

# POST GRADUATE DIPLOMA IN INTERNATIONAL MARKETING (PGDIM)

## Ist Semester

### **Paper 1      Managerial Economics**

(The Objective of the course is to familiarize the students with Micro-economic concepts and tools and enable them to apply these techniques in business decision making)

#### **Course Inputs**

1. Nature and scope of Managerial Economics, Role of Managerial Economics in Decision Making.
2. **Fundamentals concepts** : Opportunity Cost, Discounting and Time Value of Money, Equilibrium, Marginalism, Equimarginalism, Incremental, Concepts, Economic Optimisation.
3. **Demand & Supply Analysis** : Demand Classification, Elasticity of Demand and Supply, Demand Estimation and Forecasting Elasticity in Decision Making.
4. **Production Function & Cost Analysis** : Short Run and Long Run Analysis of Production Function, Derivation of Short Run and Long Run, Cost Curves, Incremental & Sunk Cost in Decision Making Analysis, Economies of Scale & Scope, Learning Curves, Output Maximisation & Cost Minimisation, Cost Estimation, Reduction and Control.
5. **Profit Management** : Profit Maximisation, Sales Maximisation, Alternative objective of firms, Breakeven Analysis and its Managerial Uses.
6. **Market Structure Analysis** : Pricing under Perfect Competition, Monopoly, Monopolistic Competition & Oligopoly, Effects of Changes in Fixed Costs, Taxes & Advertising.
7. **Pricing Practices** : Mark-up Pricing, Price Discrimination, Multi-unit Pricing, Strategies, Multiple product pricing, Joint Product Pricing, Transfer Pricing, Peak Load Pricing.
8. **Business Decision and Government** : Market Failure, Government Intervention, Public Utility Regulation.
9. **Decision making under risk ad uncertainty**
10. Economics of Locating an Industry and Managerial decision making (Agency costs and firms behaviour) Technology, innovation and competitive of firms.

(Relevant case studies will be covered to make the paper application-oriented.)

#### **References**

1. Domnick Salvatore : “Marginal Economics in a Global Economy”, McGraw Hill Publication Co. Ltd., 1996
2. H.C. Peterson & W. Cris Lewis : “Marginal Economics”, Third Edition, McMillan Publishing Company, New York, 1994.
3. M.Adhikari : “Managerial Economics”, 3<sup>rd</sup> Edition, New Delhi Khosla Publishing House.
4. David Kreps : “A Course in Microeconomic Theory”, Prentice Hall of India Private Ltd, New Delhi-1993.



(The objective of the course is to provide an understanding of computer, Computer Operating System and Application of relevant software in managerial decision making)

**Course Inputs**

1. **Computer Fundamental** : Different types of computer, CPU, Memory organization, input-output devices, Secondary storage & output, Operating System Concept.
2. **Database Management System** : Concept of Database Management System, Database design- Physical and Logical, Data bases and table forms, Queries and reports, SQL, Client server Architecture, Distributed databases, Electronic Spreadsheet-Excel.
3. **Fundamentals of Networking and Communication** : LAN, MAN, WAN, Networking Topologies, Data Communication, Broad-band Communication, E-Mail, Internet technologies, Concept of World Wide Web, Internet browsing, Wireless & mobile Communication, E-Commerce & related Concept.
4. **Management Information System (MIS)** : Component of Management information system, Design and Maintenance of Management Information System and Decision Support system, Development and implementation of management information systems, Role of users in the design, use and implementation of management information system.
5. **Recent development in Computer Application and software packages for accounting & Statistics. Software Packages will be revised from time to time in consultation and with approval of the Department.**

**References :**

1. Date C.J. : An introduction of Database System, Addison Wesley Massachusetts.
2. Dienes, Sheila S : Microsoft Office, Professional for Windows 95, Instant Reference BPB Publication, Delhi.
3. Mansfield Ron : The compact guide to Microsoft Office, BPB Publication, Delhi.
4. O'Brien J.A. : Management Information System, Tata Mcgraw Hill, New Delhi.
5. Ullman, J.O. : Principle of Data Systems, Galgotia Publication, New Delhi.
6. Saini A.K. and Pardeep Kumar, Anmol Publications, New Delhi, 2002

**Paper 4 International Business Environment**

(The objective of the course is to acquaint students with International Business Environment and its impact on the operation of a firm.)

