

**St. Aloysius College (Autonomous),
Jabalpur.**

NAAC Re-accredited A (3.50/4 CGPA),

College with Potential for Excellence by UGC

**Department of Management
Studies**

**Diploma in International
Business**

(1 year programme)



St. Aloysius College (Autonomous), Jabalpur.
NAAC Re-accredited A (3.68/4 CGPA),
College with Potential for Excellence by UGC
Department of Management Studies
Diploma in International Business
(1 year programme)

Course Focus:

This course focuses on the “Context” aspect of strategy, where the context here happens to be internationalization/globalization. Through discussing various case studies that involve International issues arising out of working in a different country, culture and a diverse workforce, the course seeks to develop the much required skills in budding Business Managers to manage such situations, both in India and abroad.

Course Format:

- ⦿ July – December : Semester I
- ⦿ Examinations : December
- ⦿ January – June : Semester II
- ⦿ Internship :May- June
- ⦿ Examination: June
- ⦿ Each paper of 100 Marks maximum.
- ⦿ Internal Marks: 60 each.
- ⦿ Includes : Presentation, Attendance, Written test and Assignments.
- ⦿ Timings: Monday to Saturday 12:00to 1:00pm.

Course Content:

- ⦿ Moved the *International Marketing Management* from semester 2 to 1. Eliminated the *International Human Resource Management* and *electives option*. Revised the marking pattern, duration and examination of *Internship/Project Work*.

Semester I

- ⦿ Principles & Practices of Management
- ⦿ International Business Environment
- ⦿ Global Culture and Business Ethics
- ⦿ *International Marketing Management*

Semester II

- ⦿ Global Strategic Management & Case Dynamics
- ⦿ International Financial Management
- ⦿ *Internship / Project Work*

Course Pedagogy

The course is almost completely Case based. The focus is on in-class participation. The objective is to make better managers of the students by putting them in situations that involve taking decisions on matters of International management. Since the focus is on class preparation and participation, students are rewarded for both preparation and participation.

- ⦿ **Course structure and positioning**

The course assumes knowledge of all the basic concepts of management on the part of the students. However lack of sufficient knowledge of International management or cross cultural management will not be a handicap in comprehending this course.

Regulations of Diploma in International Business

- 1. The one year Diploma course will run according to semester system as per regulations.**

- 2. The diploma course will have 2 semesters.**
- 3. The intake and fees will be regulated by the college's decision from time to time.**
- 4. Admission under the course will be made on the basis of merit or through the entrance test.**
- 5. The eligibility to admission will be 12th pass in any stream with minimum 50% .**
- 6. The course will include the internship/project work and examination.**
- 7. Each student will have to appear in the examination of theory, internship/project work and internal assessment necessarily.**
- 8. The candidate is required to complete the entire course within a maximum period of 2 years from the session of the first admission necessarily.**
- 9. The student will be eligible to appear for the final examination only when he/she has secured 75% attendance.**
- 10. The internal examination will be based on the case study, assignment, written test and presentations.**
- 11. The internal examination carries 60% of the total marks. 40% passing in internals is necessary to appear in the final examination.**
- 12. Internship/Project work will be conducted under the guidance of the faculty. The Internship/project work will comprise of 40 marks and project report will be of 35 marks and project viva of 35 marks. Project report will be assessed by the external examiner and thereafter Viva examination will be conducted by the external examiner which will comprise of 35 marks each. The passing marks will be 40% of each component. That is Internship/project work will have minimum passing marks as 16. Project report will have 14 marks as minimum passing and also project viva. The internship/Project work will be undertaken for a minimum period of two months in any institution/business house which deals with international business.**
- 13. A candidate who fails in the internal examination will cease to be a student in the course and will be ineligible to appear in the final examination.**
- 14. If the candidate fails in one subject in any one semester but clears in the remaining subjects of that examination , he/she will be "Allowed to keep the Term" i.e. ATKT and will be promoted to the next semester. He/she shall be eligible to carry the**

backlog of one subject of each semester examination but in no case he/she shall be permitted to carry backlog of more than one subject at a time. In case of ATKT examination an additional fee for examination will be paid by the candidate as per the norms of college.

15. Provided further that if a candidate fails in some subject of earlier semester but gets passing marks in internal examination, he/she may be allowed to appear as an ex-student in the next examination of the same semester.

16. Provided further that if a candidate fails in some subject earlier semester and clears the final/second semester, his/her results will be withheld. He/she will be awarded diploma only in the year in which he/she clears the papers. In such a situation, mark-sheet for each semester will be issued together in the second semester, once he/she clears all the subjects.

17. There will be no provision of revaluation. However the candidate can apply for re-totalling in one subject per semester as per the norms of college.

18. No candidate will be permitted to appear in the semester examination unless one has:

- Attended at least 75% of the lectures
- Appeared for all the internal assessments and cleared them
- Paid all the fees due
- Submitted the job internship certificate and project report in the final semester.

