M.V. (2008).*Insurance Principles and Practice*. New Delhi; S.Chand



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MIB305 CROSS CULTURAL MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MIB305	Cross Cultural Management	60	20	20	-	-	4	-	-	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based on following components: Quiz/Assignment/Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

1. Develop a cognitive framework to appreciate the impact of culture on managerial behavior and business processes.
2. Develop behavioral and cognitive skills to operate in the cultures of key countries

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Present an overview and analyze different meanings and dimensions of culture.
2. Describe and analyze the impact of culture on business practices.
3. Explain and analyze the impact of national culture on organizational cultures.

COURSE CONTENT

Unit I: Introduction

1. Definition, Importance of Culture, Cultural differences
2. Introduction to the Global Business Environment and Cross Cultural Management
3. What disciplines study culture
4. What does culture have to do with business

Unit II: Definitions and Models of Culture

1. Definitions and Models of Culture
2. Ways of describing cultural differences



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3. The historical origins of beliefs and values

Unit III: Corporate and Professional Cultures

1. The Role of Regional, Industry, Corporate and Professional Cultures
2. Culture dimensions - Dimensions relating to people
3. Dimensions relating to time
4. Dimensions relating to the world

Unit IV: Culture and communication

1. Managing Knowledge across Borders
2. Culture and communication
3. How native language is influencing our way of communication
4. Non-linguistic communication
5. Use of Cross Cultural Management in Mergers and Acquisition

Unit V: Leadership and Cross-Cultural Teams

1. Leadership and Cross-Cultural Teams
2. Cross Cultural Communication & Negotiation
3. Corporate Social Responsibility in MNCs
4. Organizational culture, corporate culture
5. Models of corporate cultures, the role of corporate culture

Suggested Readings

1. Browaeys, M.-J., & Price, R. (2015). *Understanding Cross-Cultural Management*, Pearson.
2. C.Thomas, D. (2015). *Cross Cultural Management, 2/e*, . Sage Publication.
3. Dumetz, J. (2012). *Cross-cultural management textbook: Lessons from the world leading experts in cross-cultural management*. Oakland USA: Create Space Independent Publishing Platform.
4. Haghirian, P. (2012). *Multinational and Cross-Cultural Management*. Routledge.
5. Holdon, N. (2012). *Cross Cultural Management: Knowledge Management Perspective*. Pentice Hall.
6. Mead, R. (2015). *International Management-Cross cultural Dimension, 3/e*,. Blackwell.
7. Minkov, M., & Hofstede, G. (2013). *Cross-Cultural Analysis (The science and art of comparing world's modern societies and their culture)* . New Delhi: Sage Publication.
8. Wildman, J. L., Griffith, R. L., & Armon, B. K. (2016). *Critical Issues in Cross Cultural Management*. Switzerland: Springer.