**Course Inputs**

- Unit I **International Business Environment** – An Overview, Nature, Importance and scope.  
Environment analysis – economic, geographic, socio-culture, commercial, legal and political environment.
- Unit II **Theoretical Foundations of International Business** : Theories of international trade, Gains from international trade, Balance of Payment analysis.

Unit III	<b>Current Trend and Issues in International Trade</b> : Pattern and structure of World Trade, Trade in Service.
Unit IV	<b>Foreign Investment</b> : Types, motives and effect, present structure of foreign direct investment.
Unit V	<b>Multinational Corporations</b> : (MNCs Nature, role, types and Operation, Global Competitiveness,).
Unit VI	<b>Regional Economic Integration</b> : Forms of integration, Regional economics, grouping in practice – EU, NAFTA, ASEAN, SAARC, and SAPTA.
Unit VII	International Economic Co-operation, Institutions and Agreements.
Unit VIII	<b>Strategic Analysis</b> : Acquisition and Merger, Management of Joint Ventures, etc.
Unit IX	<b>Counter Trade</b>
Unit X	<b>Business Process Outsourcing</b> – Nature and Scope

## References

1. Denies John D. and Radebaugh, Lee H : International Business Environment and Operations.
2. Cateora, Philips : International Marketing, Richard D Irwin, Illinois
3. Sodersten BO : International Economics; Macmillan London
4. Hodgson, John S Nand Harender, Mark G : International Economics Relation; Precentice Hall, New Jersey
5. Bhalla V.K. : International Business : Anmol Publication, New Delhi
6. Parvez Asheghian, Bahamann Ebrahim : International Business, Harper Collins, London.
7. Peter H Lindert, International Economics, Richard D Irwin, Illinois
8. Arora D.S. International Business, Issues, Opportunities, Technique and cases (2000)0 Common Wealth Publication
9. Ball Donald : International Business, The Challenges of Global Competitive (VIIth Edition, 1999), Tata Mcgraw Hill, Delhi
10. Bemish, Paul and Marrison Alleh, International Management Text and Cases, (4<sup>th</sup> Edition, 2000).

## Paper 5 International Marketing

(The objective of this course is to expose students to the conceptual framework of international marketing management.)

### Course Inputs

1. **Introduction International Marketing** : Nature and significance, Complexities in International marketing, Transition from domestic and transitional marketing, International market orientation – ERPG framework, International market entry strategies.
2. **International Marketing Environment** : Internal Environment, External environment, Geographical, demographic, economic, socio-cultural, political and legal environment, Impact of environment on international marketing decision.
3. **Foreign Market Selection** : Global market segmentation, Selection of foreign markets, International positioning.
4. **Production Decision** : Product planning for global markets, standardization vs product adaptation, New product development, Management of international brands, Packaging and labeling, Provision of sales related services/

5. **Pricing Decision** : Environmental influences on pricing decision, International pricing policies and strategies.
6. **Promotion Decisions** : Complexities and issues, International advertising, personal selling, sales promotion and public relations.
7. **Distribution channels and Logistics** : Functions and types of channels, Channel selection decisions, Selection of foreign distributors/agents and managing relations with them, international logistics decisions.
8. **International Marketing Planning, Organising and Control** : Issues in international marketing planning, International marketing information system, Organising and controlling, International marketing operations.
9. **Emerging Issues and Development Marketing** : Ethical and social issues, International Marketing of services, Informational technology and international marketing, Impact of globalization, WTO.

#### References :

1. Czinkota, M.R. International Marketing, Drydon Press, Boston.
2. Fayweather, John : International Marketing, Prentice Hall, New Delhi
3. Jain, S.C. : International Marketing, Prentice Hall, New Delhi
4. Keegan, Warren J : Global Marketing, Management, Prentice Hall , New Delhi
5. Onkvistt, Sak and John J Shaw : International Marketing : Analysis and Strategy.
6. Paliwoda, Staley J. : The Essence of International Marketing, Prentice Hall, New Delhi.
7. Sirachy, R and V Terpstra : International Marketing, Dryden Press, Boston.
8. Varshney and Bhattacharya : International Marketing Management

### IIInd Semester

## Paper 6 Economics Environment & Policy

(The aim of this course is to develop an understanding of issues and models used in Macroeconomics theory and to demonstrate the changing role of corporate sector in India after a shift from largely regulated economy to market oriented economy.)