19. The division shall be awarded on the basis of total marks obtained in the internal assessment and external examination taken together.

- a. 60% or above as first division
- b. 50% to 59 % as second division
- c. Less than 49% as third division.

20. In case of any dispute/ambiguity the ruling of the Principal shall be final and binding.

Scheme of Examination

Paper	Subject	Total Marks		Internal		External	
		Max.	Min.	Max.	Min.	Max.	Min.
DIB 101	International Management- Principles & Practices	100	40	60	24	40	16
DIB 102	International Business Environment	100	40	60	24	40	16
DIB 103	Global Business and Business Ethics	100	40	60	24	40	16
DIB 104	International Marketing Management	100	40	60	24	40	16
DIB 201	Global Strategic Management and Case Dynamics	100	40	60	24	40	16
DIB 202	International Financial Management	100	40	60	24	40	16
DIB 203	Internship/Project work:	100	40				
	a. Internship/Project	40	16				
	b. Project Report	35	14			100	40
	c. Project Viva	35	14				

Model Question Paper

St. Aloysius College (Autonomous), Jabalpur

Department of Management Studies

Diploma in International Management

Paper:

Max. Marks: 40

Min. Marks: 16

Attempt all the questions. Internal choices are given. All questions carry equal marks.

[8*5=40]

1. Ques 1.
OR
Ques. 1.
2. Ques 2.
OR
Ques 2.
3. Ques 3.
OR
Ques 3.
4. Ques 4.
OR
Ques 4.
5. Ques 5.
OR
Ques 5

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Patron: Dr. Fr. Vazhan Arasu

Examination Controller: Dr. Meeta Darbari

Course Coordinator: Dr.Rashmi Patras

Faculty:

Dr.Shraddha Shrivastava

Dr.Rashmi Singh

Dr.Chitranshi Verma

Dr. Richa Dixit Bajpai

Mrs. Aparna Dhingra

Mrs.Archana Dubey

Fees Structure

Course Fee: Rs. 10,000/- (inclusive of the Examination Fees)

Registration Fees -500/- (Non -Refundable)

Installments of Rs. 5000/- each:

Ist installment	IInd Installment
July	December

Paper DIB-101: INTERNATIONAL MANAGEMENT- PRINCIPLES & PRACTICES

Objective: The objective of this paper is to familiarize students with the cross -cultural behavior and its management for successful operations of the international firms.

Management for successful operations of the international firms. To get acquainted with the principles and practices related with management studies at international level.

20 lectures

1. International Management: Concept, Dimensions and Approaches; Globalization, Business culture and corporate culture; Problems of intercultural communication; Leadership in the Cross cultural dimensions, Cross -cultural values and business management; Business values ethics and social responsibilities.

2. Challenges of Global Planning: Economics, political, and strategic predisposition imperatives; Resource allocation and portfolio compositions of a global firm; Planning for linkages and synergies among business across borders; Locus of decision making; Headquarter-subsiidiary relationships in international business enterprises.

3. Organization and Control for international Competitiveness: Multinational Corporations: Nature, goals, Global Trade and its theories, Organization design and structure of international companies.

4. Management of Personnel with Different Social and Cultural Backgrounds: Selection, training and development of people for global assignments; Compensation and reward practices among international firms; managing cultural and social diversities.

5. Managing international Collaborative Arrangements: Joint Ventures and other forms for strategic alliances: Traditional and emerging reasons for forming strategic alliances, Pitfalls in strategic alliances; Making cross -cultural alliances work.

Text Book: International Business , K Aswathappa; Tata McGraw Hill.

Paper : DIB-102 International Business Environment

Objective: The objective of this paper is to familiarize the students with the current business scenario and build their foundations of the basic policies and regulations of India as well as the world financial environment.

20 lectures

1. International Business: Overview, types of environment –economic, political, social, cultural and legal. Influence on trade and Investment patterns, Recent World Trade and Foreign Investment trends, Country risk. Changing Environment of International Business: Globalization, Liberalization and Privatization.
2. Trade and Investment: Foreign Direct Investment, Govt. influence on trade and investment.
3. World financial environment – tariff and non- tariff barriers, forex market mechanism, exchange rate determination, Eurocurrency market, international institution (IMF, IBRD, IFC, World bank, IDA, MIGA) NBFS's and Stock markets.
4. Regional trading blocks and trading agreements' global competitiveness.
5. Corporate Governance, global competition, HR development, social responsibility, world economic growth and physical environment.

Text Book: Public Finance and International Economics; M L Jhinghan.