#### Course Inputs

1. **Objectives and Instrument of Commercial Policy** – Tariff and Non-tariff Measures.
2. **International Linkages** : Balance of payment Ac/, Fixed V/ Flexible exchange rate, Real and Normal Depreciation and Appreciation, Current and Capital account, convertibility and its implication, Effective of Monetary and Fiscal policies, perfect capital mobility.
3. **Economic Reforms** : Debts Crisis of 1991, Industrial, Financial and Trade Sector Reforms, Sequencing of Economic Reforms, Globalization of Business, Role of firm in Globalised economy, Protectionism v/s Liberalization or open economy, Privatisation, Dis-investment, Corporate Restructuring (Indian Perspective)
4. **India's Foreign Trade and Export** – Import Policy ; Trends : Composition and Direction of India's Foreign Trade.

#### **Export Promotion Policy of India**

(i) Policy Measures for promoting production and Investment for generating increasing Exportable Surpluses, (ii) Export Incentives and Price Support, Measures including Duty Draw back, Excise Rebate, Income Tax Concession and Export Finance Subsidy etc. (iii) Institutional Infrastructural Support for Export Promotion.

## **Import Policy of India**

Evolution since Independence, General Provisions, Policy Measures for Export Sector :- Duty Exemption scheme, ECPG Scheme, SEZ/100%EOU/EHTP/STP Units, Status Holder (Export House Policy) and Deemed Exports.

5. Foreign Investment Policy; Policy and framework for FDI in India, Policy on Foreign collaborations and counter trade agreements, Indian Joint Ventures Abroad Project and Consultancy Exports.
6. WTO – Role and Functions. Analysis of different agreement under Uruguay Round for Trade in (a) Intellectual Property, (b) Investment, (c) Agriculture, (d) Textiles (e) Services and Dispute Settlement.

### **References :**

1. Joshi, V & IMD Little (1996), Indian Economic Reforms (Oxford University Press)
2. Srinivas T.N. (1999) : Eight Lectures on India's Economic Reform.
3. Adhikari, M 1993 : Economic Environment of Business in India, Delhi
4. Ahluwalia M Little IMD & V. Joshi (1999), India Economic reforms and Development Essays in Honours of Dr. Manmohan Singh (Oxford University Press)
5. Sach J.D. A Varshey & N. Bajpai : India in the era of economic reforms (Oxford University Press.)

## **Paper 7 International Logistics**

(The Course exposes students to the fundamentals of logistics as applied to International Business)

### **Course Inputs :**

1. **Marketing Logistics** : Concepts, Object and scope, System elements, Relevance of logistics in International Marketing, International supply chain management and logistics, Transportation activity – internal transportation, interstate goods movement, concepts of customer service.
2. **General Structure of Shipping** : Characteristics, liner and tramp operations, Code of conduct for liner conferences, Freight, structure and practices, chartering principles and practices, UN conventions on shipping.
3. **Development in Ocean Transportation** : Containerization, CFS and inland container depot, Dry ports, Multi-modal transportation and CONCOR, Role of intermediaries including freight booking, shipping agents, C & F agents, Ship owner and shipper consultation arrangements.
4. **Air Transport** : Air transportation – total cost concept, advantages, freight structure and operations, Carrier consignee liabilities.
5. **Port System and sub-systems** : Port organization and management, Responsibilities of Port Trust, Growth and status of ports in India, Carriage of goods-legal aspects.
6. **Inventory Control and Warehousing** : Inventory management-concepts and application to international marketing, significance and types of warehousing facilities. Total cost approach to logistics.