Paper DIB-103

Global Business And Business Ethics

20 lectures

1. Overview of Global Business: Globalization Issues/Forces The big picture, The importance of IB in the world economy, Global Monetary and Financial System, International Politics, Regulation, and Law Project II
2. New trends and increasing competition in foreign trade. Role of foreign cooperation in economic development, Employment opportunities and new paradigms in employment , Indian and International Labor standards.
3. The Cultural Challenge and raising up to the global challenge, Global Business Operations and Management. Global Business Strategy , Global Marketing , Global Financial Management
4. Business ethics: Definition & nature, Characteristics of ethical problems, The Role of Ethics in Business, Causes of unethical behavior; Ethical abuses; Work ethic, Code of ethics, The Importance of Business Ethics, Stakeholder Relationships, Social Responsibility, and Corporate Governance
5. Emerging Business Ethics Issues; Business Ethics in a Global Economy & Case Studies

Text Book: International Business , K Aswathappa; Tata McGraw Hill.

Paper DIB- 104 INTERNATIONAL MARKETING MANAGEMENT

Objectives

- The course participants will become more familiar with the nature and practices of international marketing. They should feel equally confident to be able to distinguish international marketing mechanics from the domestic marketing models and approaches.
- They would be far more equipped to design and participate in designing an international marketing strategy.
- The spin-off benefits to the participants should be to develop in them a right attitude, inject enthusiasm and hone their interactive ability as they address the issues and challenges of operating in the international markets.

20 lectures

1: Introduction to International Marketing: International Marketing Environment, Preparing for International Marketing Strategies.

2: International Marketing Mix: International Research and Segmentation, Developing Global Products and Pricing, International Promotion and Advertising, International Distribution Systems.

3. The Indian Export Scenario: The Export Import Scene in India, Import-Export Policy, Export Documentation, Export Procedure, International Technology Transfer and Counter Trade, The Trade Mark Regime.

4. International Marketing Planning: Managing Systems for International Marketing, Reflection and Evaluation of the Endeavors.

5. Case Study

Suggested Readings:

1. International Marketing by R. Srinivasan
2. International Marketing by Dr. R. K. Kothari & Dr. P.C. Jain
3. International Marketing by Rajgopal
4. International Marketing by Sunil Gupta & Kulbhushan Chandel

Paper DIB: 201 GLOBAL STRATEGIC MANAGEMENT & CASE DYNAMICS

20 lectures

Objective: The objective of this paper is to help students understand strategy making process that is informed integrative and responsive to rapid changes in an organization's globally oriented environment and also to help them understand tasks of implementing strategy in a global market.

1. Introduction: Strategy making strategy implementing and strategic managing; Roles of line managers, strategic planners and top management; Developing strategic vision and mission; Setting objectives and forming a strategy; Globalization and strategic management; Strategic flexibility and learning organization.

2. Environmental: Scanning and Competitiveness Analysis; Appraising company's external strategic situation, company situation, competitive strategy and competitive advantage in global market.

3. Situation Specific Strategies: Strategies for situation like competing in emerging industries, maturing or declining industries, fragmented industries, hyper –competitive industries and turbulent industries; Strategies for industry leaders, runner -up firms and weak businesses.

UNIT 4 & 5 : CASE STUDIES

Suggested Readings:

1. Davidson, W.H., Global Strategic Management, John Wiley, New York.
2. Ellis, J. and D. Williams, International Business Strategy, Pitman, London, 1995.

Paper 202: INTERNATIONAL FINANCIAL MANAGEMENT

20 lectures

Objectives: This paper will introduce the environment of international finance and its implications on international business, it will help to understand the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates..

Unit 1. The Foreign Exchange Market: Structure and Operations , The International Monetary System .The Balance of Payments: Implications for Exchange Rates, International Parity

Unit 2. Management of Foreign Exchange Exposure and Risk , Currency Forwards and Futures , Currency Options, Financial Swaps

Unit 3. Cross-border Investment Decisions, Financing Decisions of MNCs. Foreign Investments & Management of Working Capital: An International Perspective

Unit 4. Foreign Investments & Management of Working Capital: An International Perspective

Unit 5- Case Studies

Suggested Readings:

1. International Financial Management, Thummuluri Siddaiah; Pearsons
2. International Financial Management, Jeff Madura
3. International Financial Management, Cheol S Eun, Bruce G Resnick

Paper 203: INTERNSHIP/PROJECT WORK

Time duration: 2 months

Project Work should be undertaken by the candidate as assigned by the faculty of the course . Internship/Project work will be conducted under the guidance of the faculty. The Internship/project work will comprise of 40 marks and project report will be of 35 marks and project viva of 35 marks. Project report will be assessed by the external examiner and thereafter Viva examination will be conducted by the external examiner which will comprise of 35 marks each. The passing marks will be 40% of each component. That is Internship/project work will have minimum passing marks as 16. Project report will have 14 marks as minimum passing and also project viva. The internship/Project work will be undertaken for a minimum period of two months in any institution/business house which deals with international business.