### **References**

1. Annual Report, INSA
2. Asopa, V.N. Shipping Management Cases and Concepts, Macmillan, New Delhi
3. Desai, H.P. Indian Shipping Perspective, Anupam Publication, Delhi
4. Khanna, K.K. Physical Distribution, Himalaya Publishing, Delhi

5. Lambert, Detal, Strategic Logistic Management, Tata Mcgraw Hill, New Delhi
6. Shipping Documents and reports, UNTAD.

## **Paper 8                      Marketing Research**

(This course acquaints students with the importance, complexities and process of conducting marketing research in international context)

### **Course Inputs**

1. **Introduction** : Importance and nature of marketing research, Marketing research in international context, Complexity and issues, International data reliability and validity aspects; International marketing information system, International marketing research-process and organization.
2. **Research Problems Formulation and Determination of Information Needs** : Problems identification and definition, Developing a research proposal, Types of research-exploratory, descriptive and experimental researches.
3. **Univariate & Bivariate Analysis, Data Sources** : International secondary data sources, Online sources, Primary data collection methods, Questionnaire and observation methods, Designing questionnaire for international survey, etc v/s Emic Dilemma.
4. Attitude Measurement and scaling Techniques.
5. (a) **Sample Design** : Determining universe, sampling unit and sampling frame, sampling methods, Sample size determination, Sampling Distribution & Characteristics.  
(b) **Statistical Estimations and testing** : Point and interval estimation of population mean, Proportion and variance, Statistical testing, hypotheses and errors, Sample size, Large and small sampling test- Z-test, T-test and F-test.
6. **International Data Collection and Field work** : Planning and organizing field work for international surveys, Sampling and non-sampling errors.
7. **Data Analysis and Report Preparation** : Preliminary analysis, Univariate and multivariate data analysis techniques, Issues in multi-country data analysis, Report preparation and presentation.
8. **International Marketing Research Application** : Overseas market opportunity analysis, Sales analysis, Product and advertising research, consumer research, Ethical Issues.

### **References :**

1. Dougloss, Susan P and Craig, Samuel : International Marketing Research, Prentice Hall, International Edition.
2. ITC, Manual for Export Marketing Research, Prentice Hall, New Delhi
3. Luck, David J and Ronald S Rubin, Marketing Research, Prentice Hall, New Delhi
4. Tull, Donald S. and Del I, Hawkins : Marketing Research, Measurement and Methods, Prentice Hall, New Delhi

## **Paper 9                      International Trade Operations**

(The objective of the course is to acquaint students with the procedure and documentation formalities relating to export import transactions.)

### **Course Inputs**

1. Export Documentation Framework and Delivery Function Management Commercial Documents including Contract/Order, INCO Terms, Invoices, Transport Documents like Bills of Lading, Airways Bill, Multi Model Transport Document, Requirements of Importing Countries.  
Statutory Requirement : Excise, Customs and Port Formalities for Export Shipment, Foreign Exchange Rules, Document and Exchange Control.
2. Export Financing Methods and Terms of Payment. Methods of Payment in International Trade, Documentary Credit (letters of Credit) UCPDC 500. Negotiation of Export Bills and Collection of Sale Proceeds, Pre-Post Shipment Credits, Bank Guarantees.
3. Cargo, Credit and Exchange Risks, Marine Insurance for cargo risk coverage, ECGC schemes for credit and payment risk coverage, Procedure for ECGC Claims, Forward Exchange Cover, Arbitrage and Swapings.
4. Quality Control and Pre-shipment Inspection, ISO Rules and Specifications Brands
5. Planning and Methods of Procurement, Procedure for procurement through Imports, Import financing, Customs formalities for import clearance. Assessment and payment of import duty, Managing risk coverage for import covering transit risk, credit risk and exchange risk.
6. Formalities for claims of Export Incentives, Duty Drawback, Central Excise Rebate and Bond System, Income Tax Concession and other Tax Incentives
7. Procedural and Documentary formalities as per Import Policy of India for Duty Exemption Scheme, EPCG, SEZ/1--%EOU/EHTP/STP. Deemed Exports Status Holders (EH/TH/STH/SSTH)
8. Standardised Documentation System. Documentation through electronic mode
9. Legal framework of International Trade Contracts, Settlement of Disputes and Arbitration.

**References :**

1. Export – Import Policy : Ministry of Commerce, Government of India
2. Ram, Paras, Exports : What, Where and How ? Anupam Publication, New Delhi.

**Paper 10 Project**

Each student would select a theme in consultation with the faculty and submit a project report based on their summer training as well as integrated course learning.